



# **THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER**

Winter, 2002

Volume XIII, Number 3

## **Report from the Executive Director**

Hawaii here we come! In view of the overwhelming response from our members in favor of Honolulu as the site of the 2005 annual meeting, the officers of the Society for Business Ethics have decided to continue our practice of meeting with the Academy of Management and to go with them to Hawaii. The dates of the 2005 meeting are August 4-7. The other upcoming meetings are 2003 in Seattle, July 31 through August 3, and 2004 in New Orleans, August 5 to 8.

A meeting in Hawaii has obvious appeal as well as significant drawbacks. For this reason, we employed for the first time a poll through our new Internet forum. The preference of those who responded was strongly in favor of Honolulu. Thanks to all of you who participated in this poll. If you are not yet signed up to the forum network, please take advantage of this new, useful resource.

An election for a new member of the Board of Directors will be held shortly.

The new member will replace George Brenkert, who is coming to the end of his five-year elected term. However, since George is also on the board ex-officio as the editor-in-chief of *Business Ethics Quarterly*, he is not being relieved of service. (Sorry, George!) The election will bring the

board to full strength with seven members.

The Nominating Committee, which consists of the current members of the Board of Directors, has accepted the nominations made by the membership and has selected Ed Hartman and Ian Maitland to appear on the

*continues on page 11.*

### **Annual Meeting**

#### **Call for Papers !**

The 2003 annual meeting of the Society for Business Ethics will take place July 31 – Aug. 3, 2003 in Seattle, immediately preceding the annual meeting of the Academy of Management. The Society invites submissions of papers, symposia, panels, and special workshops for this meeting. Papers should not exceed 25 pages, including references and exhibits. Proposals for symposia, panels or special workshops should include a summary statement of the proposed event by its organizer describing the substance of the panel and providing commitments from all participants. Send FOUR copies of your paper or proposal appropriate for blind review by March 1, 2003 to:

Daryl Koehn  
Cullen Chair of Business Ethics  
University of St. Thomas  
3800 Montrose Blvd.  
Houston, TX 77006  
713-942-5917

Questions? email [Daryl@koehnd@stthom.edu](mailto:Daryl@koehnd@stthom.edu)

# *Business Ethics Quarterly News*

Over the past eighteen months we have made a number of changes at the Business Ethics Quarterly that should enhance its quality and reputation:

- \* We have updated our manuscript review forms to encourage high level, professional reviews of manuscripts received.
- \* We have been able to get BEQ included in the Social Sciences Citation Index. In addition, BEQ is indexed in a wide number of other databases and indices that are listed on the inside cover of BEQ. We continue to monitor where BEQ is indexed and seek to have it included in all prominent indices.
- \* We have revised our publication agreement form. This agreement form is the result of surveying other journals and discussions with the SBE Board of Directors. We think it will offer much greater protection for the authors and the journal in the years to come.
- \* We have instituted a new system by which we can reach out to those in various professional fields such as marketing, law, finance, etc. At present, I have appointed two Area Editors to help me to solicit manuscripts from those in their particular areas of expertise. Patrick Murphy (Notre Dame) has agreed to be Area Editor in Marketing. And Tim Fort (Michigan) has agreed to be Area Editor in Law. I intend to make additional appointments in other areas in the months ahead.

In addition, we are working to expand our online presence. We intend, one year from now, to have a much more robust online availability. At present a full-text version is available to libraries in conjunction with a print subscription through POIESIS: Philosophy Online Serials [go to <http://www.nlx.com/posp/>]. For those who are at institutions that do not subscribe to POIESIS, it is possible to get the Table of Contents of BEQ through POIESIS [<http://www.nlx.com/posp/>].

Our number of subscriptions/memberships continues to rise. Indeed, in a time when other humanities and social science subscriptions are tending downward, we continue to grow. In addition, our pricing remains very modest in comparison with all other journals in business ethics. And, it should be noted, our subscription/membership price brings with it not only Business Ethics Quarterly, but also this newsletter, the publications of the Ruffin series from the Darden Graduate School of Business Administration (University of Virginia), possible membership in a list serve reserved for SBE members, and an annual national conference at which to share one's research and teaching results, as well as to network with others in the field. Surely this is a genuine bargain.

In short, we are making progress in strengthening Business Ethics Quarterly. I know we have much more that we can do. I would appreciate your suggestions regarding new directions we should undertake or old practices we can and should do better. In addition, you can continue to support the journal through sending us high quality manuscripts. We look forward to hearing from you.

George G. Brenkert  
Editor-in-Chief

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## CALL FOR PAPERS: ACCOUNTING ETHICS

Business Ethics Quarterly is planning a special issue on the topic of Accounting Ethics. Although papers relating to all areas of accounting ethics are welcome, a focus on issues relating to the current difficulties of public accounting firms and the problems of corporate financial reporting are especially welcome. Examples of topics include: auditor independence, earnings management, accounting standards, auditing standards, codes of professional conduct as guides to ethical behavior, the expectations gap, the roles of accountants and auditors, auditing vs. management consulting, the relationships between auditors and their clients, the responsibility of management accountants (including CFOs) for deceptive financial reports, the role of audit committees, accounting decision-making with a focus on the ethical aspect of accountants' professional judgment, the education and socialization of professional accountants, and accountants' attitudes about confidentiality. Papers addressing conceptual, empirical, methodological, practical or theoretical issues are encouraged. Empirical papers should have a clear theoretical foundation.

Subject to the availability of funding, a research conference will be held early in 2003, sponsored jointly by the University of Alberta and Business Ethics Quarterly, based on the papers submitted for the special issue. Further information will be available at a later date.

Since papers will be refereed blind, papers should not identify the author in any way. Author identification should be limited to a removable cover page. Electronic submission of papers is strongly preferred. Electronic submissions should be included as a Word attachment to an email message. Paper submissions must include 4 copies of the paper. Other submission information may be found in each issue of Business Ethics Quarterly.

**Deadline: December 15, 2002**

Papers should be submitted directly to the Editor for this special issue:

James Gaa  
Department of Accounting and MIS  
School of Business  
University of Alberta  
Edmonton, Alberta T6G 2R6 Canada  
[James.Gaa@UAlberta.ca](mailto:James.Gaa@UAlberta.ca)

# Calendar of Upcoming Events

December 15, 2002	Deadline for submissions, special issue of BEQ on "Accounting Ethics"
February 20-22, 2003	"Business Ethics in a Global Economy" University of Santa Clara Conference <a href="http://www.scu.edu/ethics/practicing/events/conferences/globalization.html">http://www.scu.edu/ethics/practicing/events/conferences/globalization.html</a>
Feb 27 –March 2	12th Annual Meeting Association for Practical and Professional Ethics
March 1, 2003	Deadline for submission for SBE Annual Meeting
April 10-12	31st Annual Conference on Value Inquiry, "The History of Value Inquiry"
April 21-22	Business and Medical Ethics Conference on the Future of the Pharmaceutical Industry The Prudential Center for Business Ethics at Rutgers University
May 8-11	"Moral Imagination" Conference, Carlson School of Management, University of Minnesota
July 15-18	Fifth International Symposium on Catholic Social Thought and Management Education, Bilbao, Spain
July 31-Aug 3	Society for Business Ethics Annual Meeting, Seattle, WA, in conjunction with the Academy of Management (Aug. 1-6)

## Society for Business Ethics

\*\* NEW Website!! \*\* [www.societyforbusinessethics.org](http://www.societyforbusinessethics.org) \*\*NEW\*\*

### BOARD OF DIRECTORS

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## *Update on Campaign AACSB*

Diane Swanson (KSU) and Bill Frederick (Pitt) strongly urge all SBE members to send an e-mail message to the AACSB office endorsing Duane Windsor's Open Letter to AACSB. A copy of Duane's letter is printed below. Over 125 professors and practicing managers have already endorsed Windsor's letter, thus sending a strong message to AACSB about serious and sincere intentions to **strengthen the ethics accrediting requirement for business schools.** It is NEVER TOO LATE for you to join the other endorsers! Please do so today!

Backed by this kind of moral and professional authority, the goal is to establish a face-to-face dialogue with AACSB officials prior to their annual conference in April 2003 when new accrediting standards are to be adopted. Add your voice to the others, please. In the meantime, Diane and Bill have been working various Washington contacts to put the issue of business school ethics accreditation on the national agenda. Fueling this effort, several media outlets have or will publish stories on CAMPAIGN AACSB, including The Nation, Business Ethics, Journal of Corporate Citizenship, Journal of Individual Employee Rights, Global Ethics Monitor, Pittsburgh Post-Gazette, and Topeka Capital Journal. Selected endorsement statements are to be published in academic outlets in the near future.

PLEASE ENDORSE. A simple statement will do: "I strongly endorse the position stated in Professor Duane Windsor's Open Letter to the AACSB." Many endorsers have expanded on that simple declaration, but you need not do so. Send your endorsement to MILTON@AACSB.edu Please cc swanson@ksu.edu and billfred@katz.pitt.edu

### The following is a copy of Duane Windsor's Open Letter to AACSB:

TO: AACSB Blue Ribbon Committee on Accreditation Quality  
Milton Blood, Director of AACSB Accreditation Services  
FROM: Duane Windsor, Rice University

### An Open Letter on Business School Responsibility:

I have examined AACSB draft number 3 revising MBA accreditation standards, and also Dr. Milton Blood's recent correspondence on this revision with Professor Diane Swanson of Kansas State University which he very kindly permitted to be circulated in the common interest. I wish to communicate my views to AACSB, The Academy of Management, and any other colleagues who may be equally concerned.

By way of background, I am Lynette S. Autrey Professor of Management in the Jesse H. Jones Graduate School of Management, Rice University (AACSB accredited), in Houston, where I have been on the faculty since 1977. During much of that period I served as an assistant or associate dean in the Jones School administration. This year 2002-2003 I am chair of the Jones School MBA program committee, which is to evaluate our curricular structure and approach. During 25 years of experience, I entered business school teaching soon after the adoption of the AACSB accreditation standards in the early 1970s that effectively required some form of course in business and society (or social issues in management), and then taught under the more flexible approach to curricular structure adopted by AACSB in the early 1990s. (In my view, the latter approach was partly an overdue reaction to the rigidity of the former approach.) Now I will be going through my third AACSB standards regime. I feel qualified to offer some long-term perspective on the standards question.

The Autrey Chair I hold is intended by the donor to support business ethics. I teach business ethics and leadership modules to Executive (Week End) MBA students and an organizational politics module to Week Day MBA students. (A colleague teaches business ethics in the Week Day program.) I also



taught strategic management for a number of years. At Rice University, these modules are required (core) courses; in the Executive MBA program, we substitute business law (taught by adjuncts) for organizational politics. Even so, at the Jones School, the business and society faculty (three out of a projected 50 or more lines, with little prospect of expansion beyond three even though the school faculty is growing rapidly) is simply too small to have much effective influence. The role of business and society instruction and scholarship depends on the moral wisdom and social conscience of the whole body of the school's faculty. Otherwise the business and society faculty simply get outvoted on curricular and scholarship issues. This circumstance is I believe true at many schools. Only the condition that relatively young tenured faculty occupies two of our three faculty lines stabilizes the situation. It takes only my retirement and diversion of the Autrey Chair to another field, or the diversion of the third line (presently under search) to another field, to destroy the current educational approach—perhaps irretrievably. An appealing strategy of “best person regardless of field” is sufficient to encompass the destruction of ethics and responsibility education in the Jones School, due to how small that particular faculty is, by assigning the third line to any other field. Jesse H. Jones, for whom the school is named, was a prominent Houston businessman, head of the U.S. Reconstruction Finance Corp. in the depression and U.S. Secretary of

Commerce for FDR, and philanthropist (through the Houston Endowment foundation established with his wife). I presume he would be appalled, as we all are in AACSB and The Academy of Management, at today's corporate scandals. (Enron is located in Houston.) There is not a question of deliberate intent to erode ethics and responsibility. Rather, there are enormous pressures at work on everyone: volatile rankings, getting funds for creating trading rooms, competition for faculty lines, student placement statistics, etc.

The accreditation standards of the early 1970s, whatever the defects of rigidity, at least plainly pointed business schools in the direction of some kind of required course in business and society (or social issues in management), or one of its main components (e.g., business ethics, legal environment, public policy). I have long been concerned that the subsequent change in accreditation standards adopted in the early 1990s devalued coursework in this area, and led over the years to a slow deterioration in the role of business and society in MBA curricula in favor of functional fields, strategic management, and field experience courses. There are certainly schools, such as Rice for example, where this deterioration has not YET occurred. But I believe the phenomenon to be sufficiently widespread to be alarming, and the situation even at Rice to be delicately balanced at best as described earlier. In my view, an essential feature of the last change in

accreditation standards was a shift to a high degree of flexibility in how schools could structurally address mission delivery. (Doubtless there was an understandable reaction to previous curricular rigidity, but I judge that the wrecking ball has now swung too far in the direction of local flexibility.)

The revised accreditation standards took form as a general outline for content areas together with verbiage on faculty qualifications. The business and society, or related, faculty is almost always a small set of instructors lacking in most schools sufficient voting strength to influence curricular outcomes. In direct contrast, the accreditation standards of the early 1970s established a clear guidance within which there was a strong preference for required coursework so that voting strength was not then a critical matter. The doctrine of flexibility has made voting strength a critical matter. Curricular outcomes now reflect a number of forces—such as student preferences for electives or market-valuable courses, market-oriented ideology, and the increasingly ruthless competition among business schools for journalistic rankings. These forces tend at the margin typically to deterioration and neglect of ethics or law, especially in the absence of faculty voting strength and any clear guidance from AACSB and The Academy of Management. The AACSB draft ignores, I judge, this reality. There may be no particular causal link between absence of a specific course for business responsibility and the recent spate of corporate scandals and

leadership failures; doubtless the matter is more complex. But to neglect business ethics, business-government relations, and corporate governance dimensions of management is both to continue to invite such misconduct and to cast doubt on the social usefulness of AACSB and The Academy of Management in this crisis. (I cast no doubt myself; I criticize only the method for implementation of our mutually shared concerns.) This is a golden opportunity to redress the situation and make a strong public statement in favor of business responsibility education.

In Dr. Blood's correspondence with Professor Swanson, which I cite only for the fact that it identifies key questions, it seems to me that he emphasizes three things. (1) Dr. Blood highlights the doctrine of flexibility, which approach underlies the accreditation standards presently in place. This doctrine argues that AACSB should make particular strictures "only in those areas that are deemed universally essential" (quoting Dr. Blood). Corporate responsibility plainly falls in that class, as admitted to by AACSB itself as cited in point #2 immediately following, and more so than any other topic area. (2) Dr. Blood notes that the specific response, in AACSB standards revision, to recent scandals has been to move ethics (long present in the standards) up the implicit "hierarchy" of content areas (or topics) to the top. This response, while necessary and desirable, is far from sufficient. (3) Dr. Blood reports that everyone at The Academy of

Management (and of course AACSB) is concerned with the recent corporate scandals. I take genuine concern by everyone for granted; and I accept that the other two points involve serious purposes. A course mandate rather than verbiage is wanted now. The scandals will fade away; the educational responsibility is permanent.

I do not concur that the AACSB draft addresses the problem adequately. The draft attempts, in my reading, to maintain two co-equal principles simultaneously: (1) curricular flexibility; (2) ethical sensitivity. It tries to provide member schools two signals at one time, and the signals are in conflict or tension. Either one signal must be superior to the other (in a hierarchy of principles), or the two must operate in unresolvable tension in some way. It seems to me that the draft standards are trying to straddle the tension, and temporize, rather than recognizing the need for explicitly accepting that ethics/responsibility at least is more important than flexibility. The draft report is trying to signal both principles as important without telling schools how to resolve the tension, and thus leaving resolution to local forces. There is NO local consideration here-in AACSB language a universal essential at stake. In isolation a principle (such as curricular flexibility) sounds good in the abstract (who would oppose curricular flexibility as such). But the practical reality is that flexibility is at tension with the need for a stronger

AACSB stance fixing the plain desirability of some required coursework in business and society. AACSB understandably defends the principle of flexibility, but it winds up subordinating ethics to that principle despite the general concern-and that subordination will play out in local flexibility choices. Plainly institutionalization of ethics must be held superior to flexibility of curricular approach. AACSB and The Academy of Management should take a public stance and provide specific guidance to business schools. Otherwise, the standards revision is going to come across (however unintendedly) as minor window dressing or mere lip service, and it will have that effect as a curricular outcome. AACSB will be read as leaving the door open to local choice on the vital question of ethics. Rather than trying to emphasize ethics while defending flexibility, AACSB ought to make business and society coursework mandatory (nothing else need be, in my view). It should be up to schools to explain why they undertake responsibility education in ways other than a required course. Even if flexibility is to be served by opting out in some way, the burden of proof should be on the school and in a context of serious concern that opting out is a real problem at AACSB. This approach moves the decision from local voting strength to a universal and essential mandate in the public interest. My reading of the AACSB draft number 3 causes me grave concern, in this context, that the explicit intent of highlighting ethics by movement up

the list of topics (intended as a hierarchy) is undermined immediately in the report itself by the very course examples suggested in the latter portion of the draft for addressing "course-embedded measurement."

On p. 63, the list of "Topics typically found in business degree programs include:" environment of business, ethics, and diversity as the leading three dimensions ahead of strategy, organization, and information. But at p. 62, the draft report states: "There is no implication in these standards that these topics designate particular courses or treatments." My long academic and administrative experience tells me that the report's approach can readily misdirect locally flexible behavior, and I can visualize how matters may likely play out at my own institution. At p. 60, the draft states: "to incorporate ethical considerations into decision-making, may embed the measurement of accomplishment on those goals into a capstone business-strategy course." This example and language both (1) subordinates ethics into a dimension of business strategy, and (2) invites subordination of ethics into a capstone course on business strategy (I have taught both subject matters). I do not say there is any explicit intent at work. Rather I say that, in straddling, on the one hand the draft report elevates ethics topically and on the other hand inadvertently signals and encourages no need for a particular course while it emphasizes other traditional courses. At p. 61, the draft report refers to a "required Financial Accounting course" At p. 62, the draft report refers to a

"required Organizational Behavior course" "The report NEVER refers to a required Business and Society course or Business Ethics course or a Legal Environment course.

I invite your attention to the advisability of immediately doing two things in the draft report and also doing something with the accreditation website page. (1) As the draft lists course examples, it would surely be wiser to add a section discussing business and society and/or business ethics courses as a counterbalance to the existing examples. At a minimum, an example can be included in support of the change in the hierarchy of topics already made. The draft should list such coursework first and then further make clear that other course examples ALL carry that basic approach forward in the curriculum to the capstone strategic management possibility. The list of courses the draft provides as illustrations is, despite the verbiage, the outline of a core curriculum in embryo: Financial Accounting, Organizational Behavior, Strategic Management. The draft would do better to list Business and Society first. (2) Rather than emphasizing in the language cited above (at p. 62) that no particular courses are indicated, I would go further to state that the one course AACSB expects to be required universally and essentially is coverage of environments of business, ethical and responsible behavior, and diversity. The burden of proof should rest on the school to demonstrate why some other approach is acceptable. I favor an explicit

statement that thou shalt have a business and society course in some form, thou shalt work that perspective in addition throughout the curriculum, and thou shalt be prepared to demonstrate to an accreditation committee that such standards have been met. AACSB then takes an explicit and definite position; and I urge it to do, in conjunction with The Academy of Management and other interested academic. The "violation" of flexibility is minor, and to good purpose. (3) The website page for accreditation has a list of "assurances" to stakeholders. It seems to me that the list should add, as the very first assurance, "Socially responsible business and accounting professionals" or analogous language. There will be various ways for reinforcing the moral imperative on which AACSB and The Academy of Management ought now to insist in the public interest. (I believe that business ethics and auditor responsibility should be mandatory coursework in accounting accreditation standards as well.)

Duane Windsor, Ph.D.  
Lynette S. Autrey Professor of  
Management  
Jones Graduate School of  
Management MS-533  
Rice University P.O. Box 1892  
Houston, TX 77251-1892



# Announcements

## New SBE Listserver !!

SBE is excited to introduce a listserver available to and accessible only by SBE members. The purpose of this list is both to allow for a free exchange of opinions on issues of interest to SBE members, as well as to provide an effective mechanism for disseminating and collecting information with regard to the Society. We will begin this process shortly via the listserver with a brief questionnaire about the location of future SBE meetings - please keep your eyes open for this message and we would appreciate your response. This will be an "opt-in" benefit of membership-only those members who choose to join will receive emails from the list. Directions for joining are included below. If you have any further questions about how to use a listserver, please contact Laura Hartman at 312/362-6569 or LHartman@depaul.edu. Thanks for joining us!

To subscribe to the list, users should send mail to: [majordomo@forums.depaul.edu](mailto:majordomo@forums.depaul.edu)

The first line of the **body** of the message should read:

subscribe sbe [username@email.address](mailto:username@email.address) (Replace [username@email.address](mailto:username@email.address) with your own email address, e.g., [subscribe\\_sbe\\_jdesjardins@csbsju.edu](mailto:subscribe_sbe_jdesjardins@csbsju.edu)) When a subscription is approved, the server will automatically send an information file to them that explains how to unsubscribe, lists current subscribers, get the archives, etc.

The address for **posting messages to the list** is: [sbe@forums.depaul.edu](mailto:sbe@forums.depaul.edu)

The list will be archived at: <http://forums.depaul.edu/majordomo/lists/sbe>

A message from: William A. Sodeman, Content Editor, Ethics, Academy of Management Professional Development Web Site

Dear SBE members,

The Academy of Management has published the redesigned Academy web site at [www.aomonline.org](http://www.aomonline.org). If you have other news or announcements that may be of interest, please let me know. I welcome contributions from all SBE members. Also, I am looking for one or two additional volunteers to help write and manage the Ethics section.

<http://myaom.pace.edu/octane8admin/websites/ProfessionalDevelopment/default.asp?id=52>

I have already posted a few articles and announcements, including:

- \* Business Ethics Magazine's reorganization and 15th anniversary
- \* Duane Windsor's open letter to the AACSB regarding accreditation standards, and Diane Swanson and Bill Frederick's call to action
- \* Links to recent articles on ethics in practice and on the Internet
- \* Various paper and journal calls

Last year, the Academy's Web Task Force recommended the creation of a Professional Development web site, including an area devoted to business ethics. The Academy board and office intend the five PD sections (Ethics, Higher Education, Practice, Research, and Teaching) to serve a wide audience across all Academy divisions and interest groups.

The Ethics section of this web site represents another facet of the Academy's ongoing commitment to ethics education and research.

Information on Santa Clara University's Global Ethics conference is now available on-line at: <http://www.scu.edu/ethics/practicing/events/conferences/globalization.html>. Please note that conference fees (including meals) will be waived for all SBE members.

**Case study available for your use.** Are you looking for an innovative, exciting new case to teach? Kolcraft, Hasbro, and the Playskool Travel-Lite Crib case-study, available for free, is designed for use in courses addressing:

The narrative of the case provides material for discussing ethically responsible corporate policy and practice-this is particularly important at a time when MBA programs are seeking ways to incorporate ethics in their teachings, and students are actively requesting the exploration of ethics in the classroom



## Announcements continued

This case is free of charge: it is in the public domain and may be downloaded and reproduced without permission, thanks to the generosity of the James S. Kemper Foundation, which provided an Ethics in Business Grant to the Graduate School of Business at the University of Chicago

Kolcraft, Hasbro, and the Playskool Travel-Lite Crib, written by David Zivan, discusses the design, development, marketing, sale, and recall of the Playskool Travel-Lite. The Travel-Lite is a portable crib-manufactured by Kolcraft Enterprises and licensed by Hasbro's Playskool division-that was recalled after three children were killed when one of its top rails collapsed and strangled them.

For more information, or to download the case, visit: <http://www.chicagocdr.org/cases/>

**The David Berg Center for Ethics and Leadership at the Katz School of Business at the University of Pittsburgh** announces "The Off-Air Business and Society Video Project." Under the direction of Center Brad Agle and Steve Brenner, this project aims to capture and make available to the field of business ethics and business and society relevant material from television newsmagazines in a timely, high quality, and value-added fashion. The project currently contains over 100 video segments. Licensing and other legal issues remain to be worked out. If you are interested in helping, or know someone or something that would be useful, please contact us. Berg Center, Tara Ceranic, Coordinator (412) 648-2160, email: [bergcenter@katz.pitt.edu](mailto:bergcenter@katz.pitt.edu)

### **Annual Meeting Call for Papers!**

The 2003 annual meeting of the Society for Business Ethics will take place July 31 – Aug. 3, 2003 in Seattle, immediately preceding the annual meeting of the Academy of Management. The Society invites submissions of papers, symposia, panels, and special workshops for this meeting. Papers should not exceed 25 pages, including references and exhibits. Proposals for symposia, panels or special workshops should include a summary statement of the proposed event by its organizer describing the substance of the panel and providing commitments from all participants. Send FOUR copies of your paper or proposal appropriate for blind review by March 1, 2003 to:

Daryl Koehn  
Cullen Chair of Business Ethics  
University of St. Thomas  
3800 Montrose Blvd.  
Houston, TX 77006  
713-942-5917  
Questions? email Daryl at [koehnd@stthom.edu](mailto:koehnd@stthom.edu)

### **Contribute to this Newsletter!**

The SBE newsletter invites and welcomes any and all submissions from members and other interested parties. The newsletter is particularly well-positioned to provide a forum for short thought or opinion essays, pedagogical exchanges, and other items that would be of interest to our members. If you have something that would be appropriate for our members, please send it along. The editor welcomes ideas and suggestions for the newsletter. As always, please send conference announcements, call for papers, job announcements, and book information to the editor. The deadline for our next issue is December 1, 2002.

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## Positions Available

### **The Department of Business Environment in Rutgers Business School - Newark and New Brunswick**

welcomes candidates for a tenure track assistant professorship in the field of entrepreneurship. The incumbent will be associated with the Center for Entrepreneurial Management, which promotes research and sponsors programs that provide resources and expertise on the unique requirements of running start-up and fast growing firms, of which there are thousands in New Jersey.

The Department of Business Environment offers courses in entrepreneurship, law, business ethics, business and the arts, and real estate. The members of the department are associated with the recently founded Prudential Business Ethics Center at Rutgers. The new hire will join faculty in this and other departments in undertaking teaching and research in entrepreneurship.

The incumbent will teach four courses, graduate and undergraduate, per year and will supervise some graduate student research. The position is based on the Newark campus, as is the Center for Entrepreneurial Management, but the incumbent will teach in both Newark and New Brunswick. Salary and benefits are competitive. The appointment will be for three years initially, beginning in the term in which the incumbent completes the Ph.D.

Rutgers - the State University of New Jersey is an equal opportunity employer.

Send a CV and a list of referees, preferably by December 1, 2002, to

Edwin M. Hartman, Chair  
Department of Business Environment  
Rutgers Business School  
111 Washington Street  
Newark, NJ 07102-3027

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### **The Albers School of Business and Economics Seattle University Invites nominations for the Thomas F. Gleed Chair of Business Administration**

The Thomas F. Gleed Chair of Business Administration brings a distinguished business educator to the Albers School of Business and Economics for a two-year period. The recipient will serve as a resource for university students and faculty and actively participate in community activities such as business seminars, lectures, and conferences. The specific duties will be tailored to the strengths of the chair holder.

A committee composed of students, faculty and members of Seattle University's Boards of Regents and Trustees will evaluate candidates for presidential appointment to the post. Recipients will be appointed to a one or two year term, beginning with the 2003-2004 academic year. Applicants from all fields will be considered, but special preference will be given to candidates from the disciplines of marketing, strategy, and international business.

The criteria for selecting the Gleed Professor will include potential for contribution to the quality of education at Albers, potential for contribution to the community by bringing new ideas and new viewpoints for discussion, and potential for

contributing to the visibility of Seattle University and Albers in the community. Hence, the ideal candidate would be an individual who is an excellent teacher with a distinguished record in research and publication. The Gleed Professor will be expected to teach at both the undergraduate and MBA levels and to serve as a mentor for faculty research. Further, we want to share the special expertise of the Gleed Chairholder with the community in various forums.

Benefits of the chair include a reduced teaching load, secretarial assistance, ample support funds, identification as the Thomas F. Gleed Professor of Business Administration, and salary commensurate with qualifications and stature of the chair.

Nominations and/or applications should be sent to:

Dr. Joseph Phillips, Dean  
Albers School of Business and Economics  
Seattle University  
900 Broadway  
Seattle, WA 98122

Applications will be accepted until the position is filled.

*Albers Mission — Inspired by the Jesuit traditions of academic excellence, education for justice, and service to others, we are committed to providing an integrated business education for ethical and socially responsible leadership.*

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A list of vacancies in the field of corporate social responsibility and socially responsible investment is now located at:  
<http://www.ethicalperformance.com/recruitment/>

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*continued from page 1.*

ballot. Our thanks to Ed and Ian for agreeing to stand for election. Expect to receive a ballot in your mailbox sometime in January.

The new 2003 SBE directory is currently being prepared. This directory includes the name and address of each member, along with the telephone number and e-mail address for those who have provided them with their membership application or renewal. Some members have requested that their names not appear in the directory. If you have not previously made such a request but want your name omitted, please let me know. Your

request may be too late to affect the 2003 directory, but your preference will be honored in the future.

As I write this message, Thanksgiving is approaching, and by the time you read it the holiday season may be upon us or already past. In any event, I send my best wishes to all our members for a joyous holiday and a rewarding new year.

John Boatright





# Conferences and Call for Papers

**The Carlson School of Management and the College of Liberal Arts at the University of Minnesota** in cooperation with the **Center for Ethical Business Cultures** will host a conference on moral imagination May 8-11, 2003. We are happy to report that Professor Stuart Albert (Organizational Studies University of Minnesota) will deliver a luncheon address on Friday May 9 and that Patricia Werhane, (Peter and Adele Ruffin Professor of Business Ethics, Darden School University of Virginia) will deliver a luncheon address on Saturday May 10. Other invited speakers include Professors Dennis Moberg, (Santa Clara University) Scott Reynolds (University of Washington) and Karen Schnatterly (University of Minnesota.) Additional invited speakers will be named shortly.

We also invite submitted papers on the use of moral imagination in business. Papers should be of such length that they can be presented in forty-five minutes. Papers must be received by March 1, 2003. There are a limited number of slots for submitted papers. Persons whose papers have been accepted for inclusion will be notified by late March. Papers from all disciplines including philosophy, psychology, management and organizational studies are encouraged. Persons interested in being commentators or

moderators should notify Lois Graham at [lgraham@csom.umn.edu](mailto:lgraham@csom.umn.edu). Additional information on the conference can also be obtained from Ms Graham.

## **TENTHANNIVERSARY INTERNATIONAL CONFERENCE ON ADVANCES IN MANAGEMENT**

(Joint Conference with *Korean Association of Public Administration*) July 16-19, 2003 <http://members.aol.com/mgt2000/call2003.htm>  
**Conference location:** Seoul, Korea. Papers must be **RECEIVED** by January 31, 2003  
**PROGRAM THEME**  
Recent advances in the theory and research in management and administration.

## **PROGRAM OBJECTIVES**

1. To encourage scholars to share their theory and research on management and administration.
2. To provide effective managerial responses to environmental challenges of the 2000s and beyond.
3. To provide a forum for exchange of information between management scholars and practitioners.

## **DISTINGUISHED SPEAKERS**

**Dr. Robert T. Golembiewski**, University of Georgia

**Dr. Kenneth D. Mackenzie**, University of Kansas

**Dr. Duane Windsor**, Rice University

You are invited to submit a 750-900 word abstract of an original paper(s), proposal for a symposium(s) or workshop(s) to one of the Track Chairs as an attached file in Word 2000. Each submission should include: title page (separate) with names, affiliations, and phone, fax and email numbers of each author. Papers must be prepared according to the 2001 *Publication Manual* of the American Psychological Association.

**Submissions must be RECEIVED by January 31, 2003.** *All submissions will be reviewed by a double-blind review process.* Papers should not have been presented or published elsewhere prior to the conference.

The meeting will be organized around eight tracks and will feature competitive and invited paper sessions, symposia, and workshops designed to share ideas and research findings. Innovative sessions are encouraged, as are research and theory targeted toward practitioners.

Abstracts of papers, symposia, and workshops presented at the conference will be included in the *Proceedings* (edited by Patricia Minors). Selected papers

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will be included in *Current Topics in Management*, Vol. 9 (edited by M. A. Rahim, R. T. Golembiewski, & K. D. Mackenzie) or *International Journal of Organizational Analysis*. If you want your paper to be considered for inclusion in the book, please send three hard copies of your paper with a cover letter to the President. If you want your paper to be considered for publication in the *IJOA*, send a copy of your paper as a virus free attached file in Word 2000 with a cover letter to the Editor (M. A. Rahim, mgt2000@aol.com).

**Call for Papers and Reviewers  
– International Conference  
Tenth Anniversary Annual  
Meeting of the  
International Conference on  
Advances in Management  
(ICAM)**

ICAM, with which the *International Journal of Organizational Analysis (IJOA)* is associated, will meet July 16-19, 2003, in Seoul, South Korea, jointly with the Korean Academy of Public Administration. The full call for the conference should be published elsewhere in this newsletter.

You are invited, by January 31, 2003, to submit a 750–900 word abstract of an original paper(s) or proposal for a symposium(s) or workshop(s) to one of the Track Chairs as an attached file in Word 2000. Each submission should include: title page (separate) with names, affiliations, and phone, fax

and email numbers of each author. Final papers must be prepared according to the 2001 *Publication Manual* of the American Psychological Association.

Reviewers are also desired for double-blind evaluation of submissions.

Interested individuals should contact this year's Chair for Track 2, Business and Society, Ethics and Values:

Dr. Duane Windsor  
Jones Graduate School of Management  
Rice University MS-531  
PO Box 2932  
Houston, TX 77252-2932  
Phone/Fax 713–348–5372/6296  
Email: odw@rice.edu  
Physical Delivery: 6100 Main Street, Jones School Building 227,  
Houston, TX 77005-1892

**The Challenge of The  
Challenge of Business Ethics A  
Joint Conference  
The 7th European Business  
Ethics Network-UK (EBEN-  
UK) Annual Conference  
& The 5th Ethics and Human  
Resource Management  
Conference**  
SELWYN COLLEGE  
CAMBRIDGE 7th & 8th April  
2003

**INVITATION TO THE  
CONFERENCE & CALL FOR  
PAPERS**

**! THE CONFERENCE  
LOCATION**

The ethics of businesses and organisations have become a matter of wide public debate

since the news about Enron and WorldCom broke. These stories have focussed many diffuse strands of concern over ethical standards in both the private and public sectors. The conference, which brings together two well established conferences on business ethics, is a forum in which directors, managers, academics and others can meet to debate these challenges and argue about what should be done. The main streams of the conference will be; Ethical theory and business Ethics and HRM Ethics and the voluntary & charity sectors Fraud, honesty and corporate governance Corporate citizenship and social responsibility Learning to practice: the translation of ethical learning into business practice Ethical managerial practice Methodologies for researching business ethics However papers on any aspect of business ethics from a wide range of perspectives and disciplines will be welcomed.

**SUBMISSION OF  
ABSTRACTS & ARTICLES**

Papers will be selected by peer review. If you would like to present a paper please send, preferably in electronic format, either an outline proposal for a paper (about 500 words long) headed by your title, name, address and email address or a completed paper and an abstract (100 - 200 words long) headed by your title, name, address and email address

to the conference administrator **by December 20, 2002.** The paper may be intended only for debate at the conference. Authors

will have the opportunity to have their papers considered for inclusion in a special Conference Issue of *Business Ethics: A European Review*

**Conference Organiser: Dr. Colin Fisher**

+44 (0)115 8482822  
colin.fisher@ntu.ac.uk

**Conference administrator: Debbie Wojtulewicz**

+44(0)115 8486165  
debbie.wojtulewicz@ntu.ac.uk  
Nottingham Business School  
The Nottingham Trent University  
Burton Street  
Nottingham  
NG1 4BU

**Call for Papers - Journal  
International Journal of  
Organizational Analysis  
(IJOA)**

The *International Journal of Organizational Analysis (IJOA)*, which issued volume 9 in 2001, publishes manuscripts in the areas of business and society, business ethics, and business values.

If you want your paper to be considered for publication in the *IJOA*, please send a copy of your paper as a virus free attached file in Word 2000 with a cover letter to the Editor (M. A. Rahim, mgt2000@aol.com).

***Business Ethics in a Global Economy***

**An International Conference  
for Executives and Scholars  
Sponsored by the Markkula  
Center for Applied Ethics**  
Santa Clara University  
February 20-22, 2003

The Markkula Center for Applied Ethics is sponsoring the second national Santa Clara Conference on Business Ethics in February 2003. The conference is designed for business executives and for business ethics teachers and researchers who deal with global issues in business ethics. It is part of a year-long Institute on Globalization sponsored by Santa Clara University.

The conference will consist of three parts:

*Thursday, February 20, 2003 -  
Silicon Valley Corporate Ethics  
Tour*

Attendees will tour two prominent Silicon Valley high-technology firms and hear briefings from the heads of global operations from these firms. The briefings will be designed to help teachers and scholars identify and present critical ethical issues in global business. Thursday evening's keynote talk, part of Santa Clara's year-long Institute on Globalization, will be given by a renowned international corporate executive.

*Friday, February 21, 2003 -  
Dialogue on Ethics and  
Globalization*

Friday's sessions will be devoted to a day-long dialogue between practitioners and scholars around such themes as global labor and

environmental standards, local community involvement, the Third World critique, and the development of international ethical norms. Corporate participants will include members of the Markkula Center's Business and Organizational Ethics Partnership and its Senior Leaders' Forum. Scholars may propose panel topics for this day's program.

*Saturday, February 22, 2003 -  
Presentation of Papers*

The more academic portion of the conference will be held on Saturday, including two panels of emerging scholars in business ethics whose work will be showcased. Papers to be presented Saturday will be selected in a competitive process described below. The conference will conclude Saturday evening with a dinner.

(Additional information about the program will be posted on the Markkula Center website at [www.scu.edu/ethics](http://www.scu.edu/ethics))

**Business and Medical Ethics  
Conference  
on the Future of the  
Pharmaceutical Industry**  
April 21-22, 2003

The Prudential Center for Business Ethics at Rutgers University will host a conference on business and medical ethics in the pharmaceutical industry on April 21-22, 2003 at the New Jersey Performing Arts Center (NJPAC).



As Congress begins to consider various reform proposals, the future of the pharmaceutical industry is very much in flux. This is an opportunity for opinion leaders in and outside the industry to discuss and help shape that future.

Entitled *The Grand Bargain: The Pharmaceutical Industry and Society in the 21<sup>st</sup> Century*, the conference will provide a forum for the public debate about ethical issues in the pharmaceutical industry. The conference is co-sponsored by the HealthCare Institute of New Jersey (HINJ), Johnson & Johnson, and the Prudential Foundation

Scheduled Speakers Include: Governor James McGreevey (not yet confirmed); Rep. Rush Holt; Dr. Delon Human, Secretary General of the World Medical Association; Sandra Thurman, International Aids Trust; Prof. Patricia Werhane, Darden Graduate School of Business, University of Virginia; Prof. Norman Daniels, Harvard University School of Public Health.

Distinguished panels will be conducted on the following topics: Ethical issues in Clinical Trials; Patents and Equal Access; Bioethical Issues in the 21<sup>st</sup> Century.

Please reserve the date to attend this landmark conference on April 21-22, 2003. Details will be posted on our website and a brochure, which will include a reservation blank, will be mailed in late Fall. To make advance reservations, please call 973-

353-5879 or visit our website. We look forward to seeing you at NJPAC.

Edwin M. Hartman, Director  
Prudential Business Ethics  
Center at Rutgers

### **Twelfth Annual Meeting Association for Practical and Professional Ethics**

February 27 - March 2, 2003

The Annual Meeting, open to Association members and nonmembers, welcomes persons from various disciplines and professions for discussion of common concerns in practical and professional ethics. The meeting provides an opportunity to meet practitioners, professionals and scholars with shared interests. Sessions will appeal to practicing professionals concerned with ethics and faculty who wish to incorporate ethical issues into their courses but lack training in ethics; those interested in ethics curriculum development; theoreticians in practical ethics; and scholars in specific areas of practical ethics. For more information visit the Associations website: <http://php.indiana.edu/~appe/program.html>

### **European Business Ethics Network Call for Papers EBEN Research Conference**

“Walking the Walk” Closing the Gap Between Corporate Principles and CSR Reporting  
June 20-23, 2003

The aim of this EBEN Research Conference is to invite researchers to present their findings/work-in-progress dealing exclusively with the chosen theme. The underlying research objective is to discover, describe, and evaluate how companies translate notions of Corporate Social responsibility (CSR) into their corporate strategy, and how (and to what extent) these are linked to corporate principles and ethical values.

The host for this conference is Prof. Heidi von Weltzien Hoivik, Center for Ethics and Leadership, Norwegian School of Management. Location will be Norwegian School of Management, School of Marketing, 0506 OSLO, Norway.

Submissions of abstracts by February 15, 2003 to: EBEN Secretariat c/o Tone Mikkelsen email: [eben@bi.no](mailto:eben@bi.no) or visit the EBEN website: <http://eben.org/index.htm>

### **31st Annual Conference on Value Inquiry, “The History of Value Inquiry”**

April 10 – 12, 2003 University of North Dakota Grand Forks, North Dakota

SUBMISSION DEADLINE:  
January 10, 2003

The 31st Conference on Value Inquiry will be held at the University of North

Dakota April 10-12, 2003. Broad Participation is sought. Papers and proposals for papers concerning the history of value inquiry, the development of thought on values, evaluation, and fundamental evaluative problems, are welcome. Early submission is advised. Papers may be practically or theoretically oriented. Topics may be disciplinary and range over issues within a single field of value inquiry such as ethics, aesthetics, political theory, or economics. Topics may be interdisciplinary and range over issues between two or more fields of value inquiry. Topics may even be meta-disciplinary and range over purely conceptual issues about values and evaluations in general, their relations to various evaluative considerations and their relations to non-evaluative matters. Given the rich history of value inquiry, participants in previous conferences may wish to give thought to the historical influences on contemporary discussions of problems that they have been drawn to. Plenary Speakers: Charles L. Griswold, Jr., Boston University Virginia Held, City University of New York

To submit a paper, an abstract, or a proposal, contact: Jack Russell Weinstein, Coordinator  
31st Conference on Value Inquiry

e-mail: [jack.weinstein@und.edu](mailto:jack.weinstein@und.edu)  
website: <http://www.und.edu/dept/philrel/valueinquiry.htm>

**Business as a Calling: The Calling of Business The Fifth International Symposium on Catholic Social Thought and Management Education**

Universidad de Deusto  
Bilbao, Spain

July 15-18, 2003

While the language of calling and vocation has been developed as it is related to ordained ministry and the religious life, the ideas of vocation and calling as it relates to business is largely uncharted territory, particularly in the Catholic tradition. Even for other Christian traditions, the vocabulary and grammar of business as a vocation has not been well developed. Yet, the importance of business as an institution in contemporary life and the theological significance of vocation within the Christian tradition raise significant questions of a personal understanding of work as well as of a social understanding of business.

For information visit: <http://www.stthomas.edu/cathstudies/cst/mgmt/Bilbao/papercall.htm>

**IABS 2003 Preliminary Call for Program Proposals June 26 - 30**

**Erasmus University Rotterdam,**  
The Netherlands

**The International Association for Business and Society**

(IABS) invites you to participate in the 14<sup>th</sup> annual conference, to be held at Erasmus University Rotterdam, The Netherlands, on June 26 – 30, 2003.

All topics relevant to the study of business and society are invited. The year 2002 marks the 400<sup>th</sup> birthday of the first multinational corporation, the United East-India Company (VOC) in Amsterdam. The creation of this new business institution occurred well before the first formal institution of the nation-state at the West-Phalian peace of 1648. Since the early 17<sup>th</sup> century, the two institutions, corporations and nation-states, have evolved in different directions, with the corporation becoming the main vehicle for creating private economic wealth, and the state ensuring the common interest of the public domain.

As the ongoing processes of globalization, deregulation, trade liberalization and privatization shift the delicate balance of powers between important institutions, especially between business and the nation-state, it is timely to address the emerging practices that modern corporations initiate to collaborate and engage with and to influence their many constituencies.

Conference updates will be posted on the IABS website, [www.iabs.net](http://www.iabs.net). If you are not a subscriber of the IABS listserv, and would like to receive a paper call, and/or additional information about the organization/conference, please place your name on our mailing list by emailing your contact information (postal and email addresses) to:

Patsy G. Lewellyn, IABS 2003 Program Chair  
University of South Carolina Aiken  
471 University Parkway  
Aiken, SC 29803  
Email: [lewellyn@aiken.sc.edu](mailto:lewellyn@aiken.sc.edu)

### **Futures of Ethical Corporations**

**Call for papers for a special edition of Futures; Journal of Policy, Planning and Futures Studies** Guest editors: Jane Collier and Ted Fuller

The purpose of this special edition of Futures3 is to provide a thorough examination of the histories, trends, trajectories and 'futures' of ethical corporations. Authors are invited to submit articles (6,000-8,000 words) that explore alternative futures for "ethical corporations". In the process of such exploration, the very meaning of the words "ethical corporation" now and in future should be challenged, deconstructed, (re)defined, debated etc. In doing so, knowledge can be created, for example about; false

assumptions, unwanted consequences of desired actions, present hegemonies, the limitations of ideal types, inherent values, etc. Futures is an international, multi-disciplinary academic refereed journal for academic and policy readership. Articles must be grounded but need not be empirically based. It is expected that the entire special edition will cover a number of dimensions relating to ethical corporations. Futures studies do not deal with predictions. Their purpose is to articulate strong and robust ideas about the future and to critique current assumptions, practices and expectations. Useful ideas about the future are often framed as alternative possibilities (hence futures) given a set of assumptions or alternative assumptions. These forward views might be extrapolations of present trends; might seek to articulate a desired or undesired future (and from whence these came); or might be more exploratory and investigative of possible futures.

The articles will be peer-refereed according to the normal practice of the Futures journal. Submission deadline for articles is October 31st 2002. Publication date is scheduled for the second half of 2003. Inquiries and articles should be emailed to Ted Fuller:  
[ted.fuller@durham.ac.uk](mailto:ted.fuller@durham.ac.uk)  
Web address: [www.dur.ac.uk/ted.fuller/calls/fec.htm](http://www.dur.ac.uk/ted.fuller/calls/fec.htm)

Jane Collier, Judge Institute of Management, University of Cambridge,  
Trumpington Street Cambridge  
CB2 1AG UK

Ted Fuller, University of Durham Business School, Mill Hill Lane, Durham, DH1 3LB, UK

Futures® is a multidisciplinary refereed journal concerned with medium and long-term futures of cultures and societies, science and technology, economics and politics, organisations and corporations, environment and the planet and individuals and humanity. Covering methods and practices of futures studies, the journal seeks to examine possible and alternative futures of all human endeavours. Futures® seeks to promote divergent and pluralistic visions, ideas and opinions about the future.

Indexed in SSCI / ABI etc.  
<http://www.elsevier.com/inca/publications/store/3/0/4/2/2/>





# Books

## *The Ethics of Information*

*Technology and Business*, by Richard T. De George (Oxford: Blackwell Publishers, 2003) This is the first study of business ethics to take into consideration the plethora of issues raised by the Information Age. This book explores a wide range of topics including: marketing, privacy, and the protection of personal information; employees and communication privacy; intellectual property issues; the ethical issues of e-business; Internet-related business ethics problems; the ethical dimension of information technology on society; DeGeorge uncovers previous ignored ethical issues, underlines the need for public discussion of the issues, and argues that computers and information technology have not necessarily developed in the most ethical manner possible.

## *Ethics and the Future of Capitalism*

edited by Laszlo Zsolnai and Wojciech Gasparski (Transaction Publishers, April 2002, 171 pages, ISBN 0-7658-0120-5, USD 49.95)

The volume addresses the ethical problems of the capitalist economy with special reference to globalization and post-socialist transition. The book suggests that the business ethics and the future of capitalism are strongly connected. Capitalism will sustain if a less violent, more caring form of it is created. In the book George Soros' criticism of "market fundamentalism" is introduced. Andrew Brody, Olivier Giscard d'Estaing, Ferenc Rabár, and Jörn Rüsen discuss and develop further Soros' main argument that laissez-faire capitalism undermines the very values on which open and democratic societies depend. The instabilities and inequalities of the capitalist system could feed into nationalistic, ethnic and religious

fundamentalism. It is exactly why we should prevent a return to that kind of fundamentalism by correcting the excesses of market fundamentalism. Peter Koslowski emphasizes that capitalist economy can show the individuals the relative prices and the optimal allocation of resources but cannot relieve them of the choice between goals and values. For this reason there is a need for reembedding business, the market, and economic motivation into ethical and social norms. Capitalism should be reembedded in the ethics and culture of a society. Lubomir Mlcoch argues that introducing laissez-faire capitalism without respecting the cultural norms and institutional settings of a society necessarily leads to great inefficiency and enormous social losses. Stefano Zamagni shows that civil society is based on reciprocity whose role is vital in the functioning of advanced market economies. Civil society can contribute significantly to the development of capitalism. Edward R. Freeman argues that stakeholder relationship is a key to understand the functioning of business in the today's world. Stakeholder capitalism allows the possibility that business becomes a fully human institution that asks managers to create value for all stakeholders. Wojciech Gasparski states a "triple E" criteria for judging economic actions, namely effectiveness, efficiency, and ethics. A well-functioning economy should satisfy all these criteria simultaneously. Laszlo Zsolnai explores argues that profit is ethically acceptable if it is produced by activities that in aggregate do not violate the applying ethical norms. Profit is socially acceptable if it is produced by activities that in aggregate do not cause harm to the stakeholders. Hence non-violence emerges as a necessary condition of

acceptable business practices. (See Transaction's website at [www.transactionpub.com](http://www.transactionpub.com))

## *A Primer on Business Ethics*

Tibor R. Machan and James E. Chesher (Rowman and Littlefield Publishers, Sept. 2002, \$34.95 paper - \$75.00 cloth, 288 pages) Machan and Chesher approach the business enterprise in a friendly, pro-business spirit, and identify the virtue of prudence as its moral foundation. Various branches of business including advertising, financial services, management, employment, corporate ethics, responsibilities of corporate management, public policy matters, and political economy are considered at length. The book is supplemented with an overview of various moral and political theories relevant to the subject matter, as well as a collection of useful case studies to inspire further discussion.

## *Learning Values Lifelong: From*

*Inert Ideas to Wholes* by Michael Kazanjian ( Amsterdam/New York, NY 2002. XII, 123 pp. Value Inquiry Book Series 132. ISBN: 90-420-1600-0 US\$ 27)

This book declares that lifelong learning teaches values and wholeness and rejects inert ideas or fragmentation. Education plays a vital role in reorganizing and revitalizing the abundant facts from the information explosion. Specialization works at cross-purposes with liberal arts education, which discloses a holistic vision of each person's being.

## *Social Progress and Sustainable*

*Development* by Neil Thin (Kumarian Press, Oct. 2002, \$21.95, 176 pages) Sustainable development is usually

thought of as having economic, environmental, and social components, but the social components are the least well defined or understood. This book is the first detailed exploration of what socially sustainable development means in practice. Readers will be able to better plan social progress, communicate about social objectives and strategies, and undertake assessments of social change. Neil Thin argues that social responsibility must be understood across both space and time: so that we take account not only of those who are close to us, but also distant strangers and future generations. For more info- visit [www.kpbooks.com](http://www.kpbooks.com).

***Bringing the Food Economy Home*** by Helena Norberg-Hodge, Todd Merrifield, Steven Gorelick (Kumarian Press, July 2002, \$18.95 paper - \$55.00 cloth, 160 pages) If the many social, environmental, and economic crises facing the planet are to be reversed, a good place to start is to rebuild local food economies. Food is something everyone, everywhere, needs every day, so even small changes in the way it is produced and marketed can offer immense benefits. This book shows how a shift toward the local would protect and rebuild agricultural diversity. It would give farmers a bigger share of the money spent on food, and provide consumers with healthier, fresher food at more affordable prices. It would reduce transport, greenhouse gas emissions, and the need for toxic agricultural chemicals. It would lessen the need for storage, packaging, refrigeration and artificial additives. And it would help revitalize rural economies and communities in both the industrialized and the developing world. For more info- visit [www.kpbooks.com](http://www.kpbooks.com)

***Promoting Corporate Citizenship***  
Edited by Laurie Regelbrugge  
(Kumarian Press, 1999, \$14.95, 144

pages) Promoting Corporate Citizenship make a compelling case for partnerships between the business, government, and nonprofit sectors to strengthen civil society... This book takes a bold step in addressing these issues with practical information about how to build effective partnerships. For more info- visit [www.kpbooks.com](http://www.kpbooks.com)

***Ethics at Work: Basic Readings in Business Ethics*** Edited by William H. Shaw (Oxford University Press, Nov. 2002, 192 pages) *Ethics at Work: Basic Readings in Business Ethics* brings together eleven essays by prominent authors, it features some of the best work in the field and addresses important and provocative issues. The essays represent diverse ethical and philosophical orientations and have been edited and abridged to make them more accessible to students. The book opens with two introductory readings that discuss the role of ethics in business, the relevance and importance of studying business ethics, and the basic moral responsibility of businesspeople. The following nice essays examine various controversial moral issues in business, including corporate downsizing; overseas sweatshops; bribery; whistle blowing; drug testing; deception in sales; manipulative advertising; insider trading; and our environmental responsibilities.

***Accounting Ethics*** by Ronald Duska and Brenda Shay Duska (Blackwell Publishing, pb 0631216510, \$29.95) *Accounting Ethics* uses concrete examples and case studies, including current situations such as the Enron/Arthur Andersen debacle, to examine a wide range of ethical issues involved in the accounting field. Visit the Blackwell website for more info – available December 2002. [www.blackwellpub.com](http://www.blackwellpub.com)

***Ethics and HRD: A New Approach to leading Responsible***

***Organizations*** by Tim Hatcher (Perseus Publishing, Sept. 2002; 0-7382-0564-8, \$32.50, 272pp) As corporations become increasingly more powerful, their decisions have a larger impact on the social and ecological landscape both domestically and internationally. In *Ethics and HRD*, Tim Hatcher shows how human resource development departments can foster ethical consciousness and play an important role in transforming their organizations into responsible corporate citizens. He describes the relationship between ethical leadership, social responsibility, and HRD and shows how to synthesize them into a new and more sustainable paradigm for HRD. The first book of its kind, it will serve as a guide for managers, human-resource professionals, and students of HRD alike. Tim Hatcher is an associate professor of leadership and human-resource education at University of Louisville.

***The Emergence of Business Ethics*** 8 volumes, edited with an introduction by Morgen Witzel (Thoemmes Publishing, <http://www.thoemmes.com/business/ethics.htm>) Debates about the ethics of business seem to belong particularly to our own time – but in fact the field has a long and rich history. Two figures from around the turn of the eighteenth and nineteenth centuries set the tone for much of our modern thinking: Jeremy Bentham argued for the basic moral rightness of business, while Robert Owen, acknowledging that rightness, turned the focus instead towards the social responsibility of business to employees. Later writers and business leaders such as Edward Cadbury, Ida Tarbell, Henry Dennison and Edward Filene would link these two ideas: the right of businesses to exist and trade depended partly on how well they met their responsibilities to their workers and their customers. October 2002 / December 2002 (USA) ISBN 1

84371 013 7 8 volumes: 2250 pp:  
Cloth : new collection : 216x138mm  
Price: £595.00 / \$895.00

***An Introduction to Business Ethics***  
by Joe DesJardins (McGraw-Hill, 0-  
767-40700-8

2003 / Softcover / 272 pages: August  
2002) The publisher describes this as  
a cutting-edge text [that] incorporates  
the latest issues and topics (including  
coverage of Enron and Arthur  
Andersen) with a straight-forward  
and accurate survey of the  
multidisciplinary field of business  
ethics. DesJardins focuses on ethical  
reasoning and critical analysis  
throughout, while integrating the  
perspective of philosophy with those  
of management, law, economics, and  
public policy. A more complete  
description, and a form to request a  
free (!) copy, is available at : [http://  
www.mhhe.com/catalogs/  
0767407008.mhtml](http://www.mhhe.com/catalogs/0767407008.mhtml)

***Business Ethics and Values*** by Colin  
Fisher and Alan Lovell (Pearson  
Education Publishing, 0273-65194-3  
pbk, 353 pp) Offering a successful  
blend of academic theory and  
concrete issues, *Business Ethics and  
Values* is suitable for undergraduate,  
and postgraduate students with or  
without practical experience in the  
business world. With chapters  
reflecting a series of lectures, the  
book serves as a self-contained  
course in business ethics assuming  
little prior knowledge of formal  
business ethics education on the part  
of the student. Crucial to this new  
book is the way it introduces the  
student to the complexities and  
principles of ethical issues through the  
medium of real-world case examples  
and simulations. These features aim to  
stimulate debate and enable the  
reader to appreciate and understand  
the relevance and many-sidedness of  
ethical arguments

**Greenwood Publishing** offers a  
variety of business ethics books, now

highlighted on their webpage and  
available at a 20% discount through  
Sept. 30. Go to: [http://  
www.greenwood.com/](http://www.greenwood.com/) for more  
information.

***Global Pirates: Fraud in the  
Offshore Insurance Industry*** by  
Robert Tillman (Northeastern  
University Press, 1-55553-505-4 \$20,  
pbk) In 1990, a congressional  
subcommittee warned of 'financial  
knaves and buccaneers' in the  
insurance industry—unlicensed and  
largely unregulated companies that  
operate out of countries like Antigua  
and the Cayman Islands and sell  
hundreds of millions of dollars in  
worthless insurance policies to  
unsuspecting Americans every year.  
*Global Pirates* is a critical investigation  
of international insurance fraud.  
Robert Tillman portrays the often  
surreal world of the burgeoning  
offshore insurance industry; a world in  
which sophisticated white-collar  
criminals operate beyond the reach of  
government regulators to set up  
elaborately orchestrated scams that  
drain illegal profits out of the \$3 trillion  
U.S. insurance market. He also  
describes how the new global  
economy allows these scam artists to  
take advantage of rapidly changing  
financial markets and the regulatory  
environments that surround them.

***Ethics and Governance: Business  
as Mediating Institution*** by Timothy  
Fort, University of Michigan Business  
School (Oxford University Press:  
Ruffin Series in Business Ethics, 320  
pp.; \$49.95 0-19-513760-4) This book  
argues that ethical business behavior  
can be enhanced by taking fuller  
account of human nature, particularly  
with respect to the need for creating  
relatively small communities within the  
corporation. Timothy Fort discusses  
this premise in relation to the three  
predominant theories of business  
ethics—stakeholder, virtue, and  
contract. Drawing heavily from  
philosophy, he analyzes traditional

business ethics and legal theory.  
Overall, his work provides a good  
example of how to integrate  
normative and empirical studies in  
business ethics, a task that often  
receives substantial discussion in  
academic journals.

***Memory as a Moral Decision: The  
Role of Ethics in Organizational  
Culture*** by Steven P. Feldman  
(Transaction Publishers, March 2002,  
245 pages, ISBN: 0-7658-0105-1,  
\$39.95). Over the last two decades  
the study of organizational culture has  
become one of the central disciplines  
in the field of management. This  
literature has had a significant  
influence on how we understand,  
design, and thus experience  
organizations. Through detailed textual  
analyses of key writings in the field,  
Feldman examines this literature for  
its ethical assumptions and  
implications. He develops a  
historically grounded theory of moral  
tradition for this purpose. He  
discovers that the literature on  
organizational culture is caught  
between two basic assumptions:  
ethics is the responsibility of senior  
executives exercising superior  
rationality, and ethics is a form of  
power/knowledge that subjugates  
individuals for organizational purposes.  
Feldman critiques these two positions  
as they are found in classic works and  
contemporary approaches such as  
institutional theory, critical theory, and  
postmodernism. From this series of  
analyses, Feldman concludes that  
modern organization theory and the  
organizations it helps create have  
reduced ethics to politics and in so  
doing have undermined the tension  
between inner ideals and outer action.  
Feldman argues that only by  
maintaining a tension between ideals  
and action do we have the moral  
resources to evaluate the endless  
opportunities that come before us in  
organizational life. See Transaction's  
website for a 20% discount:  
[www.Transactionpub.com](http://www.Transactionpub.com)



**The Blackwell Guide to Business Ethics** edited by Norman Bowie. (December 2001, 368pp, Hardcover 0631221220 \$69.95. Paper 0631221239 \$34.95) *The Blackwell Guide to Business Ethics*, written by an international assembly of experts, acquaints the reader with ethical issues in the practice of business, theoretical and pedagogical issues, and important new directions in the field. The volume provides a foundation for understanding changes to the nature of business due to technology and globalization. It includes discussion of current ethical issues in areas such as marketing, accounting, and financial markets. The contributors also explore the frontiers of ethical thinking in healthcare, genetic research laboratories, and organizations responsible for the computer revolution and e-commerce. Visit Blackwell at [www.blackwellpublishers.co.uk](http://www.blackwellpublishers.co.uk)

**Business Ethics** by Michael Boylan (Prentice Hall, 2001) This book aspires to introduce the student to important ethical issues that arise in the world of business. As such, it fits into that branch of ethics referred to as Applied Professional Ethics. *Business Ethics* is the third book in the series *Basic Ethics in Action*. The series includes this book and two other anthologies on applied professional ethics: *Environmental Ethics* and *Medical Ethics*. The series (for which I am the general editor) also features other (generally single author) titles in Normative and Applied Ethics. These will include social and political philosophy, professional ethics, human rights, and legal ethics (among others in an expanding list). The series will also include focus books that are about half as long as the current one on particular moral issues, such as genetic engineering, international business, and informed consent. *Basic*

*Ethics in Action* includes both types of book. The series aspires to the pattern set by Prentice Hall's influential *Foundations of Philosophy* series of the 1960s and 1970s

**Corporate Irresponsibility: America's Newest Export** by Lawrence E. Mitchell. (George Washington University Press 2002, 320pp Cloth 09023-4, \$27.95) Corporations are often so focused on making short-term profits for their stockholders that they behave in ways that adversely affect their employees, the environment, consumers, American politics, and even the long-term well being of the corporation, says Lawrence Mitchell in this provocative book. This is a significant issue not only in the United States but also in the world, for many countries are beginning to emulate the American model of corporate governance. Mitchell criticizes this emphasis on profit maximization and the corporate legal structure that encourages it, and he offers concrete proposals to being about more socially responsible corporate behavior. Mitchell declares that managers should be freed from the legal and structural constraints that make it difficult for them to exercise ordinary moral judgment and be held accountable for their actions. He suggests, for example, that earnings reports be required annually rather than quarterly, that the capital gains tax be increased on stocks held for fewer than thirty days, and that elections of corporate boards of directors be held every five years rather than every year. Mitchell places the problem of corporate irresponsibility within the broader context of American life and demonstrates the extent to which contemporary corporate behavior represents a corruption of our cherished liberal values of personal freedom and individuality.

## Contribute to this Newsletter !

The SBE newsletter invites and welcomes any and all submissions from members and other interested parties. The newsletter is particularly well-positioned to provide a forum for short thought or opinion essays, pedagogical exchanges, and other items that would be of interest to our members. If you have something that would be appropriate for our members, please send it along. The editor welcomes ideas and suggestions for the newsletter. As always, please send conference announcements, call for papers, job announcements, and book information to the editor. The deadline for our next issue is December 1, 2002.

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## Video Section

**The Ethics of Consumption** (Insight Media, 1999, \$139, 60min.) This video asks whether every member of the rapidly expanding world population should aspire to the North American level of wealth. It questions the social obligations of wealth in a global environment that includes enormous poverty. For more info- visit: [www.insight-media.com](http://www.insight-media.com) or call 800-233-9910.

**Introduction to Applied Ethics and the Professional** (Insight Media, 1993, \$139, 30min.) This video provides an overview of ethical issues in professional life, discussing values and virtues, consequences and contingencies, and rights and responsibilities. For more info- visit: [www.insight-media.com](http://www.insight-media.com) or call 800-233-9910.

**Prisoner's Dilemma** (Insight Media, 1988, \$99, 2 episodes, 30min. each) Using the games of "chicken" and "prisoner's dilemma," this video illustrates issues in corporate takeovers and labor relations. The program also includes Overview, which documents historical examples of geometric applications. For more info- visit: [www.insight-media.com](http://www.insight-media.com) or call 800-233-9910.

**Utilitarianism** (Insight Media, 1988, \$199, 25min.) In this video, English philosopher Bernard Williams presents his views on the problems of utilitarianism—the theory that the rightness or wrongness of an action is determined by its usefulness to those affected by it. For more info- visit:

[www.insight-media.com](http://www.insight-media.com) or call 800-233-9910.

**Does the End Justify the Means?** (Insight Media, 1998, \$139, 30min.) Examining utilitarianism against the backdrop of a construction project with environmental impact, this program grapples with the problem of ascertaining intrinsic value. It differentiates between qualitative and quantitative evaluations of utility, considers whether nature has an intrinsic value, and discusses problems of predicting and measuring utility. For more info- visit: [www.insight-media.com](http://www.insight-media.com) or call 800-233-9910.

**The Global Trade Debate** (Films for the Humanities & Sciences, 2002, \$149.95, 40min.) This program offers a balanced look at the reality of globalization in an effort to address the issues that underpin the angry rhetoric. Since the founding of the International Monetary Fund, the world has seen a 12-fold increase in global trade. But local economies and the environment have paid a heavy price. Consumers and governments alike must require responsible business practices and cleaner energy, or the global marketplace may turn out to be unsustainable. For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**The Global Marketplace: The Benefits of Globalization** (Films for the Humanities & Sciences, 2002, \$129.95, 26min.) In an age of

globalization, companies are scrambling to blend the ideas of social justice with the concept of a free-market economy. Drawing on case studies from around the world, this program focuses on progressive efforts being made by businesses to unite profits and principles. Issues under consideration include the proactive of social responsibility through ethical investment policies and codes of conduct. . For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Global Capitalism and the Moral Imperative** (Films for the Humanities & Sciences, \$89.95, 30min.) 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 19<sup>th</sup> 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. . For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Business Ethics: A 21<sup>st</sup> Century Perspective** (Films for the Humanities & Sciences, \$89.95, 19min.) In this program, leading experts analyze the challenges to making ethical choices in the Information Age. Issues raised include the need for multinationals to aggress 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. . For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Ethics in the Marketplace: A Business Challenge** (Films for the Humanities & Sciences, 2002, \$69.96, 27min.) This program profiles organizations, companies, and colleges that are working hard to help preserve the environment, provide equal opportunities for employees, stimulate small businesses, create low-income housing, and promote ethical domestic and overseas investments. . For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Responsibility to Stakeholders** (Films for Humanities & Science, \$129, 30min.) Module one of this program considers the subject to fair trade and the efforts of the Max Havelaar foundation to ensure it. Environmental accountability is explored in module two by Norsk Hydro. Module three discusses how the impact of tourism must be balanced against economic opportunism in Tunisia. For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Trade Secrets: A Moyers Report** (Films for the Humanities & Sciences, 2002, \$149, 2 hours) Innovations in chemistry over the past 50 years have produced thousands of man-made chemicals. The majority of Americans believe that the government is making sure that they are protected from any harmful substances, but are they right? In this report, Bill Moyers sets the record

straight, drawing on industry documents and interviews with historians, scientists, and public health professionals who explore the effects of chemicals on the public's health and safety. For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Profitability: The News Media's New Bottom Line? (Films for Humanities & Sciences, 2002, \$129, 19min.)** Using the acrimonious eight-month strike at the Calgary Herald as a case study, this program explores major issues facing the news media in North America. Herald publishers as well as several journalists express their views on the dispute while grappling with the conflicts of interest that arise when newspaper sponsorships and marketing alliances come between reporters and the events they cover. "Drive-by editing" and seniority clauses are also discussed. For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Bill Moyers Report: Trading Democracy** (Films for Humanities & Sciences, 2002, \$149, 58min.) This video is the first television investigation of what has been called an "end run around the Constitution." Corporate investors are using the obscure NAFTA provision to challenge laws designed to protect the public health, environmental regulations, and even jury verdicts. The cases are heard not in open court, but before international trade tribunals that make rulings in secret. The program details a system of private justice that is enabling

companies to obtain covertly what they have failed to achieve publicly in America's legislatures or courts. For more info- visit: [www.films.com](http://www.films.com) or call 800-257-5126.

**Ethical Issues in Professional Life: Fourteen 30-minute programs on individual videocassettes focus on various professions such as business, engineering, government, law, medicine, and science. The series will help your student develop crucial reasoning and analytic skills while presenting information about many professions. Each video costs: \$69.95 The complete series: \$750 For more info- visit: [www.gpn.unl.edu](http://www.gpn.unl.edu) or call 800-228-4630**

**Examples of videos this series includes are:**

- Introduction to Professional Ethics
- Ethics and Engineering: The Challenger Case
- Ethics and Accounting Professionals
- Ethics and Financial Professionals
- Ethics and Media Professional
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