
THE SOCIETY FOR BUSINESS ETHICS



Fall, 2000

N E W S L E T T E R

Volume XI, No. 2

Executive Director's Report

The year 2000 annual meeting has come and gone, along with the leisure of summer, and most of us have returned to the rigors of a new school year. The meeting in Toronto continued a tradition of learning about new research, engaging in avid discussion, and, best of all, meeting old friends and making new ones.

The incoming president John Dienhart is to be congratulated for organizing the splendid program, and a special thanks goes to Vince Di Norcia for securing Dr. Nancy Olivieri as the keynote speaker.

A highlight of the meeting was the gentle roast of Pat Werhane and Ron Duska as they step down from their positions as Editor-in-Chief of *Business Ethics Quarterly* and Executive Director. The members of the Society owe both Pat and Ron a tremendous debt of gratitude for their long years of service.

The outgoing president, George Brenkert, delivered the luncheon address, offering a soon-to-be-adopted-by-everyone framework for under-

standing ethical issues in international business.

A successful collaboration with the Social Issues in Management (SIM) division of the Academy of Management brought an address by Wesley Cragg on the activities of Transparency International.

Hopefully, joint SBE/SIM sessions will become a regular feature of the annual meeting.

Next year's meeting will be in Washington, DC, August 2-5, 2001, at the Washington Hotel, under the very able leadership of Laura Hartman. Please send your ideas to Laura and be prepared next March to submit your latest and best work for the program.

A very important step was taken at the members' business meeting. With the approval of new bylaws, the Society for Business Ethics completed the process of incorporation. Since its founding in 1980, the Society has existed as an unincorporated organization. With the growth in membership and expansion into new activities,

including the founding of *Business Ethics Quarterly*, the limitations of this legal form became apparent. During the past year, the Executive Committee made a decision to seek incorporation for the Society. A copy of the new bylaws, which were approved in Toronto will be sent to all members.

The change to a not-for-profit corporation will have little effect on the services provided by the Society for Business Ethics or on the involvement of members in its operations. However, the term of office for elected officials has been changed in the new bylaws from four to five years. Consequently, Archie Carroll, who expected to retire to peace and quiet of the Georgia woods, will serve another year. Thanks Archie!

I send my best wishes to all Society members for an enriching and productive academic year.

John Boatright

Business Ethics Quarterly News

A Note From the New Editor-in-Chief

This past June Patricia H. Werhane stepped down from her position as Editor-in-Chief of BEQ. To say that she deserved the praise that has gone with her tenure as Editor-in-Chief is something with which everyone will agree. With the support of Al Gini and Mark Schneider, she created "the" outstanding journal in business ethics. To say that she has thereby gained a well-deserved rest is something with which no one who knows Pat will agree. Pat will simply use her boundless energy and good nature to work on many other projects.

I take over at the beginning of the second decade of BEQ's existence. Our challenge will be not only to maintain, but also to enhance, the quality of papers published in BEQ, extend its readership, and enlarge its reputation. I have spent the last two months renewing appointments, and making new appointments, to the Editorial Review Board of BEQ. The new Review Board has many familiar names as well as some new names. I have slightly reduced the size of the board. As much as possible, I want it to be a working board. I have also encouraged all members of the board to help the authors of the papers they review by prepar-

ing substantive and constructive reviews of their papers. I have explored the idea of using electronic means to speed up the review process. In the near future we will be making a decision on this idea. We will be reviewing other ways we operate to make sure that we are doing the best we can to appropriately evaluate each paper. I have also asked the Philosophy Documentation Center to obtain BEQ's listing on the Arts & Sciences Citation Index and the Social Sciences Citation Index. BEQ has unsuccessfully sought this listing in the past. I am hopeful that we will be successful this time. We will also explore other citation indexes in which to have BEQ listed. Finally, I have been speaking individually with a number of people about what can be done to further the quality of BEQ. I have received many suggestions. I hope that if any one reading this newsletter has ideas which may help us to further the above aims for BEQ, that person will either call or e-mail me.

Following in Pat's footsteps, I would bring to your attention the following reminders:

* Please include your e-mail address when submitting your

manuscripts. This will help facilitate communication for the editorial staff.

* Copies of articles published in BEQ may be made for instructional, non-commercial use. BEQ does not require prior clearance and makes no charge for this use. However, the commercial use of any article appearing in BEQ requires the permission of both the journal and the author(s) in question.

The Philosophy Documentation Center has now published all back issues (1991-1999) of BEQ on a fully searchable DC-ROM, which is available in PC or Mac format to individuals for \$120. Institutional licenses are also available.

As I noted above, I would welcome your thoughts on future directions for BEQ as well as suggestions for special issues or topics of interest to our readers. You can contact me at:

George G. Brenkert,
Editor-in-Chief
McDonough School of Business
Georgetown University
Washington, D.C. 20057
Phone: 202-687-7701

Call for Nominations

SOCIETY FOR BUSINESS ETHICS EXECUTIVE COMMITTEE

Please consider nominating someone to serve on the Society For Business Ethics Executive Committee. Self-nominations are welcomed. Nomination form is on page 19 of this newsletter.

THE SOCIETY FOR BUSINESS ETHICS

www.luc.edu/depts/business/sbe/

EXECUTIVE COMMITTEE:

Archie Carroll	(706) 542-3717 • acarroll@arches.uga.edu
George Brenkert	(202) 687-7701 • brenkg@gunet.georgetown.edu
John Dienhart	(320) 255-2235 • dienharj@seattleu.edu
Laura Pincus Hartman	(312) 638-6569 • lhartman@wppost.depaul.edu
Daryl Koehn	(713) 942-5915 • Koehnd@stthom.edu

EXECUTIVE DIRECTOR:

John Boatright
Society for Business Ethics
School of Business Administration
Loyola University of Chicago
820 N. Michigan Ave
Chicago, IL 60611

BUSINESS ETHICS QUARTERLY

Editor-in-Chief: George Brenkert
(202) 687-7701 • brenkg@gunet.georgetown.edu
Managing Editor: Al Gini
(312) 915-6093

NEWSLETTER:

Editor: Joe DesJardins
(320) 363-5915
fax: (320) 363-3300 • jdesjardins@csbsju.edu
Layout Editor: Kraig Zwiefelhofer

Minutes: SBE Business Meeting August 5, 2000

1. Minutes of previous meeting (1999) were approved.
2. Membership Report by John Boatright. Though it appears that we have fewer members (506 in 1999, 778 in 1998), these figures by PDC are more accurate than previous ones compiled.
3. Financial Reports. John Boatright explained the balance at time of transfer (12/31/99), profit and loss statements, current status, assets/liabilities, and budget for 2001.
4. BEQ Report. George Brenkert took over as editor in chief as of June 1, 2000 and has been occupied with reconstituting the editorial board of BEQ. Also, he has spoken with the PDC about rejuvenating efforts to get BEQ into SSCI and other indexes. Please ask your libraries to subscribe to BEQ.
5. Incorporation. John B. discusses the reasons for incorporating as a nonprofit organization and asks for membership approval of the bylaws. There are three significant changes from past practices: (1) the number of officers has been modified from 4 to 5; (2) the mode of nomination to the board has been changed from self nomination to a nominating committee that approves the slate; and (3) the amendment procedure has been changed to include a two part procedure (approval by the board of directors, followed by a vote of the majority of the members at an annual meeting, OR simply a motion to amend in an annual meeting supported by a majority vote at the annual meeting). The membership thereafter approved the following two motions:

To replace the old bylaws with the newly proposed bylaws, and

To direct the executive committee (now called the board of directors under the new bylaws) to approve the bylaws, as is required by Illinois state law.

There was also a third motion, proposed by Pat Werhane, that was approved by the membership:

To distribute the new bylaws to every member, either through the web or by hard copy (the board is directed to determine the manner of distribution, but every member shall receive a copy).

6. Future Conferences. Conference 2001 will be held at the Hotel Washington and we will plan a social event for Friday night during the program. A discussion was then held regarding the location of the 2002 conference. The Academy of Management is meeting that year in Denver and the Academy of Legal Studies in Business is meeting in Las Vegas. Three options were discussed: Meeting in Denver, meeting in Estes Park (an hour North of Denver), or some other location. The board of directors will take the membership's comments into account and make a decision as to the location. It was suggested that we also consider better ways to advertise the meeting.

7. A plaque was given to Ron Duska (though no cameras were readily available) in appreciation of his service to the SBE.

8. Announcements:

-Ed Hartman announced the Prudential Lecture at Rutgers and sought suggestions for lecturers.

-Ian Maitland sought support for a proactive stance on "sweatshops" and said that he would circulate a mailing list for those interested.

-Laura Hartman reintroduced the mentoring program.

-Deborah Vidaver Cohen suggested that we include phone numbers and email addresses in next year's program. It was suggested that we include a check-off box on next year's registration asking if individuals are interested in donating \$5 to support a graduate student's attendance.

Adjourned.

Respectfully submitted, Laura P. Hartman

Announcements, Calls, and Conferences



The Executive Committee of the Society for Business Ethics has appointed Ed Hartman to chair a committee that will seek ways to increase attendance at annual meetings. While attendance has been solid in recent years, the Committee hopes to find ways to help a greater percentage of our membership attend the annual meeting. If you would be willing to volunteer to serve on this committee, or if you have ideas for increasing attendance, please contact Ed at hartmane@andromeda.rutgers.edu

Georgetown University's McDonough School of Business is pleased to announce a tenure-eligible position (beginning Fall, 2001) for a scholar with expertise in the field of Business Ethics. Candidates who also have competencies in business law or strategy are especially welcome to apply. Scholars at any level may apply. A completed Ph.D. is a prerequisite for consideration for the position.

The successful candidate will be someone whose scholarship addresses important problems in Business Ethics (and other areas of the individual's competency), and whose work will appear in leading scholarly outlets. Georgetown University prides itself on the teaching excellence of its faculty, and the successful applicant will be someone who fits that tradition. We particularly encourage scholars who also have either teaching/research experience in a business school or pri-

vate sector management expertise to apply. Georgetown University is an equal opportunity employer, and welcomes applications from women and candidates from disadvantaged backgrounds.

We will begin to review applications by 15 September 2000, and hope to invite some candidates to campus during the Fall term. The deadline for applications, however, is December 10, 2000. Send only an application letter, a copy of your vita, and a brief statement of teaching and scholarship interests. We will subsequently contact candidates for letters of reference, and for copies of published work and working papers.

Please send your applications to:
George Brenkert,
Chair, Search Committee
McDonough School of Business
Georgetown University
Washington, D.C. 20057

AUSTRALIAN ASSOCIATION OF PROFESSIONAL AND APPLIED ETHICS 8th Annual Conference
27, 28 & 29 September, 2001
Adelaide, South Australia

Papers are invited from academics and practitioners with interests in all areas of professional and applied ethics. On 28th September, there will be a special emphasis on two themes:
-ethical issues in health and aged care;
-corporate social responsibility.

The conference will be held at the City West Campus of the University of South Australia. Accommodation will be available at a number of venues in the vicinity of the University.

Adelaide has an enviable lifestyle, a mild climate and an excellent reputation in food and wine. We would be happy to see you here in 2001.

For further information about registration and submission of papers, please contact:

Ms Pamela James-Martin
School of International Business
City West Campus
University of South Australia
North Terrace
ADELAIDE 5000 SA
Telephone no: +61 8 8302 0950
Fax no: +61 8 8302 0512
Email: pamela.james-martin@unisa.edu.au

The web site of the AAPAE can be found at:
<http://www.arts.unsw.edu.au/aapae>

The Prudential Lecture at Rutgers, scheduled for October 20, will be given by Jennifer M. Moore. Her talk is titled: "Business, Ethics, and the Eye of the Law: One Prosecutor's View." Sponsors of this lecture include Prudential and the Department of International Business and Business Environment of the Rutgers Business

School.

The Long Island Association (LIA), the major association for long Island businesses, has offered to publish articles on business ethics in their monthly Long Island Magazine. The LIA has over 3,000 members, including nearly all of the major commercial and industrial companies, hospitals, colleges and universities as well as thousands of small businesses. Articles should be written by experts in their field, be two pages in length, double spaced, with 10 to 12 paragraphs, informational and helpful. Most of the issues of the Magazine focus on a particular theme. The themes for October, November and January are: Financial Advisory Services, Professional Services, and Computer Technology respectively. The other themes are: Environmental Services, the Business of Health Care, and Educational Businesses.

The articles should be accompanied by brief biographical information (one paragraph). Also, the LIA prefers to receive a head-shot of the author if possible. They reserve the right to make minor editorial changes none of which would alter the meaning of the author's work. For further information, or to submit an essay, please contact

Jim McCarthy, President
McCarthy & Associates
42 Simmons Drive
East Islip, NY 11730
mccarthy.assoc@worldnet.att.net
Please note a new address and contact information for Laura Hartman, pro-

gram chair for the upcoming SBE Annual Meeting:
Laura P. Hartman Asst. Vice President,
DePaul University 55 E. Jackson
Blvd., 22d Fl. Chicago, IL 60604
312/362-6569 fx: 312/896-7440
LHartman@wppost.depaul.edu

The Social Issues in Management (SIM) Division of the Academy of Management thanks Dr. Jim Weber, Director of the Eugene P. Beard Center For Leadership In Ethics at Duquesne University's A. J. Palumbo School of Business Administration, for generously funding a special dinner for students who attended the SIM Doctoral Consortium in Toronto this past August. Diane Swanson, Kansas State University and Jennifer Griffin, The George Washington University, Co-Chairs of the SIM Doctoral Consortium, 2000.

Call for Papers - **EDUCATION STREAM** The Second International Conference on Critical Management Studies to be held at Hulme Hall, UMIST/University of Manchester, England, July 11 - 13 2001

The raison d'etre of contemporary educational institutions is increasingly complicated by global economic imperatives. Indeed, the language of education is often one of production and consumption, including considerations of accountability, stakeholders, and "customer" satisfaction.

The rationale for this stream draws upon this complex and often strained interface between institutions of higher

learning and the business world. As the influence of the economic realm increasingly infiltrates all aspects of social life, traditionally non-economic institutions such as universities are forced to ongoingly renegotiate their social identity. Further, these new educational arrangements imply alternative definitions of knowledge, pedagogy, 'teaching' practices, etc. This stream draws upon critical management perspectives to highlight and examine the various aspects of this process.

The intent of this stream is to explore the interface between academe and business from a variety of critical perspectives, including feminist, post-structuralist, neo-institutionalist, post-colonial theory, etc.. We are particularly interested in work which examines new educational arrangements, and especially encourage interdisciplinary or multidisciplinary papers from sociology, anthropology, history, education, philosophy, organization studies, and others.

Possible areas for critical inquiry may include: Existing arrangements between academic institutions and businesses; Discourse and practices associated with the formal activity of managing educational institutions; The ways in which educational institutions respond to economic pressures; The management of academics; The nature of the educational institution/business world interface in particular geographic or social contexts; Alternative forms of knowledge and knowledge practices as they relate to the academe-business interface; Our 'identities' as faculty, stu-

dents, consumers, producers

An abstract of 1000 words (250 words for poster papers) should be submitted to one of the stream conveners via email, fax or mail by 31 October 2000. Acceptance decisions will be communicated by December 1st 2000. Full papers will be due by April 1st 2001.

Stream Conveners: Professor Jeanie M. Forray, Department of Management, Western New England College, 1215 Wilbraham Road, Springfield, MA 01119, Tel: (413) 782-3111, Fax: (413) 253-5161, email: jforray@wnec.edu

Professor Ann Cunliffe, Department of Management, Whittemore School of Business and Economics, University of New Hampshire, Durham, NH 03824, Tel: (603) 862 3330, Fax: (603) 862 3383, email: annc@christa.unh.edu

Professor David Knights, Head of School of Management, University of Keele, Staffordshire, ST5 5BG, UK. Tel. +44 (0) 1782 583603, Fax: +44 (0) 1782 584272, email: d.knights@keele.ac.uk

Full details of all the streams are available at the conference website at: <http://dialspace.dial.pipex.com/town/clouse/hr22/cms2001>

Santa Clara University is celebrating its sesquicentennial with a conference entitled: **AT OUR BEST: MORAL LIVES IN A MORAL COMMUNITY** on our campus beginning Thursday evening, February 22 and concluding Saturday afternoon, February 24. Sponsored by the Markkula Center for Applied Ethics, the conference will explore many areas of business ethics. Papers are being prepared in the following areas:

1. Virtue and character in business

ethics

2. Moral imagination
3. Stakeholder theory
4. International business ethics
5. Ethics and finance
6. Ethical issues in high technology businesses
7. Moral development

For information, contact: Dennis J. Moberg
Presidential Professor of Ethics and the Common Good
Markkula Center for Applied Ethics
Santa Clara University
500 El Camino Real
Santa Clara, CA 95053
Dmoberg@scu.edu

The European Business Ethics Network (EBEN) 14th Annual Conference will take place in Valencia, Spain in early September 2001. Further details will be printed in the next issue of this newsletter, or visit the EBEN website at www.eben.org

How to Submit Information for This Newsletter

If you have seen a useful video, if you have read an interesting book, or just have an announcement that you think would be of interest to the members of the Society for Business Ethics, please contact:

Joe DesJardins
(320) 363-5915
fax: (320) 363-3300
jdesjardins@csbsju.edu

Forthcoming Special Issues of BEQ

BEQ invites submissions for a new special issue, **"Ethics and the New Economy."** Guest editors will be R. Edward Freeman and Jeanne Liedtka from the University of Virginia and Andy Wicks from the University of Washington.

Send papers to Freeman or Liedtka, Darden School, University of Virginia, P.O. Box 6550, Charlottesville VA

22906.

Deadline: May 15, 2001

Other special issues forthcoming:

"Loyalty" edited by Dan Gilbert.

"Employment" edited by John McCall.

"Business Ethics and Health Care"

Edited by Andrew Wicks

"Corporate Governance" edited by Jane Collier and John Roberts

"Finance Ethics" edited by John Boatright and Jeffery Peterson (submission deadline Sept. 15, 2000)

**Society for Business Ethics
Annual Meeting
August 2-5, 2001 in Washington D.C.
Submission Deadline: March 1, 2001**

The conference will be held at the beautiful, convenient Hotel Washington, Pennsylvania Ave at 15th Street, NW Washington, DC 20004, Tel- (202) 638-5900 Fax- (202) 638-1594

For more info, email program chair Laura Hartman at Lhartman@wppost.depaul.edu (312-362-6569) or check out the website at www.luc.edu/depts/business/sbe/

Videos



Recent videos of interest to Business Ethics classes available from Films for the Humanities and Sciences, (1-800-257-5126) or www.films.com

Business Ethics: A 21st-Century Perspective

The globalization of commerce has added new shades of gray to the complex subject of business ethics. In this program, Frank Daly, corporate ethics officer at Northrop Grumman; Thomas White, director of the Center for Ethics and Business at Loyola Marymount University; and David Vogel, of the Haas School of Business, analyze the challenges to making ethical choices in the Information Age. Issues raised include the need for multinationals to agree on a set of core international business values, the impact of ever-shrinking time frames on the decision-making process, and the necessity of secure data transmission. A Meridian Production. (19 minutes) (1994 \$89.00)

Cyberspace: Freedom or Regulation?

As the popularity of the Internet has grown for both commercial and personal use, so too has the issue of whether or not to regulate its content. With pornography, recipes for homemade bombs, and messages of "cyber-hate" just a mouse click away, should the Internet be regulated the same way the FCC regulates television and radio? Exploring the issue in this program are

Lance Rose, author of NetLaw; Patrick Sullivan, Executive Director of the Computer Ethics Institute; and Cathy Cleaver, Director of Legal Studies at the Family Research Council. (29 minutes, color) (1996 \$89)

Business Ethics: Truth in Advertising

In today's high-tech, multimedia business environment, ads must be slick, sensational, and sophisticated if they hope to stand out from the competition. This program examines how truth in advertising has gotten lost in this competitive frenzy, and how consumers can learn to separate fact from fiction in the confusing barrage of hype and half-truths. Two advertising executives discuss how companies develop ads, and how consumer audiences are targeted. (29 minutes, color) (1997 \$89)

Free Speech for Sale: A Bill Moyers Special

When it comes to today's important public policy issues, the opportunity to be heard depends on whether you can afford it. In this program, Bill Moyers and key legal and public interest advocates examine how industries with deep pockets use their access to the media to overwhelm the public debate, from North Carolina's hog industry to the defeat of the McCain Tobacco Bill to the passage of the Telecom Act of 1996. This Act, all but ignored by the newspapers and TV outlets owned by megamedia, amounted to a massive

giveaway of the public's airwaves. What consequences does this control over the flow of information have for our democracy, and how can individuals and public interest organizations counter the growing dominance of big media? (57 minutes, color)

Global Capitalism and the Moral Imperative

In the rising tide of the global economy, some boats are riding high, and some are being left high and dry. Moral leaders warn that global laissez-faire is producing consequences similar to those of the 19th century, when gaps between rich and poor kept thousands in abject poverty for generations. In this new era of social Darwinism, moral leaders are asking who in the world community will care for the needs of the poor, and how it will be accomplished. If economic and political reforms are necessary, as they were in the 19th century, we must determine who will initiate them, and how they will be enforced. (29 minutes, color) (1998, \$89)

Globalization: Winners and Losers

How is business without borders really affecting the world? As Sabeer Bhatia, inventor of Hotmail; Narayan Murthy, founder of Infosys; and other industry leaders attest, globalization has raised the standard of living in developing economies through high-tech opportunities, foreign investment, and debt

relief. However, Harvard's Jeffrey Sachs and other experts point out that the world market is being exploited through shortsightedness, including the aggressive deployment of genetically modified crops, environmental negligence, and the abuse of NAFTA. This program-produced in the aftermath of the WTO protests in Seattle-addresses the pros and cons of doing business in the global marketplace. (42 minutes, color) (2000 \$75 rental; \$129 purchase)

Greed: Is It Necessarily Bad?

In a material world, some argue that financier Michael Milken may have done more for humanity than even Mother Teresa. In this program, ABC News anchor John Stossel, entrepreneur Ted Turner, economist Walter Williams, and philosopher David Kelley redefine greed, discussing its value as the driving power in business that creates opportunities for others as it churns wealth for itself. By pumping capital into the economy, providing jobs, and offering goods and services that improve the quality of life, greed may be the best thing to come along since philanthropy. (40 minutes, color) (1999, \$89)

Media Ethics

Is a political candidate's past personal life fodder for the front page? If a child commits murder, should the offender's name be released? If a CD by a top recording artist has strongly antisocial lyrics, should the record label consider its impact on kids? In this program, news professionals and executives

from NBC, CBS, Capitol-EMI Records, and Mercury Records speak out about the ethical dilemmas their industries face. The program also examines the case of Janet Cooke, who wrote a Pulitzer Prize-winning story about an 8-year-old heroin addict in 1981. The message was heartfelt, but fact-checking later proved her story to be closer to fiction than fact. In addition, the need for honesty and fairness, the subtle pressure of commercial interests, and the lure of sensationalism are discussed in this frank investigation of the pressures and circumstances that make up the context of media ethics. (28 minutes, color) (1997 \$75 rental \$129 purchase)

Liar, Liar, Pants on Fire

From the office of the President to the halls of commerce, lying seems to be on the rise. This program takes a penetrating look at what is happening to American culture as honesty comes to be measured less by truthfulness and more by the reasons for lying and the degree of deception involved. What is to become of a society in which professional ethicists are required to help companies recapture a culture of integrity, a role previously reserved for religion? Experts include Laura Nash, Director of the Institute for Values-Centered Leadership; L. Gregory Jones, Dean of the Duke Divinity School; and Professor Jeffrey Abramson, author of *We the Jury*. (29 minutes, color) \$89

Microsoft vs. the Justice Department: Playing Monopoly

Microsoft has allegedly made predatory use of its monopoly power to stifle competition, integrated its own browser software into Windows' core code, and manufactured Internet Explorer with embedded Microsoft-oriented hyperlinks. This Emmy Award-winning NewsHour program, which combines footage of top Microsoft executives and their opponents with a hands-on examination of the Windows operating system, neatly presents the root causes of the long-running and acrimonious Microsoft anti-trust trial in plain English. (18 minutes,color) (1999 \$69)

New Markets, New Challenges

How can American employees compete against super-low-wage, no-benefit workers abroad? How can corporations call themselves American while outsourcing large pieces of their business overseas? And how can American companies deal with labor practices in other countries that would be proscribed in the U.S.? In this Fred Friendly Seminar moderated by Harvard Law School's Charles Ogletree, a 14-member panel including corporate executives from around the world, international financiers, and human rights and union activists explore the growing trend toward global business using the imaginary emerging-market nation of Xanadu. Panelists include Robert Hormats, vice chairman of Goldman Sachs International; Govindasamy Rajasekaran, secretary general of the Malaysian Trades Union Congress; Henry Schacht, chairman of the executive committee of Cummins Engine Company; and Norbert Walter,

chief economist of Deutsche Bank Group. (57 minutes, color) (1997 \$75 rental \$149 purchase)

Surviving the Good Times: A Moyers Report

During the longest economic expansion in American history, many people have never had it so good. But for others, the boom has resulted in working longer hours at lower wages simply to keep up. This eye-opening program tells the story of the Neumanns and Stanleys, two working families in Milwaukee whose efforts to make ends meet in the new global economy reveal what life is like for millions of Americans. Filmed over ten years, this

intimate documentary captures their struggle to cope with economic upheaval and to keep their families intact with both parents working, children facing challenges in school and in the street, and family values being threatened by problems with no easy solutions. (2 parts, 67 minutes and 50 minutes, color) (2000 \$75 rental \$159 purchase)

Under the Gun: Whose Right? Whose Responsibility?

As the death toll mounts in high schools and neighborhoods, America urgently needs to balance Second Amendment rights with gun-related youth violence. In part one of this pro-

gram, ABC News anchor Ted Koppel and correspondent David Turecamo consider the badlands of Philadelphia, where hundreds of teens and young adults are killed or maimed each year by easily purchased but illegally owned handguns. In part two, Koppel and Turecamo consider the predicament of gun manufacturers, who claim that any legislative restrictions will hamper how they market their products to law-abiding citizens. Can lawmakers, manufacturers, and partisan lobbies stop fighting each other long enough to attack the roots of gun violence together? Contains harsh language. (41 minutes, color) (1998 \$89)

Reminders:

-Nominate someone for the Society for Business Ethics Executive Committee (pg. 19)

-Register for the Annual Meeting August 2-5, 2001 in Washington, D.C. Deadline for paper submission, March 1st.

Books



My Job, My Self :Work and Creation of the Modern Individual

by Al Gini (Routledge, 272 pp. \$27.95 (US) \$39.95 (Canada))

When Al Gini sat on the steps of his Brooklyn home as a boy, he noticed the neighborhood men talked only of one thing: work. They bemoaned it, complained about it, dissected and decried it. When Gini sits at an SBE meeting he notices the samething among his business ethics colleagues. They also bragged and boasted about their work, extolling their efforts and responsibilities on the job. Their work defined them for better or for worse. It was as life-confirming as it was enervating, as purposeful as it was consuming.

In *My Job My Self*, Gini plumbs a wide range of statistics, interviews with workers, surveys from employers and employees, and his own experiences and memories, to explore why we work, how our work affects us, and what we will become as a nation of workers. Arguing that adults require work in the same way that children need play, Gini views work as a fundamental part of our humanity whose purpose is not merely to generate products but to produce emotionally healthy people.

A lively, humorous, unconventional mediation on the nature of work

and identity -- with allusions to literature, economics, history, philosophy and psychology -- *My Job, My Self* speaks to every employed person who has yet to understand the costs and challenges of a lifetime of labor. At the heart of this book is the complex relationship between human behavior, social organization, and the need to practice meaningful work. Available at better bookstore everywhere.

Global Codes of Conduct: An Idea Whose Time has Come edited by Oliver Williams (University of Notre Dame Press, 2000, 432 pp, \$25 pbk)

Globalization is perceived as both a promise and a threat. The promise is seen in the rising prosperity experienced by many in rich and poor countries alike in the aftermath of international linkages. The Threat is the growing perception, by nations and individuals, that we can no longer control our way of life. Whether it be corporate downsizing, takeovers, bankruptcies, human rights abuses, or the loss of jobs, the pace of change and the disruption of communities are troubling to many. To further this discussion, the University of Notre Dame Center for Ethics and Religious Values in Business presents the reflections of a group of distinguished leaders from business, the academy, and other sectors of society.

Teaching and Learning with Cases by Lawrence Lynn (Chatham House, 192 pp. \$22.95 pbk)

Lynn introduces readers to the case method of instruction, used heavily in the John F. Kennedy School of Government and the Harvard Business School. This is a practical, process-oriented guide to teaching, writing, and learning with the case method. Lynn integrates insight from literature with his own extensive experience as a case teacher and writer and as a trainer of case teachers and case writers.

Lynn selects the broadest possible context for discussing the use of cases in teaching for maximum appeal to instructors and learners in diverse fields. This is a guidebook, not a textbook--a supplement to the actual experience of teaching and learning, not a substitute for it.

From Duskin/McGraw Hill Publishing: **Taking Sides: Clashing Views on Controversial Issues in Business Ethics and Society** by Lisa Newton and Maureen Ford, and **Annual Editions: Business Ethics 00/01** by John Richardson.

Both new editions with many updated and new readings. Available at www.dushkin.com/online.

Business Ethics: Ethical Decision Making and Cases by O.C.

Ferrell, John Fraedrich, Linda Ferrell (Houghton Mifflin, 4th edition)

Revised edition includes new chapters on Business Ethics and Organizational Performance, new teaching aids including a web site, many revised and new cases. Additional new emphasis on business and society.

Ethics in Computing: Living Responsibly in a Computerized World by Kevin Bowyer (IEEE Press, 2000)

Contents: Introduction / Critical Thinking Skills / Professional Codes of Ethics / Diversity and Non-Discrimination / "Hacking" and Computer System Security / Encryption, Law Enforcement, and Privacy / Computers in Safety / Critical Systems / Whistle Blowing / Intellectual Property Issues / Environmental and Health / Concerns Managing Your Career / Case Studies of Ethics in Question

Organization Ethics in Health Care, by Edward Spencer, Ann Mills, Mary Rorty, Patricia Werhane (Oxford Univ Press, 2000)

The ethical aspects of the operation of health care organizations are central to the delivery of health care. This book begins by assessing the shortcomings of clinical ethics, business ethics, and professional ethics as a basis for solving problems that have emerged in health care delivery systems since the

advent of managed care. The authors consider the meaning of the development of the HCO in our society as well as its present status.

They point out that moral parameters endorsed by our society have guided previous shifts in the relationships among important HCO stakeholders, but that these parameters have been unclear or missing altogether during the past tumultuous decade.

Finally, they describe the key elements for the successful implementation of a fully functioning health care organization ethics program and what it can mean to the patients and community. Moving from theory to practical application, the book will serve as a student text, a professional guide, and a reference book.

Ethical and Environmental Challenges to Engineering: A Casebook in Engineering and Environmental Ethics by Michael Gorman, Matthew Mehalik, Patricia Werhane (Prentice Hall, 2000 256 pp. Pbk)

The first casebook designed specifically for engineering and environmental ethics, this book features a full-length, multifaceted, real-life cases of design and managerial dilemmas in a variety of settings.

These cases, together with background readings, illustrate how one can integrate ethical and environmental challenges to engineering decisions, particularly decisions in

the design process. The casebook presents the dilemmas as descriptively as possible (without revealing what the authors think are "proper" or "good" solutions) and encourages students to think deeply about real-life situations and to engage in "moral imagination."

Ethical Issues in Youth Work edited by Sarah Banks (Routledge, 1999, 224 pp. \$29.99 pbk).

Ethical Issues in Youth Work presents a systematic analysis of some of the core ethical issues facing youth workers in their day to day practice

Business Ethics By John W. Dienhart and Jordan Curnutt (December 1998 444p. ISBN 0-87436-863-4 WB-BUSETC 6x9 \$55.00)

The systematic study of business ethics began in the late 1970s. Since that time, business ethics has moved into the study of how self-interest, personal interests, national interests, and fairness fit together in a business context. This volume examines traditional ethical theories as well as contemporary trends in the study of business ethics.

Ethical, economic, and legal concepts are used to help the reader understand business ethics issues. The authors analyze major ethical issues in the corporate environment today; among them, accountability, affirmative action, comparable worth, conflicts of interest, moral agency, takeovers, employment,

pollution, health and safety, sexual harassment, and whistle blowing.

This volume also presents biographical sketches of issue makers and ethicists, sample corporate codes of ethics, lists of print and nonprint resources, and a directory of organizations that address ethical concerns.

The Economics of Environmental Management by Ans Kolk, *University of Amsterdam, The Netherlands* (Financial Times Prentice Hall, 2000, ISBN 0-273-64238-3)

Increasing attention to environmental management has raised many new dilemmas for firms. How can managers deal with environmental issues in a competitive situation that is international and heterogeneous? What are the strategic and financial implications of environmental management? How can they cope with regulation, considering the choices which range from compliance to voluntary initiatives? And how do other firms organise their environmental management and communicate with stakeholders?

This book examines these different topics. It demonstrates the complexity of an area in which there are often no right or easy answers. This text is written for students interested in environmental management, and for managers, regulators and consultants who want to keep abreast of the latest developments. Examination copies can be

requested via e-mail: exam.copy@pearsoned-ema.com

Business, Institutions, and Ethics edited by John Dienhart (Oxford University Press, October 1999, 480 pp.)

This text plus cases and readings uses the analysis of social institutions to examine business ethics. It explains fundamental concepts in ethics and how to apply them to business and economics. The author shows how good social institutions are constituted by an integrated set of ethical, economic, and legal principles, and then uses these principles to study the ethics of commerce at the individual, organizational, and market levels. The first half of this text focuses on theory. The second half consists of cases and articles organized by the economic categories of property, risk-reward relationships, information, and competition.

Necessary Goods: Our Responsibility to Meet Others' Needs edited by Gillian Brock (Rowman and Littlefield, 1998 288pp pbk \$23.95)

The contributors to this volume consider the moral force of needs. They examine questions of obligations and moral interest from a variety of different theoretical perspectives, using contractarian, Kantian, Aristotelian, rights-based, egalitarian, liberal and libertarian approaches. Much contemporary discourse about moral and political matters employs the language of needs.

This book tackles the ever-present problem of our responsibilities towards others.

Ethics Matters: How to Implement Values-Driven Management by Dawn-Marie Driscoll and W. Michael Hoffman (Center for Business Ethics, Bentley College 12/99).

This book offers a recipe for integrating values into an organization's culture, explaining the factors which have led to the current emphasis on values-based decision-making instead of mere compliance. The authors develop elements of a ten-point program, the blueprint for establishing a lasting ethical infrastructure.

The Human Equation: Building Profits by Putting People First by Jefferey Pfeffer (Harvard Business School Press, 1998 368 pp \$24.95)

Why is common sense so uncommon when it comes to managing people? How is it that so many seemingly intelligent organizations implement harmful management practices and ideas? Jefferey Pfeffer examines why much of the current conventional wisdom is wrong and rethinks the way managers link people with organizational performance. Pfeffer builds a powerful case for managing people effectively—not just because it makes good corporate policy, but because it results in outstanding performance and profits.

The Search for Meaning in Organizations by Moses Pava (*Quorum Books, 1999, 176 pp. \$55*)

Pava calls for a new kind of organization built on a more accurate concept of what the organization is. Organizations can and should satisfy not only basic human needs, but also the highest human aspirations as well. Because business plays a central role in our culture, we must understand that ethics is bound up inextricably in that role. Thus, we need to think about ethics systematically if we hope to achieve organizational change. Ultimately, ethics is about creating and sustaining meaningful work environment without sacrificing legitimate concerns for the bottom line.

Business Ethics edited by Snoeyenbos, Robert Almeder and James Humber (*Prometheus Books, 1999 556 pp. Pbk, \$26.95*)

Fully updated and revised, this contemporary classic discusses the powerful moral issues facing corporate America. Enhanced with questions for discussion and valuable select bibliographies, this book focuses on the issues that will confront decision makers well into the twenty-first century.

Contemporary Issues in Business Ethics edited by DesJardins and McCall (*Wadsworth, 1999*).

The fourth edition of this text features updated readings, many new cases, expanded chapter introduc-

tions, and new readings emphasizing the international dimensions of business. Available at better bookstores everywhere.

Ethics and Empowerment edited by John Quinn and Peter Davies (*Purdue University Press, September 1999, 440 pp. \$54.95*)

Amid the burgeoning literature on business ethics, this book provides an important lead in taking a well-known everyday management notion such as "empowerment" and using it to make "ethics" more relevant and accessible to the business world. This book examines the issues of power, control, and autonomy, addressing such questions as empowerment as a matter of justice, and also provides case studies of the organizational experiences of empowerment programs. The contributors range across three continents and are experts in their respective fields.

Business Ethics by Norman Barry (*Purdue Univ. Press, October 1999, 208 pp. \$21.95*).

This book is an examination of the contemporary ethical problems of business in a philosophical context. It analyzes various types of capitalism, in particular, the Anglo-American type which is practiced primarily in the English-speaking world and is exemplified by the commercial and financial systems of Wall Street and the City of London. This analysis includes an examination of the corporation, the ethics of the stock market, the

morality of takeovers, and the problem of business and the environment.

Introduction to Engineering

Ethics by Roland Schinzinger and Mike Martin (*McGraw Hill, November 1999, 256 pp.*)

This book offers numerous case studies throughout the text which are sure to encourage and provoke dialogue. Chapters include: Professionalism, Moral Reasoning, Engineering as Social Experimentation, Commitment to Safety, Workplace Responsibilities and Rights, Global Issues.

Human Rights Standards and the Responsibility of Transnational Corporations edited by Michael Addo (*Kluwer Academic Publishers, August 1999, 416 pp. \$135*).

What is the nature and scope of corporate responsibility with regard to human rights? Should companies themselves be responsible for human rights violations involving themselves and their subsidiaries? At the heart of this book is the attempt to define an effective framework for transnational corporate responsibility through international human rights standards. The essays are arranged under six broad themes: policy issues, regulation, issues of application, matters of doctrine, globalisation, and case studies.

Business Ethics in Theory and Practice: Contributions for Asia

and New Zealand edited by Patricia Werhane and Alan Singer (Kluwer Academic Publishers, July 1999, 256 pp., \$130)

This book is a collection of essays devoted to the questions of international business that represent fresh road maps to analyze business ethics topics of universal concern.

Financial Ethics by Andrew McCosh (Kluwer Academic Publishers August 1999, 176 pp. \$89.95)

This book presents an exploration of this relatively new subject. The book will follow two different trails, which eventually are brought together. The first trail is an exploration of the general nature of the financial industry, of the institutions which make it up, of the people in it, and the pressures they are under. The second trail is an examination of the guidance people can obtain from four of the world's great religions on exactly how people ought to behave when engaged in the financial industry.

Business and Society: Ethics and Stakeholder Management, 4th Edition, by Archie B. Carroll and Ann K. Buchholtz (South-Western College Publishing), 2000).

This is the 4th edition of this popular textbook which is used in Business and Society and Business Ethics courses. The book emphasizes the twin themes of stakeholders and business ethics and uses cutting-edge research to document

and support textual narratives. The book is strong on conceptual models and research.

New features in the 4th edition include: a new co-author, Ann Buchholtz, adding her strategic, ethics, and nonprofit experiences and perspectives; 14 new cases included in the total of 37 cases; updated cases; three chapters dedicated to business ethics; Search the Web inserts identifying web-based resources for ethics, stakeholders, and corporate social responsibility research and examples. Support materials for the text include Instructor's Manual and Test Bank, PowerPoint Slide masters, videos, Thomson Learning Testing Tools, and a web site.

The 20 chapters in the text are organized into five major Parts: Business, Society and Stakeholders; Business Ethics & Management; External Stakeholder Issues; Internal Stakeholder Issues; and, Strategic Management for Social Responsiveness.

International Business Ethics: Challenges and Approaches edited by Georges Enderle (University of Notre Dame Press, 456 pp. \$55.00 cloth; \$27.00 pbk)

The dramatic increase of international business ethics since the 1980s has been a highly complex and rather opaque process, despite the rhetorics of both globalization and the triumphant advance of capitalism. Enormous ethical challenges have come to the fore, which

need thoughtful and courageous practical initiatives as well as academic expertise.

International Business Ethics: Challenges and Approaches is a pioneer in this widely uncharted field of international business ethics. This volume includes the work of 39 contributors, half of them from non-Western countries, first presented at the First World Congress of Business, Economics, and Ethics hosted at Reitaku University and the Institute of Morality in Japan. These outstanding articles paint an extraordinarily rich and fascinating multidisciplinary picture of international business ethics as it evolves, and delineate the contours of how international business ethics may develop at the turn of the millennium.

Challenges addressed include: the need to differentiate economic analysis beyond simple profit maximization; the active participation of the world's religions in coping with global issues; information technology in different cultures; the roles and responsibilities of transnational corporations; the demand for a new generation of business leaders; and the prospect of East Asia as a major economic region that will considerably shape the next century.

Ethical Banking: Progress and Prospects by Christopher Cowton and Paul Thompson (Financial Times Business, London, August 1999) for information: <http://www.finance.ft.com>.

Several financial initiatives have emerged during the 1990s, which may loosely be described as "ethical banking." In parallel with the establishment of ethical investing—the inclusion of social and ethical goals in the construction of share portfolios—these various initiatives have attempted to bring ethics to the fore in the provision of a range of banking and related services.

Ethical Banking: Progress and Prospects is a new management report from FT Business. It is a timely report that helps you understand the development of the concept of "ethical banking" and discusses the implications for business. The report comprises 11 originally researched case studies of both UK and overseas companies. Each case study follows a similar format, enabling you to make comparisons between cases. This report is a valuable guide and reference tool for all financial professionals.

**The New Job Contract:
Economic Justice in an Age of
Insecurity** by Barbara Hilker
Andolsen (Pilgrim Press, 176 pp.
Pbk \$15.95)

Unemployment is down, but so is job security. Careers can end suddenly and salaries can be drastically cut. How can workers moderate the effects of this fundamental change? This new analysis connects religious understandings of economic justice to the issues facing

both workers and the broader community. The knowledge elites need to shorten the distance between themselves and the unskilled and poor in order to express solidarity for the common concerns. The New Job Contract digs beneath the buyouts and restructurings to unearth deeper economic transition, and reveal its implications for society and for families.

Natural Capitalism by Paul
Hawken, Amory Lovins and Hunter
L. Lovins (Little Brown & Co.
September 1999 ISBN:
0316353167 Hardcover \$26.95
416 pages)

In this groundbreaking paradigm for the economy, three leading business visionaries explain how the world is on the verge of a new industrial revolution, one that promises to transform our fundamental notions about commerce and its role in shaping our future.

In the long-anticipated new book by Paul Hawken and Amory and Hunter Lovins, durable, practical, and stunningly profitable principles are synthesized for the first time into the foundations for a system called natural capitalism. With hundreds of thousands of copies of their works in print worldwide, the authors are leaders in setting the agenda for rational, ecologically sound industrial development, and in *Natural Capitalism* they have written their most significant and genuinely inspiring work.

Traditional capitalism, they argue, has always neglected to assign monetary value to its largest stock of capital—namely, the natural resources and ecosystem services that make possible all economic activity, and all life. *Natural Capitalism*, in contrast, takes a proper accounting of these costs. As the first step toward a solution to environmental loss, it advocates resource productivity—doing more with less, wringing as much as a hundred times as much benefit from each unit of energy or material consumed. *Natural Capitalism* also redesigns industry on biological models that result in zero waste, shifts the economy from the episodic acquisition of goods to the continual flow of value and service, and prudently invests in sustaining and expanding existing stores of natural capital.

Drawing upon sound economic logic, intelligent technologies, and the best of contemporary design, *Natural Capitalism* presents a business strategy that is both profitable and necessary. The companies that practice it will not only take a leading position in addressing some of our most profound economic and social problems, but will gain a decisive competitive advantage through the worthy employment of resources, money, and people.

MEMBERSHIP APPLICATION DUES PAYMENT FORM

Annual Dues

\$50.00 for individual members

\$25.00 for retired persons and students

\$120.00 for institutional membership

(add \$5.00 shipping for members outside of North America)

Name _____

Institution _____

Address _____

Institution Phone Number _____

Fax Number _____

E-mail _____

Home Address _____

Home Phone Number _____

Renewal ☐

New Member ☐

Make checks payable to:

THE SOCIETY FOR BUSINESS ETHICS

Memberships can be paid with Visa, Mastercard, and Discover

Mail Dues to:

Society For Business Ethics

c/o Laura Charland

Philosophy Documentation Center

Bowling Green State University

Bowling Green OH 43403-0189

Membership includes subscriptions to:

Business Ethics Quarterly

The Journal of The Society For Business Ethics

Executive Committee Nomination

Each year members of the Society for Business Ethics elect a new member to the Executive Committee. The Executive Committee is the governing body of our Society and is responsible for all major decisions affecting the Society. Members of the Executive Committee serve a five year term. During the second year of Executive Committee membership, an individual will serve as program chair for our annual meeting and during the third year will serve as our Society's president.

You are invited to nominate a member of the society to stand for election to the Executive Committee. Self-nominations are welcome.

Please indicate the name, address, and institutional affiliation in the spaces below. Both the nominee and the nominator must be members of the Society for Business Ethics.

NOMINEE: _____

ADDRESS: _____

INSTITUTIONAL
AFFILIATION: _____

Your Signature: _____

Return this form by November 1, 2000 to:

*John Boatright
Society for Business Ethics
School of Business Administration
Loyola University of Chicago
820 N. Michigan Ave
Chicago, IL 60611*

In This Issue

<i>Executive Director's Report.....</i>	<i>1</i>
<i>Business Ethics Quarterly News.....</i>	<i>2</i>
<i>Annual Meeting Minutes.....</i>	<i>4</i>
<i>Announcements, Calls and Conferences.....</i>	<i>5</i>
<i>Videos.....</i>	<i>9</i>
<i>Books.....</i>	<i>12</i>
<i>Membership form.....</i>	<i>18</i>
<i>Executive Committee Nomination form.....</i>	<i>19</i>

SOCIETY FOR BUSINESS ETHICS
SCHOOL OF BUSINESS ADMINISTRATION
LOYOLA UNIVERSITY OF CHICAGO
820 N. MICHIGAN AVE
CHICAGO, IL 60611

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT #1040
Leesburg, FL 34748