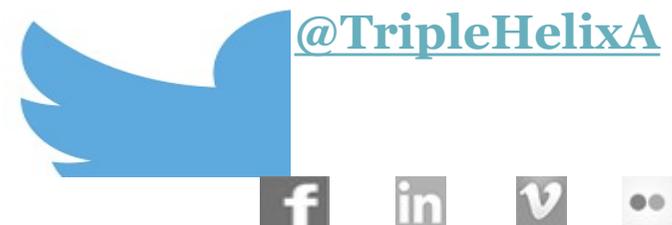


Triple Helix Association

THA webinar series 2020

 **TRIPLEHELIX**
<https://www.triplehelixassociation.org/>

Social media



Webinar Rules

- Please **keep your microphone muted** to avoid background noise.
- Please keep your **webcam off** to save bandwidth.
- The moderator will collect your questions in the ZOOM **chat room**.
- Q&A will follow the presentation.

- The webinar will be **video recorded** and made available on the TH repository web page <https://www.triplehelixassociation.org/th-repository> and on the [YouTube THA channel](#).

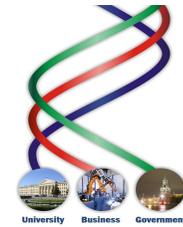
For any problems/ inquiries please contact in the private chat mode:

Lamberto Bizzari for **ICT support:** lbizzarri@gruppopragma.it

Maria Laura Fornaci and **Emanuela Todeva** for any **procedural** or **content related inquiries**

Panayiotis H. Ketikidis, [Dimitri Corpakis](#) for future webinar **topics & speakers**

About the THA



The Triple Helix Association is an open, interdisciplinary and global community. The Association was founded in 1996.

The main Research and Action Fields are Innovation and Knowledge Production in the dynamic Interaction of Science, Business and Policy.

Literature:

- Etzkowitz, Henry, and Loet Leydesdorff. "The Triple Helix--University-industry-government relations: A laboratory for knowledge based economic development." *EASST review* 14.1 (1995): 14-19.
- Leydesdorff, Loet, and Henry Etzkowitz. "Triple Helix of innovation." *Science and Public Policy* 25.6 (1998): 358-364.

THA Webinar Team



Maria Laura Fornaci
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THA President



Prof. Panos H. Ketikidis
Co-Chair of the THA
webinars



Dr. Dimitri Corpakis
Co-Chair of the THA
webinars



Adrian Solomon
Chairman, External
Grants Committee

Objectives of the THA Webinar series

- To keep our **THA community informed and engaged** with emerging issues and in innovation.
- To **facilitate Interaction and Interdisciplinary Collaboration** among our international members.
- To **bridge the Gap** between science, business, policy and society to facilitate innovation.

Today's Webinar:

The power of story in a world on fire: Reflections on the transformational power of narratives

Objective:

Drafting ideas for a narrative analysis of the ecological crisis and potential solutions

Expected Outcomes:

Understanding the meaning of narrative and how it can create a new vision for driving societal change

Target audience

- Policy makers
- Academics
- Industry leaders
- Change makers
- Opinion leaders
- Professionals

This evening's talk

The power of story in a world on fire: Reflections on the transformational power of narratives

Main contents

- How do societies change? How can we actively transform them towards economic practices that are better aligned with the limits of the planet? The Enlightenment had established the firm belief that humanity advances through an individual (Kant) or societal (Hegel) learning process based on reason. At the beginning of the 21st century, this belief turns out to be overly optimistic.
- Reason is under pressure on various frontlines: Postmodern philosophy has deconstructed the idea of truth and the climate emergency has demonstrated the motivational limits of abstract reason(s).
- Prof. Guido Palazzo will investigate one path that since Plato already has been systematically devaluated: Societies follow narratives, not reason. Those narratives include the values and beliefs that guide behaviour unconsciously.
- If we want to transform society, we have to understand our current (eroding) narrative and examine, how we can create a new vision based on a new set of values and beliefs.

Short Bio

Prof. Guido Palazzo



Guido Palazzo is Professor of Business Ethics at HEC, University of Lausanne, Vice Dean for programs and student affairs and director of the executive education of HEC. He studied business administration and philosophy at the University of Bamberg (Germany) and wrote his PhD in political philosophy at the University of Marburg (Germany). In his research he investigates corporate responsibility in global supply chains, the mechanisms of (un)ethical decision making in organizations, the fight against organized crime and the impact of storytelling on behaviour. He is one of the most cited business ethics scholar in the world. His articles have been published in journals such as *Academy of Management Review*, *Academy of Management Journal*, *Journal of Management Studies*, *Business Ethics Quarterly* and *Journal of Business Ethics*. He is associate editor of the *Business Ethics Quarterly* and sits on the editorial boards of the *Journal of Management Studies*, the *Academy of Management Review* and *Business & Society*. One of his recent papers on Cosa Nostra in Sicily was one of three finalists of the prestigious *Academy of Management Journal* best paper award 2016. Guido Palazzo has received the Max Weber Award for his research on multinational corporations by the German president.

Moderator



Dr. Dimitri Corpakis

Member, Executive Board **Triple Helix Association**

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Agenda

Time	Topic	Speaker/ Moderator
05	Introduction	Dimitri Corpakis
30	The power of story in a world on fire: Reflections on the transformational power of narratives	Prof. Guido Palazzo
10	Q&A / Chat Room	Dimitri Corpakis and Prof. Guido Palazzo
05	Wrap Up	Dimitri Corpakis