

Milan,  
June 8-9 2011

University of  
Milano Bicocca  
Auditorium  
degli Arcimboldi,  
U12, via Vizzola 5

**EconomEtica**

Centro interuniversitario per l'etica economica  
e la responsabilità sociale di impresa



Department of  
Economics  
University of  
Milano-Bicocca

**HEIRS**

Happiness Economics and  
Interpersonal Relations

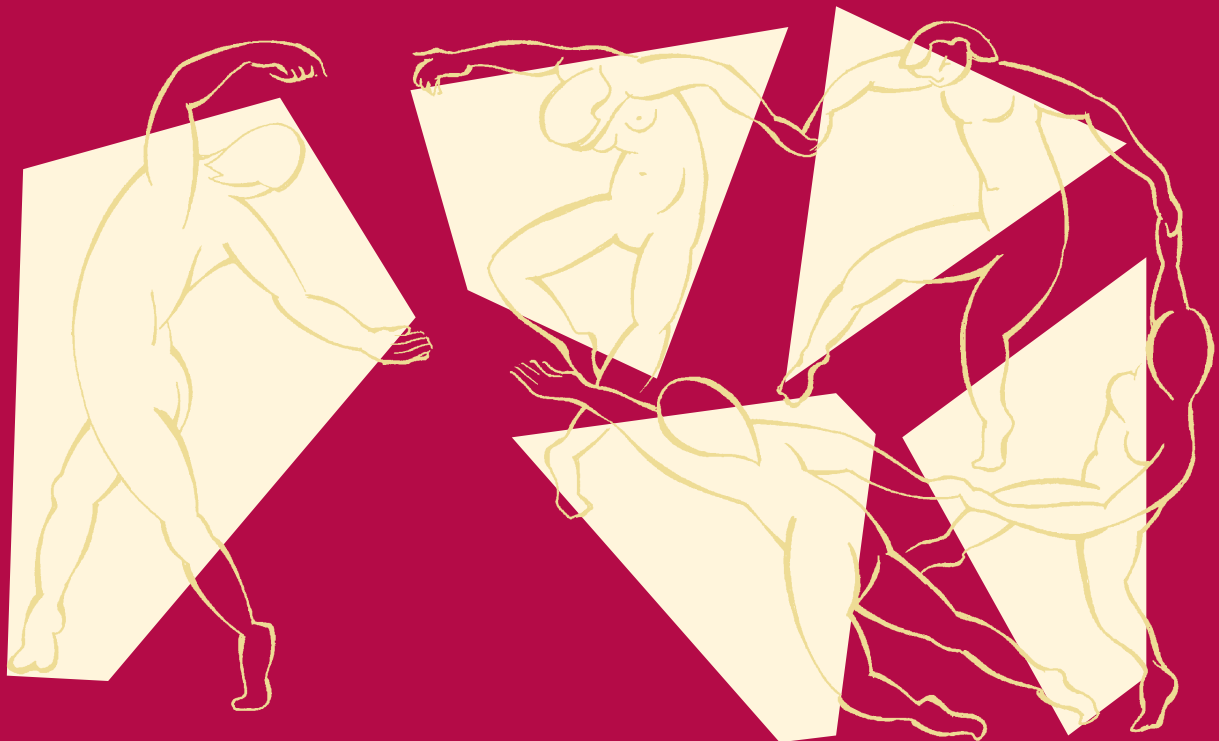


CISEPS  
Center for Interdisciplinary  
Studies in Economics,  
Psychology and  
Social Sciences

INTERNATIONAL CONFERENCE

# Market and Happiness

## Do economic interactions crowd out civic virtues and human capabilities?



### PROGRAM

#### Wednesday 8th June

- 9.00 **Introductory address:**  
**Lorenzo Sacconi**  
University of Trento and EconomEtica
- 9.30 **Opening lecture:**  
**Martha Nussbaum**  
University of Chicago  
“Does a focus on happiness  
support human capabilities?”  
Chair:  
**Pier Luigi Porta**  
University of Milano-Bicocca, HEIRS
- Dialogue**
- 11.00 *Coffee Break*
- 11.30 **Parallel Sessions I**
- 13.30 *Lunch*
- 14.30 **Parallel Sessions II**
- 16.30 *Coffee Break*
- 17.00 **Keynote Speakers:**  
**Bruno Frey**  
University of Zurich  
“Happiness and war”  
**Irene Van Staveren**  
Erasmus University of Rotterdam  
“Profit maximization versus virtue  
in financial markets:  
a reconstruction of eudaimonia  
before and after the financial crisis”  
Chair:  
**Patrizio Tirelli**  
University of Milano-Bicocca  
Dep. of Economics
- 19.00 **General Discussion**
- 20.30 *Social Dinner*

#### Thursday 9th June

- 9.15 **Parallel Sessions III**
- 11.15 *Coffee Break*
- 11.40 **Panel on new indicators of  
well-being: beyond the GDP**  
**Andrea Brandolini**  
Economic Research Department,  
Banca d'Italia  
**Enrico Giovannini**  
President of Istat,  
National Institute of Statistic  
**Stefano Zamagni**  
University of Bologna,  
President of the Agency for Non Profit
- Chair:  
**Francesco Silva**  
University of Milano-Bicocca, EconomEtica
- 13.00 *Lunch*
- 14.00 **Parallel Sessions IV**
- 16.30 *Coffee Break*
- 17.00 **Keynote Speaker:**  
**Robert Sugden**  
University of East Anglia  
“Why should the devil have all  
the best tunes? Virtue ethics  
in defence of the market”  
Chair:  
**Luca Stanca**  
University of Milano-Bicocca, CISEPS
- 19.00 **General Discussion**  
**Luigino Bruni**  
University of Milano-Bicocca  
Conclusions and perspectives

#### Scientific Committee

**Stefano Bartolini**  
University of Siena

**Leonardo Becchetti**  
University of Rome - Tor Vergata

**Luigino Bruni**  
University of Milano - Bicocca & IUS

**Vittorio Pelligra**  
University of Cagliari & IUS

**Pier Luigi Porta**  
University of Milano-Bicocca

**Lorenzo Sacconi**  
University of Trento and EconomEtica

**Stefano Zamagni**  
University of Bologna

Dipartimento di Economia Politica  
Università di Milano-Bicocca

Piazza dell'Ateneo Nuovo, 1  
20126 Milano (Italy)  
tel. +39 02 64483081-83  
fax +39 02 64483085

e-mail: luigino.bruni@unimib.it  
[http://dipeco.economia.unimib.it/  
marketandhappiness/](http://dipeco.economia.unimib.it/marketandhappiness/)

EconomEtica  
Università Milano-Bicocca

Via Bicocca degli Arcimboldi, 8  
20126 Milano  
tel. +39 02 64487426

e-mail: [econometica@unimib.it](mailto:econometica@unimib.it)  
[www.econometica.it](http://www.econometica.it)