

# **International Interdisciplinary Conference**

## ***ISSUES OF LEGITIMACY:***

### ***Entrepreneurial Culture, Corporate Responsibility and Urban Development***

**Naples, Italy – 10-14 September 2012**

**Convened by:**

**IUAES Commissions on *Urban Anthropology* and on *Enterprise Anthropology***

**With the Collaboration of:**

***Il Denaro*; University of Naples Federico II; University of Naples 2;**

**Indian Anthropological Association; China Union of Anthropological and Ethnological Sciences; China Commission on Urban Anthropology; Brazilian Anthropological Association; International Association of Southeast European Anthropology; Centro de Investigaciones y Estudios Superiores en Antropología Social (CIESAS), México; Colegio de Etnólogos y Antropólogos Sociales, México; IUAES Commission on Anthropology of Women.**

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This Conference aims at bringing together academics, entrepreneurs, jurists and policy-makers. One main objective is to contribute to bridging the gap between research and practice.

This Conference is convened on the initiative of two Commissions of the IUAES (International Union of Anthropological and Ethnological Sciences): The Commission on Urban Anthropology and the Commission on Enterprise Anthropology with the collaboration of the above listed international bodies.

Anthropologists are the promoters of this Conference because the anthropological study of economic systems addresses empirically the relationship between economic institutions and the broader society - that is political, legal and cultural institutions, as well as ordinary people. Committed to ethnographic field research, anthropologists offer an in-depth understanding of economic institutions and of individual and collective economic behaviours.

This Conference aims to provide a platform for anthropologists to share their findings with scholars from other relevant disciplines and with practitioners (in the fields of finance, business and policy-making) in order to contribute to the promotion of economic activities that benefit the broader society. Therefore, this event will include both academic sessions and round-table discussions involving academics and non-academics, to stimulate debate on the contribution of academic research and reflection on policies and practices in different countries.

Naples, a major South-Italian city, encapsulates complex economic difficulties and potentialities which, in various degrees, mark today's world-wide scenario, and a key part of which this Conference aims to address. Alongside its historical and cultural worldwide appeal, this makes Naples an ideal venue for this event.