

16<sup>TH</sup> ANNUAL STATE STREET  
GLOBAL BUSINESS ETHICS SYMPOSIUM

# BUSINESS AND SOCIAL MEDIA: OPPORTUNITIES AND RISKS



NOVEMBER 12 & 13, 2020 | VIRTUAL (EASTERN STANDARD TIME)

[Register here](#)

PROGRAM AGENDA - November 12, 2020

- 9:15 to 9:30 a.m.**      **Conference Welcome, Day 1**  
Jeffrey Moriarty, *Bentley University*
- 9:30 to 10:30 a.m.**      **Keynote Speaker: "The Dark Side of Technology"**  
Jānis Sārts, *NATO Strategic Communications Centre of Excellence*
- 10:30 to 10:45 a.m.**      **BREAK**

MORNING SESSION

- 10:45 to 11:45 a.m.**      **A View from Practice**  
Moderator: Robert McNulty, *President and Founder, Just Business, LLC*  
**Panelists:**
- Trevor Hughes, *President and CEO, International Association of Privacy Professionals*
  - Rodrigo Martinez, *Founder & CEO, AZUL Strategy & Creative*
  - Ashley Jakubczyk, *Associate Director, Social Media, Bentley University*
- 11:45 a.m. to 12:00 p.m.**      **BREAK**

AFTERNOON SESSION

- 12:00 to 1:00 p.m.**      **Academic Perspectives**  
Moderator: Joseph Weiss, *Bentley University*  
**Panelists:**
- Katherina Pattit, *University of St. Thomas*  
Dawn R. Elm, *University of St. Thomas*  
"Organizational Boundary Management: Why, When and How?"
  - Tom White, *Loyola Marymount*  
"Social Media Platforms and the Assault on Truth"
  - Vikram Bhargava, *Santa Clara University*  
Manuel Velasquez, *Santa Clara University*  
"Ethics of the Attention Economy: What's Wrong with Making Social Media Addictive?"

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1:00 to 2:00 p.m.

**BREAK**

2:00 to 3:00 p.m.

**Keynote Speaker:** Elliot Schrage, *Former Vice President Communications and Public Policy, Facebook* in conversation with Jeff Gulati, *Professor, Global Studies, Bentley University*

PROGRAM AGENDA - November 13, 2020

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9:15 to 9:30 a.m.

**Conference Welcome, Day 2**

Jeffrey Moriarty, *Bentley University*

9:30 to 10:30 a.m.

**Keynote Speaker: "Putting Fairness into Practice: Building AI in Organizations"**

Josh Simmons, *Harvard University*

10:30 to 10:45 a.m.

**BREAK**

MORNING SESSION

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10:45 to 11:45 a.m.

**Academic Perspectives**

Moderator: Jill Brown, *Bentley University*

**Panelists:**

- Matt Caulfield, *The Wharton School*  
*"Social Media, Restorative Justice, and the Value of Discretion"*
- Helet Botha, *Darden School of Business*  
Bidhan L. Parmar and Andrew Sell, *Darden School of Business*  
*"The Effects of Social Media Consumption on Individuals' Reasoning about Moral Dilemmas: An Exploratory Investigation"*

11:45 a.m. to 12:00 p.m. **BREAK**

12:00 to 1:00 p.m.

**Keynote Speaker:** Hannah Grove, *Chief Marketing Officer, State Street* in conversation with Jeffrey Moriarty, *Bentley University*

END PROGRAM

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