

THE SOCIETY FOR BUSINESS ETHICS



Winter, 2000

N E W S L E T T E R

Volume XI, No. 3

Executive Director's Report

The holiday season is a slack time in the affairs of the Society for Business Ethics. Your faithful servants on the Board of Directors are quietly working toward next summer's annual meeting and making other long-range plans, all while coping with the press of their day jobs.

On the horizon is the election of a new member to the Board, replacing the outgoing Archie Carroll. The nominees for this position are Joseph Petrick and Donna Wood, two fine can-

didates who have long been active in the Society. A mail ballot will be distributed to all members in February, and a hand count will be meticulously conducted.

Please remember that the Society continues to sponsor special group sessions at the meetings of the American Philosophical Association. The organizers for each division of the APA are John McCall for the Eastern Division, Daryl Koehn for the Central Division, and John Dienhart for the Pacific

Division. SBE members are encouraged to contract one of these organizers with proposals for presentations and, when attending APA meetings, to take part in the sessions.

In closing, I want to wish all Society members a joyous holiday season and a couple of published articles in the new year.

John Boatright

CALL FOR PAPERS !!

Society for Business Ethics
Annual Meeting
August 2 - 5, 2001 in Washington, DC
Paper submission deadline: March 1, 2001

The Society invites the submissions of papers for presentation at this meeting. Papers should not exceed 25 pages, including reference and exhibits. Proposals for symposia, panels or special workshops should include a summary of the proposed event and the presentation by each contributor. Send FOUR copies of your paper or proposal appropriate for blind review (no name or affiliation on the paper, itself, please), by March 1, 2001, to the program chair:

Laura Hartman
DePaul University- Executive Offices
1 E. Jackson Blvd.
Chicago, IL 60604

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 SBE website at <http://www.luc.edu/depts/business/sbe/>

Conference registration form and information will appear in the next issue of the newsletter. Room registration should be done directly with the hotel.

Business Ethics Quarterly News



Business Ethics Quarterly, the journal for the Society for Business Ethics, is in its eleventh year, and we thank you for your continuing support.

Business Ethics Quarterly continues to prosper and grow, thanks to its contributors, editorial board, and subscribers. We urge you to encourage your library to subscribe if they do not. It is now considered the leading theoretical journal in the field—a “must” for those doing research. BEQ is also on ABI-Inform Wilson.

We have received a number of requests to photo-copy articles from BEQ. Please keep in mind BEQ's Photocopy Policy found on the insider

cover of each issue. In order to be “user-friendly,” 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 will require the permission of both of the journal and the author(s) in question.

The Philosophy Documentation Center has now published all back issues (1991-2000) of BEQ on a fully searchable CD-ROM, which is available in either PC or Mac format. It is available to individuals for \$120. Institutional licenses are also available.

Finally, any submission of manuscripts should contain the author's e-mail address, if the author has one. This will facilitate communication for the editorial staff.

We welcome your comments and we welcome ideas for future special issues or topics of interest to our readers. Please contact:

George Brenkert
McDonough School of Business
Georgetown University
Washington, DC 20057
(202) 687-7701
email: brenkg@gunet.georgetown.edu

Forthcoming Special Issues of Business Ethics Quarterly



BEQ invites submissions for a new special issue on **“Ethics and the New Economy”** edited by 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 is May 15, 2001.

“Corporate Governance” will be edited by Jane Collier and John Roberts.

“Loyalty” edited by Dan Gilbert.

“Employment” edited by John McCall.

“Business Ethics and Health Care” edited by Andrew Wicks.

“Finance Ethics” edited by John Boatright and Jeffery Peterson

Is Your Membership in the Society for Business Ethics Up to Date?

With the recent move to using the Philosophy Documentation Center to manage the Society's membership lists, our official membership numbers are down slightly from past years. The Society has always been willing to continue sending newsletters to members who have let their membership expire. (We assume that this is mostly due to oversight and forgetfulness-character flaws from which we all suffer!)

The mailing list for this newsletter is noticeably larger than the mailing list for fully paid members however, and the Philosophy Documentation Center will continue to prune our membership lists to those active (i.e., dues-paying) members. If you have let your membership slide, won't you now consider renewing? You should receive dues notices directly from PDC, but if not please use the membership application form on the inside back cover of this newsletter. Membership includes a subscription to *Business Ethics Quarterly* as well as this newsletter.

To make things even more convenient, the Philosophy Documentation center is now able to accept dues payments with VISA, Mastercard, and the Discover card.

This might also be an appropriate time to remind you to please consider asking your library to subscribe to *Business Ethics Quarterly*.

THE SOCIETY FOR BUSINESS ETHICS

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

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Positions Available

J. L. Kellogg Professor of Business Ethics Kellogg Graduate School of Management Northwestern University

The Kellogg Graduate School of Management is seeking a Full Professor level scholar to teach courses and conduct research in the area of business ethics starting September 1, 2001. The successful candidate will have a distinguished record of research accomplishment, an ability to teach MBA and PhD students as well as executives, and a commitment to building the business ethics curriculum and research agenda within Kellogg and Northwestern University. This person will also serve as the Co-Director of an endowed Center dealing with issues of environmental stewardship, socially responsible and ethical enterprise, and global leadership. The occupant of this chair will eventually become the Morris and Alice Kaplan Professor of Ethics and Decision in Management upon the retirement of its current holder.

Interested individuals should send a letter, curriculum vita, selected articles and any other supporting materials to the search committee chair:

Professor Robert Duncan
Department of Management and Organizations
Kellogg School of Management
Leverone Hall
Northwestern University
Evanston, IL 60208-2011

The search committee urges qualified women and minority scholars to apply. The deadline for the receipt of candidate applications is January 1st 2001. Northwestern University is an Affirmative Action/Equal Opportunity Employer. Hiring is contingent upon

eligibility to work in the United States of America.

The David W. Wilson Chair in Business Ethics The University of Northern Iowa

Applications and nominations for the David W. Wilson Chair in Business Ethics, a joint appointment in the College of Business Administration and the Department of Philosophy and Religion. Appointment will be made at the senior level, with tenure, beginning fall 2001.

Area of Specialization: Business Ethics/Business and Society, with a terminal degree in any appropriate discipline. Other qualifications include evidence of excellent teaching, an ongoing research program in business ethics, commitment to assuming a leadership role in bringing attention to business ethics both on and off campus, and strong interpersonal skills. The University encourages applications from minority persons, women, persons with disabilities, and Vietnam era veterans.

Responsibilities include teaching one introductory and one advanced undergraduate or graduate course per semester in business ethics and organizing an annual community program in business ethics. Salary will be commensurate with qualifications and experience. The Wilson Chair is fully funded and provides generous supplementary funds for research and travel, graduate assistants, community outreach, and administrative support. Applications should include a letter of application, c.v., and three references. Applications received by January 8, 2001, will receive full consideration. Applications should be mailed to:

Ethics Chair Search Committee
Dean's Office
College of Business Administration
University of Northern Iowa
Cedar Falls, IA 50614-0123

The University is an equal opportunity employer with a comprehensive plan for affirmative action.

The Wharton School of the University of Pennsylvania, Faculty Position in Business Ethics

The Wharton School of the University of Pennsylvania invites applications for a tenure track position in the field of business ethics in its Department of Legal Studies. The Department has fifteen full-time faculty who offer over 20 different courses in both the undergraduate and MBA programs and whose research is regularly published in leading journals. Candidates trained in philosophy, law, business, economics, social science, or combinations thereof, are encouraged to apply. Applicants should have superior academic credentials, strong research potential and a demonstrated commitment to business ethics. Basic information regarding the Legal Studies Department can be found on the World Wide Web:

<http://www.wharton.upenn.edu/wharton/lgstdept.html>. Specific information about the Ethics Program can be found at
<http://rider.wharton.upenn.edu/~ethics/>

The University is an equal opportunity, affirmative action employer and encourages minority and women candidates to apply. Please send resume, reprints and references by January 10, 2001, to:

Ms. Tamara English
Legal Studies Department
University of Pennsylvania

the first time this year. Johnson & Johnson was the awardee. Members of the Department of International Business and Business Environment at the Rutgers Business School assisted in creating the program and choosing the winner. The SFSP expressed its gratitude to Rutgers by awarding scholarships of \$1000 to each of five Rutgers students who had excelled in the study of business ethics.

The 14th Annual European Business Ethics Network (EBEN) Conference 'Business Ethics in the Information and Communication Society' From 12th to 14th September 2001 Palau de la Musica Valencia, Spain. For information contact the conference organisers, ETNOR Foundation, Avda. Navarro Reverter 10-8, E46004 Valencia Spain, Tel +34 96 334 9800 Fax: +34 96 335 3504, Email: fundacion@etnor.org. More information available at the EBEN website: www.eben.org

Call for Papers for the 11th International Symposium on ETHICS, BUSINESS AND SOCIETY organised by IESE -Business School, on the theme: "Ethical Challenges in the Age of Globalization. The Message of the Encyclical Centesimus Annus on the 10th Anniversary of its Publication". It will be held in Barcelona, Spain next July 5-6, 2001. The deadlines for submitting papers are: Abstracts: February 10, 2001. Full papers: May 10, 2001. For more information, please, see www.iese.edu/faculty/etica/11coloquio.html or contact: Domenec Mele Professor and Head of Business Ethics Department IESE - Business School University of Navarre Avda. Pearson, 21 08034 Barcelona, Spain Tel: (34) 93 253 42 00 Fax: (34) 93-253 43 43 mele@iese.edu www.iese.edu/faculty/etica

The 4th International Business and Economics Conference St. Norbert College, De Pere, WI October 5-6, 2001 CALL FOR PAPERS: visit our website at: <http://www.sncibec.org> A multi-disciplinary conference devoted to the advancement of business and economic global issues and education. Papers from all areas in international business and economics are welcome. We encourage the submission of scholarly works that encompass all types of quality research. Relevant international topics include, but are not limited to: trade and finance; financial and management accounting; management; organizational behavior; emerging markets; marketing strategies; cross-cultural marketing and consumer research; service marketing; multiculturalism and gender in the workplace; international business ethics; global technology, internet, e-business; incorporating international aspects in the class. Paper Submission:

Conference paper submissions will be organized into two tracks: Presentation Only or Publication. Presentation Track: submit three copies of an abstract (750 words or less) by March 17, 2001. Publication Track: submit three hard copies of a completed paper by March 17, 2001. If accepted, the paper will be published in the conference proceedings and you can choose to pursue a publishing opportunity through the MCB University Press and the Management Decision Journal. Authors who elect either or both publishing opportunities should indicate their intent in a cover letter. Additional details will be sent to interested authors after acceptance. Both abstracts and papers will be blind-reviewed and must not have been published elsewhere. Include a title page that indicates names, affiliations, addresses, and e-mail information of all authors and indicate who will be the contact author. Letters of acceptance or rejection will be snail mailed and emailed by April 1, 2001. A final version of the manuscript,

and conference fee must be received by September 14, 2001. One completed paper will be selected to receive a "Best Conference Paper" award. St. Norbert College is located on the western bank of the Fox River in the Green Bay metropolitan area. Green Bay's proximity to Chicago (three-and-a-half hour drive) and Milwaukee (one-and-a-half hours) makes it easily accessible. The city is served by the Austin Straubel Airport, which provides more than 40 daily flights to and from major hubs such as Chicago, Detroit, Milwaukee and Minneapolis. Send your submissions to: Iris Jenkel St. Norbert College 100 Grant Street De Pere, WI 54115 Phone: (920) 403-3083 e-mail: jenkir@mail.snc.edu or info@sncibec.org The deadline for receipt of submissions is March 17, 2001. Visit our website at <http://www.sncibec.org> for more details.

The co-editors of **Teaching Business Ethics** would like to remind members of the Society for Business Ethics that each issue of the journal is supposed to carry a special feature article completing the sentence "The best teacher I ever had was..." Normally these run about two pages in length. As our stock has run out, we would appreciate having a new supply of such short articles. The teachers need not be teachers of business ethics." Alex C. Michalos and Deborah C. Poff, Co-Editors.

The Business Ethics Center of the Budapest University of Economic Sciences organized a *Transatlantic Business Ethics Summit* in September 15-17, 2000 in Budapest, Hungary. The Summit was sponsored by the *Community of European Management Schools (CEMS)* and *Procter & Gamble*. The main function of the Summit was to provide a forum for leading *American and European* scholars to explore the *background theories* and *value bases* of business ethics in the

perspective of the 21st century. Participants of the Summit were as follows: From the USA: *John Boatright*, Loyola University Chicago *Norman Bowie*, University of Minnesota, Minneapolis *George Brenkert*, Georgetown University, Washington D.C. *Thomas Donaldson*, The Wharton School, University of Pennsylvania *Thomas Dunfee*, The Wharton School, University of Pennsylvania

Michael Hoffman, Bentley College, Massachusetts *Patricia Werhane*, Darden Business School, University of Virginia, From Europe: *Jane Collier*, University of Cambridge, UK *Christopher Cowton*, Huddersfield University, UK *Hans de Geer*, Stockholm School of Economics, Sweden; *Peter Koslowski*, Hannover Institute for Philosophy, Germany

Josep Losano, ESADE Barcelona, Spain *Lidmilla Nemcova*, University of Economics Prague, The Czech Republic *Eleanor O'Higgins*, University College Dublin, Ireland

Yvon Pesquex, HEC Paris, France; *Henk Van Luijk*, Nijenrode University, The Netherlands *Laszlo Zsolnai*, Budapest University of Economic Sciences, Hungary

The participants reflected on the *state of the art* of business ethics as it has been practiced in the USA and Europe. The *future* of business ethics as a discipline was the main focus of the Summit. Since business ethics is closely related to business and capitalism, some considerations of the 21st century economic, political, and social reality were unavoidable. The last day of the Summit was devoted to a *corporate roundtable*. *George Carpenter* from Procter & Gamble, *Tibor Héjj* from the Boston Consulting Group, *S-P Mahoney* from the Good Brand Work Kft, *Istvan Fodor* from Ericsson and *Cedric MacKellar* from SAB presented their views about the role of *ethics in doing*

business. The participants of the Transatlantic Business Ethics Summit mostly agreed that the *American* and the *European business cultures* are considerably *different* and business ethics practiced on the two sides of the Atlantic reflects this difference. Since there is a lot of cooperation and merger between American and European companies the *cross-fertilization* of the American and European business and ethical values seems to be unavoidable. To meet the technological, ecological, and social requirements of the 21st century combining the best of European and American traditions in business and ethics is a promising task. There was an agreement among the participants of the Summit that the *transatlantic dialogue* on business ethics must go on. The next Transatlantic Summit focusing on *ethical business* is under planning. It would be held in the USA in 2002.

The Business Ethics Center of the Budapest University of Economic Sciences is considering producing a *multimedia CD* on the Transatlantic Business Ethics Summit. Further information can be received from *Dr. Laszlo Zsolnai*, Director, Business Ethics Center, Budapest University of Economic Sciences, 1053 Budapest, Veres Palne 36., Hungary. Phone/Fax: 36-1 318 3037, email: laszlo_zsolnai@interware.hu.

The **International Journal of Organizational Analysis** is soliciting book reviews in the areas of business and society, business ethics, strategic management, organizational theory, organizational behavior, information management and human resource management. For details, contact the Book Review Editor, Diane Swanson, Department of Management, 101 Calvin Hall, Kansas State University, Manhattan, Kansas 66506 (swanson@ksu.edu or 785-532-4352).

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 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 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

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:

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

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 Stree, 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:

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

-Check on and update membership in
Society for Business Ethics

Books



The Working Life: The Promise and Betrayal of Modern Work
by Joanne Ciulla (*Times Books*/Random House, 2000
hdcr, \$25.00)

A wide-ranging look at the allure and changing significance of work. Ciulla's thesis is that work often promises to contribute more to our lives than it can deliver and that it is dangerous to regard it as the primary source of our identity and happiness. With seductions, misunderstandings, and misinformation everywhere, this immensely readable book calls for a new contract-with ourselves. Drawing from history, mythology, literature, pop culture, and practical experience, Ciulla probes the many meanings of work or its meaninglessness and asks: Why are so many of us letting work take over our lives and trying to live in what little time is left? What has happened to the old, unspoken contract between worker and employer? Why are young people not being disloyal when they regularly consider job-changing? Employers can't promise as much to workers as before. Is that because they promise so much to stockholders? Why are there mass layoffs and "downsizing" in a time of unequal corporate prosperity? And why are the most common lies in business about satisfactory employee performance? The traditional contract between employ-

ers and employees is over. This thoughtful and provocative study shows how to replace it by the one we make with ourselves.

The following two books are from Kogan-Page Publishing, (www.Kogan-Page.co.uk)

Women at Work: Strategies for Survival and Success by Anne Dickson (ISBN 0749433140)

There are many more women managers than there were ten years ago but women in senior positions remain rare. Despite the progress made in terms of equal opportunities, many women still struggle with lack of confidence in the workplace, often overworking to compensate for self-perceived inadequacy. This long-awaited new book portrays the experience of individual women at work. It outlines the problems they encounter and why, and then offers practical skills and suggestions on how to develop genuine self-confidence. In addition, Anne Dickson develops a series of progressive role-plays to guide readers through situations they'll easily recognise, such as: negotiating effectively; setting limits; handling power without being oppressive; confronting bullying and prejudice. Real self-confidence increases personal power and *Women at Work* will teach you that being true to yourself is pivotal to getting the

most out of your work and career.

Competitive and Ethical? How Business can strike a Balance by Giles Wyburd (ISBN 0749426691, 192 pp)

This book explores the difficult choices that face principled individuals in an increasingly competitive business climate. Drawing on real business experience, Wyburd offers extensive advice to companies and individuals at all levels who want to conduct their business with integrity and decency. Many real-life examples from many industries all over the world.

Terms for Endearment: Business, NGOs and Sustainable Development ed. Jem Bendell (Greenleaf Publishing 2000, 288 pp, \$65)

Business and NGOs are seen by many to be locked in a war of values and ideologies. This book demonstrates that the war has moved on. Many companies are now engaging with their stakeholders—even those with whom they have had an antagonistic relationship—as part of their strategies for improved social and environmental performance. A diverse group of contributors investigates the how and why of these new collaborations and provides concrete examples of businesses working with stakeholder pressure for sustain-

able development.

The Institute for Business Ethics, 24 Greencoat Pl., London (www.ibe.org.uk , email: info@ibe.org.uk) has a number of books and pamphlets available, with particular emphasis on company codes of ethics, ethics in small firms, and employee health care.

Management and Morality by Patrick MacLagan (Sage Publications, 1998 224 pp)

Provides a comprehensive overview of the moral and ethical behaviour in and of organizations. This book is concerned with the realization of individual moral potential and the development of ethically responsive organizations.

Encyclopedia of Ethical, Legal, and Policy Issues in Biotechnology edited by Thomas Murray, Hastings Center, and Maxwell Mehlman, Case Western Law-Medicine Center. (Wiley Encyclopedias, Dec. 2000, 2 vol., 112 articles, 1,250 pp., \$595 through December)

An authoritative and objective compendium of regulatory, policy, and ethical issues in biotechnology. www.wiley.com/reference , email: custserv@wiley.com

U.S. Labor in the Twentieth Century edited by John Hinshaw and Paul LeBlanc (Humanities Books, 350 pp, ISBN 1573928658, \$25)

Americans generally like to think of themselves as members of a "middle class." Yet even amidst the booming economy the living standards of most Americans is lower than it was a generation ago. Although the longest bull market in history has captured much attention in the media, the majority of Americans do not own stock. And every newspaper has a lengthy business section devoted to the stock market, none has a section dedicated to the interests of workers. This book offers an overview of the hidden history of American workers, offering a lively and readable introduction to the field of Working Class Studies.

Perspectives on Leadership: From the Science of Management to it Spiritual Heart, by Gilbert Fairholm (Praeger Publishing, 2000)

In tracing the intellectual roots of business leadership over the last one hundred years, Fairholm argues that until quite recently, spirit and soul have been absent from major models. After outlining the elements of the five major ideas about leadership, he goes on to define and make operational a new focus on spirituality in the workplace that must exist in order to truly understand the leaders' role in relation to workers.

The following two books are from Kluwer Academic Publishers, Issues in Business Ethics Series (www.wkap.nl)

Women on Corporate Boards of Directors edited by Ronald Burke and Mary Mattis (vol. 14, 2000, 288 pp. \$120 hrd)

This volume, the first to focus exclusively on women serving on corporate boards, provides the latest thinking and research findings on this increasingly important corporate governance issue. It includes censuses of women directors in a number of countries, identifies reasons for their limited numbers, indicates why appointing qualified women to boards offers competitive advantages, and suggests practical ways corporations can attract, recruit, and appoint more women board members.

Ethics and Organizations: Understanding Business Ethics as a Learning Process, by Josep Lozano (vol. 15, 2000, 200 pp \$93, hrd).

This book is a study in the field of business ethics from both a historical and systematic standpoint. It analyzes corporate social responsibility, stakeholders, ethical codes, corporate cultures, and other issues. But the analysis takes place within a framework specially designed by the author to integrate the various dimensions of present-day business ethics. This integration is linked to an interpretation of business ethics as an organizational learning process in the context of social and cultural changes caused by the emergence of a knowledge society. This approach makes it possible to adopt a focus

and language which can simultaneously take into account ethical concerns and corporate and organizational development. A previous version of the book (written in Catalan) was awarded the 1998 Joan Sarda Dexeus prize for best book on corporate economics by the Catalan Association of Economists.

A 21st Century Ethical Toolbox
by Anthony Weston (Oxford University Press, 2000, 448 pp).

An interactive and collaborative introduction to ethics textbook that emphasizes ethics as a practical discipline requiring practical skills. Its aim is to help students work out constructive, creative, and mutually agreeable decisions when they are faced with contemporary moral issues. Includes chapters on Business and Professional ethics, Poverty and welfare, environmental ethics.

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 something 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 meditation 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.

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 reveal-

ing 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.

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 introductions, 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.

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 Moralogy 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.

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

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.

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.

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.

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