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'Business not just about money but a social responsibility, too'

★LISA T. GAPAC

Business is not just about making money, it is also a way to achieve peace through respect for human rights and social responsibility, Fr. Oliver Williams, a member of the board of directors of the United Nations Global Compact Foundation, said yesterday.

Williams was in Bacolod City to talk on "Peace through Commerce: The Global Corporate Role in Promoting More Peaceful Societies" at the University of St. La Salle.

He said that aside from making money, doing business must have a common goal and that is to create jobs, wealth, and improve the

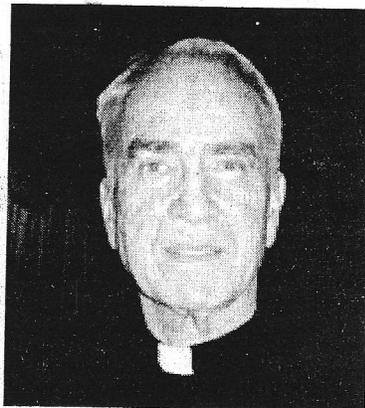
management skills of its workers.

Williams said he would like to explain to the students that UNGCF is a great agency throughout the world particularly in areas where there is not much peace.

The Philippines is one of the 135 countries in the world that is part of UNGCF and 55 companies and non-government organizations are registered with them, he said.

Williams said becoming an effective business leader must start in schools, thus there is a need to broaden the role of universities of bringing peace through commerce aside from teaching students the basics of financing, marketing, and accountancy.

He also encouraged conflicting



LTG photo

Williams*

labor and business groups to sit down and negotiate to achieve harmonious solutions and industrial peace.

Labor groups have good points to make that is why they clamor to their management but sometimes they ask for more than they should, Williams added.

He also said, there are wonderful companies doing admiral work while others just do what they have to do, however, he assured that UNGCF works with companies that want to make the world a better place using their resources and management skills.

Williams has been in the country in the last two weeks giving lectures to business schools and hopes to get them involved in the Principles for Responsible Management Education, an attached organization of the UNGCF.*

Lecture on peace through commerce conducted

A lecture on "Peace through Commerce: The Global Corporate Role in promoting more Peaceful Societies through the United Nations Global Compact" was held by the University of St. La Salle at the Santuario recently, a press release from the school said.

It was in line with the 60th anniversary of the school and presented by Fr. Oliver Williams, director at the Center for Ethics and Religious Values in Business of the Mendoza College of Business, University of Notre Dame in Indiana, USA.

Williams discussed the United Nations Global Compact, a network of like-minded businesses implementing corporate social responsibility, and promoting peace while generating profits, the press release also said.

The school has signed up as a member of the UNGC and the Principles for Responsible Management Education.

Present at the lecture were Col. Oscar Lactao and Col. John Aying, 303rd Infantry Brigade commander and deputy commander, respectively; businessmen Roberto Montelibano and Alfredo Barcelona, Benito Teehankee of the De La Salle



Fr. Oliver Williams (center) and officials from the USLS, business community and the military at the lecture Monday.*

University, USLS Vice Marissa Quezon and Chancellor for Academic Rhoderick Samonte, and the Affairs Marie Theres Board of Trustees, among Jochico, school officials others, the press release Frances Mae Llamas, added.*

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