

First Business Department Speaker Series – presented by the Business Department, and sponsored by the University College & the School of the Professions

When: Thursday, April 30

Time: Bengal Pause (12:15—1:30)

Where: The Burchfield-Penney Art Center Auditorium

Topic: *Conscious, Caring, Creative, Compassionate: The New Face of Capitalism in the 21st Century* presented by **Dr. Raj Sisodia**

Conscious, Caring, Creative, Compassionate: The New Face of Capitalism in the 21st Century will be presented by **Dr. Rajendra S. Sisodia**, who is Professor of Marketing at Bentley College.

We are in the midst of a broad change in the nature of the economy and capitalism itself. The presentation describes this shift towards “conscious capitalism,” and what companies must do to prosper under these new realities.

This presentation kicks off the Business Department's first-ever Speaker Series. Dr. Sisodia presentation will take place on Thursday, April 30 in the new Burchfield-Penney Art Center on campus at Bengal Pause (12:15pm). It is free to the campus community.

Dr. Sisodia's research, teaching and consulting expertise spans the areas of marketing frameworks, marketing ethics, relationship marketing, measuring and improving marketing productivity, strategic uses of information technology, the marketing of services and marketing strategy. Dr. Sisodia was nominated three times for the George Mason University Teaching Award, and was twice a finalist. He is the author of several books in marketing. In 2007, he received the "Award for Excellence" in Scholarship from Bentley College.

**For more information call the
Business Department Office @
878-4239**