



Mahidol University
International College

Sustainability & Business Ethics Talk

Konrad-Adenauer-Stiftung e.V. (KAS) & Sustainability Research Cluster, MUIC, Mahidol University

Wednesday 21st Nov 2018 – 8.00-12.30

Venue: The Athénée Hotel,

61 Wireless Road (Witthayu), Lumpini, Pathumwan, Bangkok

No registration fee **REGISTER HERE**

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Sustainability – fairness between current and future communities – and other business ethical issues pose challenges for all stakeholders, not only for customers and corporations. While in Western Europe there exists an increasing awareness among customers and businesses regarding organisations’ responsibilities, sustainability & business ethics in the ASEAN region are less frequently debated topics. Therefore it is important to increase the public awareness regarding sustainability and organizations’ responsibilities. The *Sustainability & Business Ethics Talks* are making a contribution in increasing and cultivating a discourse and public awareness in regard to business ethical challenges such as sustainable innovation, organizations’ social, intergenerational, and environmental responsibility, especially in the ASEAN region. --- This event is dedicated to sustainability of business in Thailand, sustainable sourcing of materials for musical instruments, sustainable design and sustainable engineering, and the consideration of future communities as stakeholders of today’s organisations.

Program

08:00-08:30	Tea & Coffee, Registration	
08:30-08:45	Welcome by Convener	Dr. Roman Meinhold, Asst. Prof., Convenor Sustainability Research Cluster, MUIC, Mahidol University
08:45-09:15	Future Communities as Stakeholders & Sustainability	Dr. Roman Meinhold, Asst. Prof., MUIC, Mahidol University
09:15-09:45	Sustainability & Corporate Responsibility at Tycoon Music	Mr. Quincy Yu, Senior Vice President, Tycoon Music Co., Ltd.
09:45-10:15	Sustainability in Design & Engineering	Dr.-Ing Alexander Brezig, TGGS, King Mongkut’s University of Technology North Bangkok
10:15-11:00	Tea & Coffee Break	
11:00-12:00	Panel Discussion and Q&A session Moderation: Joel Mattli, University St. Gallen	Quincy Yu Alexander Brezig Roman Meinhold
12:00-12:30	Closing Session	Music Performance by Tycoon Music Co, Ltd
12:30	Lunch	

Head of organising team: Justyna Urbaniak, University St. Gallen

Convenor: Roman Meinhold, Sustainability Research Cluster, MUIC, Mahidol University,
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Presenters' Profiles:

Dr.-Ing. Alex Brezing - has been designing and building things and publishing about the process and its results for years even before he entered University and got his degrees in Design Engineering. He has been teaching and researching Design Methodology at RWTH Aachen University, but also in South Korea, Thailand and China since 2000, with a focus on the interactions of the two design disciplines – the purely technical “design engineering” and the emotional/aesthetic “industrial design”, which is also referred to “styling” or “creative design”. Alex has 18 years of professional experience in consulting and designing for international customers in the transportation, investment and consumer goods industries.

Alex is now based in Bangkok, acting as DAAD Special Lecturer and RWTH Aachen University representative as well as teaching and coordinating the MESD Master’s program in engineering at the International Sirindhorn Thai-German Graduate School (TGGGS). He believes that design is as much a cultural and social process as it is a technical activity, and through his teaching and business experience in Europe and Asia he developed a keen interest in the relevance of the cultural background of professionals for the processes in the value chains in the industries. He also believes that Design is a key factor to the sustainability of modern societies, and – ironically referring to himself as a ‘design evangelist’ – aims at contributing to a broader recognition of the importance of design education in Thailand. Alex.b@tggs.kmutnb.ac.th

Abstract - Mankind has always consumed resources to produce artefacts to achieve a certain benefit, to solve problems, to increase the quality of life, or – more lately, to create business. In the last centuries, the scale and complexity of such production have reached proportions that can result in sensitive changes in socio-cultural and ecological systems. A product or service can be considered sustainable if it has no lasting negative effect on these systems and the consumption of resources is balanced by the achieved benefit. Design is the planning activity of production, and its scope of responsibility has therefore changed from ‘feasibility’ to ‘sustainability’. Responsible design means anticipating all interactions of the artefact that is to be created with the socio-cultural and natural environments throughout all phases of its lifecycle and considering these in design decisions. One of the most important challenges of our present time is to create an awareness of this shift in responsibilities. The talk will point out the manifold sustainability-related effects design has and why the industries and economies fail to realize design’s potential to contribute to sustainability.

Quincy Yu - Senior Vice President, Tycoon Music Co. Ltd. Quincy has been working at Tycoon Music for the past 12 years in various roles. He first involvement with his family’s business was in spearheading the inception of Tycoon Percussion USA, Inc. the company’s first off-shore office located in Los Angeles, California, which was created to be the its distribution arm in the United States market as well as its worldwide hub for marketing, advertising and artist relations. During the early years of Tycoon USA, Quincy’s responsibility was to build a network of independent dealers and chain stores to carry Tycoon’s products in the US market. Two years after the company was created, the financial crisis hit the US hard, which Quincy saw as an opportunity to grow the brand by offering aggressive promotions that its competitors could not match in a time when dealers were forced to look for the best value. After five years in the US, Quincy returned to Bangkok and the company’s HQ to build its worldwide distribution network for the three brands under Tycoon’s umbrella -

Tycoon Percussion, IQ Plus Music and Kahua Ukuleles. Currently, Tycoon brands are sold in over 75 countries around the world and Quincy's goal is to ultimately have its products sold in every country. Today, Quincy's role has expanded to involve a stronger focus on the company's branding efforts. You can visit the company's websites at:

www.tycoonpercussion.com, www.iqplusmusic.com, www.kahuaukuleles.com

Roman Meinhold - Asst. Prof. Philosophy; Dr. phil. Philosophy and MA in Philosophy, Sociology, Economics - University Mainz, Germany. Roman is teaching Business Ethics & Sustainability at Mahidol University's International College (MUIC) in Nakhon Pathom, Thailand where he also convenes the Sustainability and Intergenerational Responsibility Research Cluster. Roman served as director of the Guna Chakra Research Center, Assumption University, Bangkok where he taught Philosophy courses at the Graduate School's Philosophy & Religion programs. Previously Roman taught at the National University, Lesotho and at the University of Education Weingarten, Germany. His publications deal with issues in the domains of Business Ethics, Sustainability, Environmental Thought, Well-Being, and Cultural Critique. His current research is focusing on sustainability and organizations' environmental and intergenerational ethics. A selection of his publications can be found at roman-meinhold.com and mahidol.academia.edu/RomanMeinhold.

Abstract - Dawning scientific-technological innovations in bio-engineering and artificial intelligence, anthropogenic eco-environmental external effects, and nuclear technology (civilian and military) will open significant business opportunities in various forms on the one hand and will pose existential challenges to future human communities on the other hand. Organizations, such as businesses, governmental entities, and educational institutions will have to adequately respond to, or, preferably prepare for, the coming changes. From an ethical perspective, the question arises what kind of moral standing future communities have in the light of these disruptive changes. Governments, businesses, and educational institutions need to consider how current individuals, communities, and organizations can possibly be best prepared for these changes. Aggregately seen, many current organizational strategies have myopic and temporal parochial perspectives. This paper claims that future communities have a moral standing and need to be considered as organizations' stakeholders. This claim can be supported by plausible arguments from different ethical traditions. First the terminology regarding future communities moral standing needs to be clarified. The paper then looks into business practices of businesses, which seriously consider future communities. The following section elucidates the philosophic-ethical foundations on which future communities moral standing can be based. Lastly the paper draws conclusions what the philosophic-ethical foundations mean for organizations.