



## Research Group

Theories of  
the Firm and  
their Legal  
Implications



### Prof. Colin Mayer

Peter Moores Professor of Management Studies, Saïd  
Business School, University of Oxford

## Reinventing the Corporation

**Sunday, January 14, 2018, 18:00**

The Sonia and Edward Kossoy Conference Room (307),  
Buchmann Faculty of Law

Commentators:

Prof. Avihay Dorfman

Buchmann Faculty of Law, TAU

Prof. Assaf Hamdani

Buchmann Faculty of Law, TAU

The corporation has undergone a fundamental change over the last few decades from an organisation with predominantly tangible assets, such as buildings and equipment, to the 'mindful corporation' with intangible assets, such as brands, patents and reputations. While the corporation has made immense contributions to economic prosperity and development, it is also associated with growing levels of income and social inequality. To correct its deficiencies and restore trust, it needs to be reinvented for the 21st century. It should be reconceived as a means of commitment to the promotion of the interests of its customers and communities as well as enhancing the wealth of its investors. This requires a careful reconsideration of the purpose of the corporation and its associated forms of ownership and governance. The humanities have a vital role to play in achieving this.