

Business on the Frontlines



UNIVERSITY OF
NOTRE DAME

Mendoza College of Business



**Viva Bartkus , vbartkus@nd.edu
Associate Professor of Management**

Aspirations

Every global and social issue of our day is a business opportunity in disguise.” Peter Drucker

- Political transformation and economic globalization spark growth for some and unrest for others
- Rampant civil war undermines human progress and economic development for millions
- Post-conflict societies provides opportunities and risk for the private sector

How can we inspire future business to transform global social issues, such as post-war reconstruction, into business opportunities?



Key Themes

- Explore impact of business in the reconstruction of war-torn societies
- Create deep understanding through first-hand exposure of field studies
- Ground future leaders in business opportunities and societal challenges created by post-conflict recovery process

Themes to explore in “Business on the Frontlines”

- Overall goal of raising GDP/person, fostering political stability, and lowering inequality
- Relationship of business with public sector
- Role of ex-pats in investment
- Micro-finance among refugees
- Local business and MNCs’ initiatives to bridge sectarian conflicts
- Private sector programs to rebuild infrastructure in the absence of effective government action



Generating passion by forcing students out of their comfort zones

- Class is necessary but insufficient
- On the ground experiences create a lasting priority, not a fleeting project



Collaboration between Notre Dame and CRS for Bosnia & Lebanon field studies



UNIVERSITY OF
NOTRE DAME

Mendoza College of Business

Resources

Case study design

Interviews with
business leaders

Access to faculty with
expertise on subject
countries



Security

Logistics

Historical and cultural
context

Access to civic,
governmental, and
religious leaders



UNIVERSITY OF
NOTRE DAME

Mendoza College of Business

Future Business Leaders

- New mindset that global problems become business opportunities
- Future business leaders with a passion to overcome societal challenges



Key Takeaways

- Show that global challenges are business opportunities in disguise
- Generate lasting passion in students
- Give future business leaders the experiences and tools to create and sustain change