



THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER

Spring, 2003

Volume XIII, Number 4

Report from the Executive Director

We have a winner! In this year's election for a new member of the board of directors, Ed Hartman of Rutgers University is the choice of our membership. The vote tally is Ed Hartman 133 (68%) and Ian Maitland 63 (32%). Ed will begin a five-year term beginning in August, replacing John Dienhart. Our thanks to Ian Maitland, of the University of Minnesota, who graciously stood for election.

The 2003 directory of SBE members has been mailed. If you did not receive a copy, let me know, and one will be sent to you. If any information is incorrect or incomplete, please notify the Philosophy Documentation Center, which maintains our membership list. Instructions for change of address and updates of information are contained on the SBE Web site at www.societyforbusinessethics.org.

Your dedicated board met over several days at Santa Clara University, amidst good food and wine, to engage in strategic planning for the Society. We thank the folks at the SCU Markkula Center, especially Dennis Moberg and Kirk Hanson, for providing meeting space and the other amenities. Information about this board meeting is contained elsewhere in this newsletter.

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Report from the President

Greetings! Spring is just around the corner, so it is time to start thinking about the annual SBE conference in Seattle (more details in this newsletter). I'm certain that we will once again have lively and fun sessions. The SBE executive board has just finished doing some formal strategic planning. As our organization has matured, we have found it necessary to approach issues and planning in a more structured way. I wanted to let you know about just a few of the new initiatives now in the works.

- We are committed to re-designing our website to make it more useful to members and to others who find their way to our site. The new site will link to our media guide, to other ethics resources, and to our newsletter. This offer is open to international as well as US members of SBE. In addition, we plan to have a "members only" section available to current members. If you have any ideas for what you'd

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Annual Meeting

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 meetings will take place at the Hotel Monaco. Rooms are reserved at both Hotel Monaco and the Hotel Vintage Park (one block away).

Hotel Monaco Seattle
1101 4th Avenue
Seattle, Washington 98101
TOLL FREE: 800-715-6513

FAX: 206-621-7779

<http://www.monaco-seattle.com/>

Hotel Vintage Park
1100 Fifth Avenue, Seattle, WA 98101
Toll Free: 800-853-3914

<http://www.hotelvintagepark.com/home.html>

See insert for Registration form and on the Society's website:
<http://www.societyforbusinessethics.org/>

Business Ethics Quarterly News

Over the past twenty 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. 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.

Please note: Elsewhere in this newsletter you should find a handy subscription form for your librarian. Please help the Journal by requesting that your library become an institutional subscriber to BEQ.

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

Society for Business Ethics

www.societyforbusinessethics.org

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Society for Business Ethics Announcements

COMMUNICATIONS & MARKETING DIRECTOR

The Society for Business Ethics Executive Board invites applications for the newly-created position of Communications & Marketing Director. As in the case of other SBE positions, home-institution support is desirable but not required; a modest budget will be made available to assist the director with her/his duties. The Board anticipates that the CMD will serve a renewable term of 5 years, at the mutual agreement of Board and incumbent.

The CMD will be responsible for overseeing and/or implementing a number of objectives concerning SBE's relationships with members and with other organizations, including:

- sending press releases
- communicating with members via the newsletter, listserver and website
- overseeing development and maintenance of the SBE website and listserver
- marketing SBE and BEQ to relevant audiences
- working to increase the visibility of SBE and BEQ
- overseeing efforts to recruit new members
- coordinating efforts to enhance the position of BEQ on journal lists and rankings
- developing liaison or partner relationships with sister/brother organizations
- systematizing CMD duties and helping with succession planning

In consultation with the Board, the CMD will be encouraged to recruit and work with one or more committees of members interested in assisting with SBE marketing and communications. Committees can be used not only to accomplish needed tasks but also to integrate new members and to spread leadership throughout the organization.

The CMD will work closely with the Board and the Executive Director to enhance services for members and to gain broader visibility for SBE's activities. Interested? Please send a letter of application to the SBE President:

Dr. Daryl Koehn
University of St. Thomas
1402 Marshall
Houston, TX 77006 USA

Or via e-mail: koehnd@stthom.edu

SOCIETY FOR BUSINESS ETHICS MEDIA GUIDE

As mentioned before in this space, the SBE is creating a media guide for general access by media representatives interested in speaking to an expert. This guide will be available on the SBE website in the near future. The expectation is that journalists would visit the site and identify individuals who might be best qualified to answer their questions or assist them with stories. We plan to produce a list of colleagues, their expertises and contact info of their choice (email, phone, etc.). It is completely OPT-IN. No one will be listed, of course, unless they chose to submit their information.

If you would like to participate, please send the following information to Laura Hartman (at LHartman@depaul.edu):

Name:
Affiliation and Title(s):
Areas of Expertise:
Preferred Contact:

SOCIETY FOR BUSINESS ETHICS 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

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

subscribe sbe username@email.address (Replace username@email.address with your own email address, e.g., 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

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

Announcements

Update on CAMPAIGN AACSB.

(from Diane Swanson and Bill Frederick)

The Campaign's goal is to strengthen ethics and corporate social responsibility education in the nation's business schools by urging AACSB to mandate a required ethics/CSR course as a condition of accreditation.

Duane Windsor's Open Letter to AACSB (reprinted in the last newsletter) proposed a stand-alone required ethics/CSR course. It has been endorsed by large numbers of faculty members, ethics experts, and several business practitioners. The total probably exceeds the 125 in our files because some endorsers did not copy Diane and Bill. Endorsements continue to come in. If you haven't sent one, please do so now. Send to MILTON@AACSB.EDU, with copy to us.

All endorsers should feel a sense of accomplishment and unity for voicing our concern at a time of crisis for the nation's business system. All of us continue to want the business schools to be part of the solution to corporate corruption, rather than part of the problem.

We regret to report that our collective voice—the voice of 125+ experienced, knowledgeable ethics/CSR experts—has encountered a sustained, determined opposition and negative interpretation by AACSB officials. Don't be misled by the pleasant-

sounding boilerplate response everyone got from Milton Blood, AACSB's accreditation director, to your endorsement e-mail. Twice, Diane and Bill have requested face-to-face meetings with AACSB officers, committees, and the entire membership. The first request in November was met with a demand to know who we represented (aren't they reading their e-mail?) and was followed by no invitation. In January, we tried again, asking to meet with members of AACSB's Blue Ribbon Committee on Accreditation Quality and for a place on the April program of AACSB's annual convention where new standards are voted on. Director Blood replied that the Blue Ribbon Committee had finished its work (we wondered why had refused to meet with us earlier while doing its work), and that he could not permit us to address the full membership at the April convention, giving no reason for the turndown. For anyone who would like the details, we're including as attachments our January request letter to Director Blood and his reply. When you read Blood's sharp turndown, don't be misled by his ludicrously untrue claim that only one issue separates AACSB from CAMPAIGN AACSB. Many/most endorsers have proposed a host of other issues needing attention and action, suggestions AACSB refused to hear. But this doesn't end the story—or the Campaign. A second development is the potential interest of public policy circles in Washington, DC, in the whole question of ethics education in

the nation's business schools. We have been in touch with White House sources, with officials of the US Department of Education, and with key US Senators, all of whom have expressed much interest.

The corporate corruption crisis comes at a time shortly before the US Senate is to take up reauthorization of the Higher Education Act in the 109th Congress (2004). One of the themes in Washington is "accountability" in education. Diane and I have suggested that it is time for AACSB to be held accountable for the state of ethics education in the business schools, and especially to hold the business schools to a stronger standard than at present. Senator Pat Roberts of Kansas is a member of the Health, Education, Labor, and Pension (HELP) Committee that will begin hearings on reauthorization. In response to reading our Campaign AACSB materials, Senator Roberts has sent us a letter stating his belief that business schools should have strong ethics programs. All of this comes at a time when Department of Education officials have told us that the department "no longer recognizes AACSB" as an official accrediting agency, which appears to mean that AACSB is little more than a private association of business school deans with little or no public or social authority or legitimacy. All who teach ethics/CSR courses know that when private self regulation fails, government often steps in. Whether that will happen regarding AACSB remains to be seen, but there is every

indication that Washington policy makers are aware of what is at stake in business education as they try to restore public confidence in the corporate system. Stay tuned.

What can you do to support Campaign AACSB? 1. Endorse Duane Windsor's Open Letter to AACSB, dated October 8, 2002. Send this endorsement by e-mail to MILTON@AACSB.EDU. Please cc Diane and Bill so we can keep count of the total. That's important. It's NEVER too late to endorse!

2. Contact your state representatives in the U. S. House and Senate. Tell them that citizens expect the House and Senate to take appropriate steps in this important area of public policy. At minimum, suggest Congressional Hearings on Business Ethics Education in higher education and the role of AACSB, the accrediting body. Suggest that Congress find a way to formulate proper oversight of AACSB as part of the pending authorization of the Higher Education Act. Tell your representatives that the press is reporting on the issue with a sense of urgency as the irreparable effects of corporate corruption steadily permeate society, causing real hardships and contracting the country's potential for economic growth and well being.

3. Organize sessions at conferences you will be attending. Share ideas about what your own business school is doing to improve ethics/CSR education. 4. See if you can get local or national media interested in doing a story about Campaign AACSB. We have discovered that AACSB, like all big bureaucracies, is VERY sensitive

to media attention directed at them. If you place a story, let us know, and send a copy to AACSB. 5. Send us additional ideas about how to keep this ball rolling. A successful Campaign AACSB can help avoid another round of corporate corruptions when the students you're teaching today assume leadership positions tomorrow.

Update on Meeting with Dean Woo on AACSB Ethics Standards (from Laura Hartman)

I met with Carolyn Woo (Dean, Mendoza College of Business, University of Notre Dame) and Georges Enderle last Wednesday (March 5, 2003) and wanted to let you know the content of our discussion with regards to the new AACSB standards and business ethics in business schools. As you know, the AACSB is submitting its proposed standards to a vote this April. These new standards include mention of ethics on several occasions and modify the requirement that "coverage should include . . ." to a requirement that schools specify "learning goals and demonstrate achievement of learning goals." The standards state that the learning goals include ". . . (b) Ethical understanding and reasoning abilities" (Standard 15). Ethics is also mentioned in standard 16 with regard to undergraduate degree programs where it states that "management specific knowledge and skills will include learning in the following areas: (a) ethical and legal responsibilities in organizations and society." This

statement is repeated in standard 18 with regards to master's level degree programs.

Dean Woo provided a bit of the background of these proposed standards. Andy Policano, prior dean of UW-Madison, has chaired the Blue Ribbon Commission to revise the standards for about the past 3 years. During that time, that committee sought input with regard to the standards through focus groups, deans meetings, website feedback and other means. The AACSB is currently exploring the implementation and assessment processes for the standards since schools will need to be on a phased-in schedule to modify existing programs.

Georges and I both discussed with Dean Woo the critical basis for a stand-alone ethics course supported by integration. In previous communications, Dean Woo has shared the basis for the Commission's determination not to require a stand-alone course in ethics and I will not repeat that entire discussion here. Basically, it was my impression from reviewing the materials and from talking with her last week that this does not evidence a lack of commitment by the Commission to ethics but instead represents their struggle to mandate learning goals rather than the process by which those goals are satisfied. In articulating the means by which to satisfy the standards (an ongoing process), the AACSB intends to manage by objective rather than process (i.e. don't require a course, require learning). In other words, if the

standards are sufficiently high, schools can then determine whether there is any way to meet those standards other than by a stand-alone course + integration through the curriculum.

To that end, Dean Woo explained that the new issues committee had identified both ethics and outcome assessment as two areas of interest on which committees should be formed in the near future. The proposal is that, in the next 3-5 years, the ethics initiative will accumulate information on pedagogies and content and strive to create a AACSB resource center that would support both the schools during accreditation and the reviewers who measured the accomplishment of this learning objective. The AACSB would seek broad input and expertise in this regard. This initiative will need to go through for budget approval by AACSB.

It is my understanding and belief that AACSB remains open to discussion with regard to the establishment of criteria for peer review teams against which schools will be evaluated with respect to the satisfaction of the proposed ethics standards. I believe that the efforts of countless ethics scholars can be most effective if put towards that ultimate goal - help AACSB to set a high bar for competency in this arena; help AACSB to create criteria that do not permit ethics to take a back seat to other disciplines; and present successful business ethics programs in business schools that have helped to meet high ethics standards. Let us investigate outcome assessment and the achievement of learning goals with

regard to ethics so that we have a voice when the AACSB moves forward.

Laura Hartman

BEQ Available in CD-ROM Format

The Philosophy Documentation Center is offering members of SBE a discount on the price of the new BEQ CD-ROM, which should be available very soon. The price for members will be \$150; for non-members \$175. For members who purchased the previous edition of this CD-ROM the price of the new one will be \$30; for non-members \$55. The CD-ROM contains all 48 issues of BEQ vol.1-12 and the 3 most recent volumes of the Ruffin Series. As a point of comparison, it would cost \$765 for an individual to purchase all of these issues in print format.

Contact:

*Philosophy Documentation Center
P.O. Box 7147 Charlottesville,
VA 22906-7147 U.S. A.Phone:
(800) 444-2419*

Fax: (434) 220-3301

Email: order@pdcnet.org

Web: www.pdcnet.org

***The Internet Encyclopedia of Philosophy**, edited by Michael Boylan and Rosemarie Tong, solicits proposals for articles in the general field of business ethics. All proposals should be submitted to Michael Boylan and Rosemarie Tong via Michael Boylan (mboylan@phoenix.marymount.edu). We will inform you promptly if we*

accept your proposal and give you the go-ahead. All proposals should give a title of the proposed article and around 100 words describing what the intended article will be about. The articles themselves should be 12-36 pages (12 pt/300 words per page).

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 May 1, 2003.

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A helpful **up-to-date resource for corporate scandals** can be found online at the *Washington Post* at: <http://www.washingtonpost.com/wp-dyn/business/specials/corporateethics/>

For those who are interested in sustainability reporting, the **KPMG International Survey of Corporate Sustainability Reporting 2002** can be downloaded from the following website: <http://www.wimm.nl/publicatiesUK/publicationLijst.asp> Like in the case of the previous survey in 1999, the research was carried out by KPMG with the Amsterdam graduate Business School (Institute for Environmental Management), University of Amsterdam. The report contains sections on sustainability reporting by the Fortune global 250 and by the top 100 companies in 19 countries, on verification and issues and topics in sustainability reporting. Journal articles on the study are forthcoming (see references and abstracts further down on the same webpage under the 2003 heading).

Business Ethics: A European

Review Abstracts viewable on-line at Business Ethics: A European Review is available at a reduced rate to EBEN and APA members To subscribe online, read a free sample copy or obtain further information, visit www.blackwellpublishing.com/journals/BEER Keep up with new Law publications from Blackwell Publishing Join our free e-mail alerting service, and we'll send you journal tables of contents (with links to abstracts) and news of the latest books in your field. Signing up is easy - Simply visit: www.blackwellpublishing.com/ealerts

The Center for Corporate Citizenship at Boston College, in partnership with Net Impact, is pleased to announce its tenth annual award for the "Best MBA Student Paper on Corporate Citizenship." The award is part of a major initiative to support and encourage the effort of MBA students and faculty in North America to understand the practices, challenges, and opportunities of corporate citizenship.

The Center is asking you and your colleagues to encourage your students to participate in this contest by submitting their original research, essays, or case studies, and also to mention this competition in your next department meeting. This prestigious award and the visibility it brings to your program will help position your academic institution as a leader in corporate citizenship.

Students must submit a paper, no more than 20 double-spaced pages, by May 14, 2003, and must also have a faculty member sponsor their work. The winning student will receive a \$5,000 honorarium and the opportunity to present his or her paper at the Academy of Management conference in Seattle this August, all expenses paid. The sponsoring faculty member who submits the winning entry will also receive a \$1,000 honorarium in recognition of your efforts.

Papers may address but are not limited to: 1) Strategic and operational issues related to corporate citizenship; 2) Corporate involvement's effect on the bottom line and/or the strategic value of corporate citizenship; 3) Trends or future developments in

corporate citizenship; 4) Best practices and/or structure of corporate citizenship or community involvement functions.

Attached you will find an announcement promoting this competition that you can display in your classrooms or in student lounges. It also may be reproduced for class distribution. Please mention this project in your classes and next departmental meeting and encourage participation. For more information about this year's competition and how students may enter, go to www.bc.edu/corporatecitizenship/mba.

The Center for Ethics and Business at Loyola Marymount University in Los Angeles

announces its annual Business Ethics Fortnight Competitions to be held in April, 2003. The centerpiece of this event is an intercollegiate student team presentation competition on Friday, April 12. Teams of students (undergraduate or graduate) make 30-minute presentations that cover the financial, legal and ethical dimensions of a case from any area of business ethics. The competition is judged by executives and faculty; cash prizes will be awarded. Additional prize money is also available for the optional "L.A.'s Weirdest Biathlon"—a competition that combines teams' performances in the presentation competition and the LMU 5K/10K Run for the Bay (Saturday, April 13). A small number of travel fellowships are available to help defray expenses. For more information, see www.ethicsandbusiness.org or

contact: Thomas I. White,
twhite@ethicsandbusiness.org

Call for Participation: Fourth EBEN Doctoral Workshop

Budapest, August 27-28, 2003 About the Workshop: The workshop gives doctoral students in business ethics and related fields a unique opportunity to present and discuss their PhD project with their colleagues and experts in the field. It also enables them to get to know the projects of their colleagues and establish a network of contacts that will help in future work within the field of business ethics. Each student presentation, including the discussion, will last about 40 minutes. The workshop will also feature a panel of experts who will discuss topical issues in business ethics research.

Eligibility: All PhD students with research topics relevant for business ethics (broadly understood) are encouraged to apply. The stage of progress of the student is not important. It is preferable that the student is currently registered for doctoral study, but prospective PhD students will also be considered.

How to apply: Interested candidates should send a three-page outline of their research before 15 April. This document also needs to include the applicant's contact information, the name of the institution at which the PhD research is pursued, and the name of the research supervisor. The structure of the outline is left to candidates, but it should include summaries of the research problem and methodological approach, as well as the main conclusions reached to

date. Please send the outline as an e-mail attachment to both workshop co-ordinators Laszlo Fekete (e-mail: lfekete@ella.hu) and Domagoj Racic (e-mail: dracic@eizg.hr) The candidates can expect to be notified about the results of their application around 15 May. Research outlines of successful applicants and, workshop programme and all practical information will then be distributed by e-mail. The Doctoral Workshop will be free of charge. However, the participants are responsible for financing their travel and accommodation. The Budapest University of Economic Sciences offers accommodation to the participants of the Doctoral Workshop at a reasonable price in its guesthouses. **Contact:** For all enquiries and additional information please contact workshop co-ordinators Laszlo Fekete (e-mail: lfekete@ella.hu) or Domagoj Racic (e-mail: dracic@eizg.hr).

The Clayoquot Controversy: A Stakeholder Dialogue Simulation

By Anne T. Lawrence and Ann Svendsen

This simulation exercise is designed to teach the skills of stakeholder engagement and dialogue. Through an experiential exercise, students are taught to find common ground when facing complex conflicts involving business firms and their stakeholders.

The particular situation involves a leading forest products company in Canada, MacMillan Bloedel. During

the 1990s, this company was involved in a difficult and protracted dispute with several of its stakeholders, including environmentalists, local communities, native peoples, labor unions, and government agencies. At issue was the company's logging practices in Clayoquot Sound on the western side of Vancouver Island, located off the coast of British Columbia. At the time, Clayoquot Sound was home to one of the largest remaining stands of old-growth, temperate rainforest in the world.

The case situation is presented as it appeared to the parties in 1998. The controversy is left deliberately unresolved, and student teams must engage in a simulated stakeholder dialogue process in an effort to find common ground. An epilogue in the instructor's manual provides information about how the controversy played out in real life. The simulation may be used as a supplement in courses in strategic management, business and society, business ethics, business leadership, environmental management, environmental studies, or negotiation and conflict resolution. It may be adapted for use at the undergraduate, graduate, executive education, and management training levels. The time allotted to the exercise may range from two-and-a-half to eight hours. A full instructor's manual is available.

The case materials are provided on a PC-compatible CD-ROM, but may also be delivered to students over an institutional Intranet. Technical requirements are Windows98 or higher, Internet Explorer, and Adobe

Acrobat 4.0 or higher. The price of the CD-ROM is \$15.99 (U.S.) or \$24.99 (Canadian). The licensing fee for delivery to students over an institutional Intranet is \$5.00 per student per term (U.S.) or \$8.50 per student per term (Canadian). To receive a complimentary examination copy of the CD-ROM, please contact Anne Lawrence, atlawrence@aol.com. More information and an order form are available at: www.cim.sfu.ca/clayoquot.

continued from page 1.

- like to see on the website, please email me your ideas at the address below.
- ▶ We want to do a better job of partnering with other organizations that are promoting the teaching and practice of sound business ethics. We are seeking volunteers to network with the various divisions of the Academy of Management and to come up with some ideas for joint initiatives. If you have good connections with a division and would like to help, we welcome your assistance! You can email Laura Hartman (lhartman@depaul.edu) or John Dienhart (dienharj@seattleu.edu) if you wish to volunteer.
 - ▶ Our listserver is up and running. We will be using this communication tool more frequently in the future, so please do consider subscribing to it. Easy-to-follow instructions are in this newsletter and will be available in Seattle as well.
 - ▶ In the past, we have had paper and panel sessions at the SBE conference. We will start experimenting with some working paper sessions. Participants' papers will not be reviewed. Instead, those who wish to join a working paper session (to be announced on the listserver) should circulate their papers to others who are participating in

that session. All participants will be expected to have read the papers in advance and to come prepared with helpful comments to help each other refine these papers.

- ▶ This year we again plan to offer a Thursday pre-conference session with members of the Ethics Officers Association. We believe that academics have much to learn from practitioners and vice versa. We will try to offer more practitioner-based papers or panels on Friday morning so that those who come for the Thursday afternoon session can stay over and continue the discussion the next morning.
- ▶ We are looking for someone who would like to help us increase the visibility and impact of the Society. Please see the descriptions for a new Communications Director provided elsewhere in the newsletter and email me if you are interested in serving the society in this way.

Hope to see you in Seattle!

Daryl Koehn, SBE President and Program Chair at koehnd@stthom.edu. (Please note that my email has changed slightly. This address is the correct one.)



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. Persons interested in being commentators or moderators should notify Lois Graham at lgraham@csom.umn.edu Additional information on the conference can also be obtained from Ms Graham.

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 (NJ PAC). 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 21st 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 21st 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.

CALL for papers for presentation and publication in related book *Business, Globalization & Business Technology topics- Budapest - 8-12 July 2003* Proposals due March 15, 2003 on all business topics including business ethics On globalization in all of its business and economic manifestations (such as EU topics) On new technologies of doing business and managing (such as E-commerce) Though most participants are academics, we invite practitioners with important case and theory based information to submit proposals and join us too. GBATA [http://](http://www.gbata.com/)

www.gbata.com/ The meeting hotel is the Hilton Hotel in Buda-Pest, Hungary, where discounted rooms have been allocated for conference participants. www.budapest.hilton.com. GBATA is the premier interdisciplinary international scholarly business society. It has two activities: (1) a wonderfully flourishing annual meeting with participation from cutting-edge scholars from all parts of the world. Large successful meetings were held most recently in Rome in 2002 and in 2001 in Istanbul. (2) In addition to proceedings, which include listings of abstracts of presentations, a scholarly volume of all contributed full papers will be published and distributed at the meeting to all participants as part of the registration fee. This GBATA meeting in Budapest is co-sponsored by many leading universities: Tobin College of Business, St. John's University, New York College of Finance and Accountancy, Budapest Business School Russian Academy of Sciences and State University of Management, Moscow Robins School of Business, University of Richmond. Submissions must be in Microsoft Word and sent as email attachments to The Conference Chair, Dr. Nejdet Delener, Associate Dean, Tobin College of Business, St. John's University, New York: delenern@stjohns.edu. Details are at <http://www.gbata.com/>

Conference on Corporate Social Responsibility 3-5 September 2003 hosted by London Metropolitan University, UK Call for Papers Over the last decade the question of the relationship between organisations

and society has been subject to much debate, often of a critical nature. The decade has seen protests concerning the actions of organisations, exposures of corporate exploitation and unfolding accounting scandals. At the same time ethical behaviour and a concern for the environment have been shown to

have a positive correlation with corporate performance. The nature of corporate social responsibility is therefore a topical one for business and academics. This conference is designed to act as a forum for the debate and analysis of contemporary issues in this broad area. It is intended to attract people from a wide variety of disciplines and geographic regions for an exchange of views.

The conference is intended to be interdisciplinary and welcomes contributions from anyone who has a perspective on this important issue. Papers are welcome on any topic related to this broad issue and suggested themes for papers include:

- Environmental auditing · Ethics and corporate behaviour · Globalisation and corporate activity · Governmental influences on corporate behaviour · The influence of taxation upon corporate behaviour · Protests concerning corporate activity · Regulation of corporate social behaviour · Social responsibility and marketing · Stakeholder activism · The role of accounting in corporate accountability · The role of corporate governance

Offers to run workshops, symposia, poster sessions, themed tracks or alternative events are especially welcome. Please contact David Crowther (davideacrowther@aol.com) with suggestions. The conference is supported by MCB / Emerald who will make an award for the best paper presented at the conference. Abstracts of 750-1,000

words should be sent by 1st April 2003 (preferably by email to davideacrowther@aol.com) or by post to Professor David Crowther, Conference on Corporate Social Responsibility, London Metropolitan University, Stapleton House, 277-281 Holloway Rd, London N7 8HN, UK. Selected papers from this conference will be collected for a special issue of Corporate Governance and it is anticipated that other journal special issues and an edited book will be available. Full details will be provided later.

First workshop of the EGPA Study Group on Ethics and Integrity of Governance,

Lisbon (Oeiras), Portugal, 3-6

September 2003 Corruption, ethics and integrity have become important issues in the practice and theory of politics, public administration, law, economics and society. This has led to more awareness and knowledge of the ethical or moral dimension of politics and administration and the causes of and solutions for ethical dilemmas and integrity violations. The study group on Ethics and Integrity of Governance of the European Group of Public Administration (EGPA) brings together academics and practitioners interested in the ethical dimension of administration and organisation. The group's mission is to establish *a long-term network aimed at stimulating research on public sector integrity and ethics in Europe*.

The study group will have its first workshop at the 2003 EGPA Annual Conference, in Lisbon (Oeiras), Portugal, which is planned for 3, 4, 5 and 6 September 2003. The range of issues that can be covered by those participating in the workshop is broad. Concepts such as ethics, integrity and corruption cover a variety of phenomena. Papers may include the

following topics: the standards and values in public administration, the management of ethics and integrity (methods, institutions), the success and failures of ethics reforms, the ethical dilemmas and problems at the interface of the public and private sector, (the content and procedures of) ethical decision-making, the significance of accountability and responsibility in public administration, the consequences of New Public Management for integrity, the building of administrative ethics as a (sub)discipline.

We hope a variety of papers will be presented at the workshop. Single case studies can be considered on the condition that they go beyond mere description and are related to a theoretical framework. Comparative research is particularly welcomed. The Lisbon 2003 workshop intends to present a state of the art picture of European research on the ethics and integrity of governance. After this first workshop, the EGPA 2004 Conference will be more focused, working toward a common publication. In June 2005 a joint conference of the EGPA study group and the Ethics Section of the American Society for Public Administration will take place in Leuven, Belgium. If you are interested in the EGPA Study Group, please inform web master Nathalie Behnke: email

nathalie.behnke@fernuni-hagen.de

Paper proposals for the Lisbon Workshop Sessions should be e-mailed to both chairs **before May 31st, 2003**: Jeroen Maesschalck (MSc), Public Management Institute, Department of Political Science, Katholieke Universiteit Leuven, e-mail:

jeroen.maesschalck@soc.kuleuven.ac.be
prof. dr. Leo Huberts, Department of Administration & Organisation, Vrije Universiteit Amsterdam, e-mail lwjc.huberts@scw.vu.nl

**Transforming unjust structures :
Capabilities and Justice Keynote
speaker : PAUL RICOEUR 26-
27 June 2003 Von Hügel**

**Institute, St Edmund's College,
University of Cambridge .** The Von Hügel Institute, St Edmund's College, in association with the European Ethics Network and the Chigwell Justice and Peace Centre, invites scholars from different disciplines to submit papers on the challenge posed by unjust structures in matters of law and institutions, human rights, poverty, health and education. The aim is to examine the role of normative assessments of human flourishing to provide criteria for evaluating and transforming unjust structures. This interdisciplinary conference aims to foster dialogue between theologians, philosophers and social scientists. The deadline for submission of paper proposals is 1 APRIL 2003 and full papers will be due on 1 JUNE 2003. Paper proposals should include the title of the paper, a summary of no more than 1000 words and postal and e-mail addresses.

Proposals should be sent to Mathias Nebel by e-mail (mathias.nebel@unifr.ch) or by post to Dr. Frank Carey, St Edmund's College, University of Cambridge, Mount Pleasant, Cambridge CB3 0BN, UK. Notice of acceptance of papers will be sent by 31 APRIL 2003. For any further information, please take contact with the Von Hügel Institute Tel. 0044 (0)1223 741844, Fax 0044 (0) 1223 741843, Mail vhi@st-edmunds.cam.ac.uk

**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 or visit the EBEN website: <http://eben.org/index.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 14th 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 400th 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 17th 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. 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

“FREEDOMS AND RESPONSIBILITIES IN BUSINESS: Ethics, Leadership and Corporate Governance in a Global Economy”

The International Society of Business, Economics, and Ethics (ISBEE) announces The Third ISBEE World Congress July 14-17, 2004 University of Melbourne, Australia We invite you to present a paper or case study at the Concurrent Sessions on the topics indicated above or other topics such as:

- Developing ethical corporate cultures
- Global competition and responsibilities of small and medium-sized companies
- Serving the poor profitably
- Corruption, bribery and gift giving
- Business and human rights
- Corporate social responsibilities
- Corporate environmental responsibilities
- Workplace ethics
- Moral courage and whistle-blowing
- Voluntary codes and mandatory standards

You may provide a full paper or an abstract in advance of the congress. Full papers should contain no more than 4200 words (plus a 100-150 word abstract) and must be submitted by January 5, 2004. Notification of acceptance for presentation (30 minutes) will be given by March 15, 2004. Abstracts (250-300 words) of papers may be submitted by 1st March 2004. Notification of acceptance for brief presentation (15 minutes) will be given by 30 March, 2004. Full papers and abstracts should be accompanied by brief biographical details (50 words) and full mailing and e-mail addresses. The Congress language is English.

Papers and abstracts must be written in Word, Word Perfect or RTF format and should be submitted by mail or e-mail to:

ISBEE Secretariat

Mendoza College of Business 393B
University of Notre Dame
Notre Dame, IN 46556, USA
E-mail: isbee@nd.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 May 1, 2003.

Joe DesJardins
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College of St Benedict
St. Joseph, MN 56374
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jdesjardins@csbsju.edu



Positions Available

University of Michigan:

Endowed Professorship, Holcim Professorship of Sustainable Enterprise, and faculty Director of the Corporate Environmental Management Program. Tenured Professor or Associate Professor with Tenure The University of Michigan Business School (UMBS) and the School of Natural Resources & Environment (SNRE) invite applications for an endowed and jointly tenured position in Sustainable Management. We are seeking outstanding scholar who can integrate business policy and management with sustainable environmental stewardship. The disciplinary focus is open. Academic experience plus work in the private sector or government sector is valued. The position entails a combination of teaching, research, and program leadership. A Ph.D. in Business, Environmental Science, Technology, or equivalent degree integrate business policy and management with environmental science and is required along with demonstrated achievements in both research and teaching appropriate for the position level associate or full professor or a person comparable in stature and experience). The position entails a combination of teaching, research and program leadership. Additionally, the candidate will be expected to collaborate and integrate his/her interests with an array of biological scientists, social should demonstrate capacities for collaborating and integrating her/his interests with a wide array of natural and social science scholars, scientists, engineers, designers, and planners within SNRE, as well as with the related faculty and programs of UMBS. The Holcim Chair Search Committee will begin reviewing applications by February 1, 2003. Applicants need to forward statements of research and teaching interests and are invited to submit a letter of introduction and a full curriculum vitae to: Holcim Chair Professorship Search Committee, c/o Professor Cindy A. Schipani, University of Michigan Business School, 701 Tappan St., Rm. D4209B, Ann Arbor, MI Michigan 48109-1234, or via e-mail at rgaffney@umich.edu. Letters of recommendation and other information will be solicited later. Any questions may be directed to the Holcim Chair Search Committee Co-Chairs, Professors Thomas Gladwin (tgladwin@umich.edu) or Cindy Schipani (schipani@umich.edu). Information about UMBS (www.bus.umich.edu/), SNRE (www.snre.umich.edu/), CEMP (www.umich.edu/~cemp) and a copy of this advertisement can be found on the respective web sites. The University of Michigan is a nondiscriminatory/affirmative action employer.

GONZAGA UNIVERSITY

Visiting Chair in Business Ethics

The School of Business Administration at Gonzaga University invites applications for a one-year appointment as the John L. Aram Professor of Business Ethics for the 2004-2005 academic year. The successful candidate may come from any disciplinary background, with an established scholarly record in the area of ethics, and extensive experience in teaching business ethics. Gonzaga University is a Catholic, Jesuit comprehensive institution of 5,500 students. The School of Business is accredited by AACSB International and has an enrollment of 800 undergraduate and 200 graduate students. Gonzaga is an AA/EEO employer seeking to increase its diversity.

Preliminary interviews will be conducted at the 2003 annual meeting of the Society for Business Ethics in Seattle, July 31 – August 3, 2003. Inquiries and applications should be sent to: David F. Elloy, Ph.D. Search Committee School of Business Gonzaga University Spokane, WA 99258-0009 elloy@jepson.gonzaga.edu (509) 323-3434
Fax: (509) 323-5811

LOYOLA UNIVERSITY CHICAGO

Associate Director – Center for Ethics and Social Justice Loyola University of Chicago is seeking an Associate Director of the Center for Ethics and Social Justice. Duties include: Supervise the non-exempt staff of the Center. Manage the Center's budget and other financial matters, including managing the Center's revenues, expenses, and cash-flow and assisting the Director in budget planning. Manage the Center's Outreach programs in ethics education and consulting and its other grants and contracts, including assisting the Director in program design. Manage the marketing of Center Outreach programs. Supervise Center staff and consultants involved in providing Outreach programs to clients. Assist the Director and the Chair of the Center Advisory Board on Board activities. Supervise the Center's relations with its Corporate Values Outreach Advisory Board and other non-Loyola advisers and support systems. Supervise the Center's relations with other Loyola units and the Center's relations with other ethics centers, national organizations, and other potential partners and resources. Requirements: Degree (MBA or equivalent or Master's degree in ethics and applied ethics) and substantial educational or work experience in business ethics and in at least one other of the following applied ethics areas focused on at the Center: clinical health care ethics; organizational ethics and compliance programs; journalism ethics. At least two years full-time experience (or equivalent) in a supervisory position, managing the activities of a significant work unit and supervising subordinate staff in the activities of the unit. Candidates whose work experience includes the design and the implementation of educational and consulting programs for clients in business, health care, or comparable fields and candidates whose supervisory experience is specifically in managing the provision of ethics education and consulting services and/or supervising staff in these activities will be preferred over candidates whose work or supervisory experience are in other settings. Research and writing skills in ethics and applied ethics sufficient for the development and presentation of coherent business plans to potential clients and for the preparation of grant proposals for potential funders. Familiarity with marketing surveys and techniques; familiarity with the design of marketing materials and with relationships to the vendors typically involved in marketing efforts. Good interpersonal skills for dealing with clients and Center staff. Good organizational skills and the ability to multi-task with ease. Computer skills to use the internet for research and email and to employ the Center's data-bases effectively, and sufficient familiarity with business software and applications to evaluate and update the Center's computer resources when needed.

FOR FURTHER INFORMATION AND TO APPLY, CONSULT LOYOLA'S H.R. WEBSITE AT: <http://jobs.luc.edu/lscjobscenterethics/shtml> AND AT: <http://jobs.luc.edu/howto/shtml>. FOR FURTHER INFORMATION ABOUT LOYOLA'S CENTER FOR ETHICS AND SOCIAL JUSTICE, SEE ITS WEBSITE AT: <http://www.luc.edu/depts/ethics>

continued from page 1.



This newsletter also contains a registration form and information on accommodations for our annual meeting. All events will take place at the Hotel Monaco, but two hotels will be used for sleeping rooms, the Hotel Monaco and the Hotel Vintage Park, which is conveniently located one short block away. They are under the same management and are two of Seattle's most charming "boutique" hotels. We encourage all members to

mark their calendars now for the meeting in Seattle, July 31 through August 3, 2003, and to submit their best work for presentation.

John Boatright

Books

Business and Society: Ethics and Stakeholder Management, by Archie B. Carroll and Ann K. Buchholtz, 5th Edition, 2003. *Business and Society: Ethics and Stakeholder Management*, 5th edition employs a stakeholder management framework, emphasizing business' social and ethical responsibilities to both external and internal stakeholder groups. A twin theme of business ethics illustrates how ethical or moral considerations are included the public issues facing organizations and the decision making process of managers. The text is written from a managerial perspective that along with the two themes shows how to identify stakeholders, incorporate their concerns into the organization's strategy and operations, and also integrate ethical wisdom into their decision making process. In addition, 35 case histories are included to help connect theory and practice through timely and interesting examples. Exam copies are available by contacting South-Western Publishing Co./Thompson. Web page is <http://www.swcollege.com/management/management.html>

Wake-Up Calls: Classic Cases in Business Ethics 2e, by Lisa Newton and David Schmidt (South-Western/Thomson/Wadsworth, 2004). The second edition of this popular case book is now available. *Wake Up Calls* present classic cases that demonstrate business ethics blunders by mainstream companies. The authors provide a conceptual background to help put each case into a meaningful context. Cases include: Genetically modified food, nestle Infant formula, sexual harassment, tobacco, Ford Motor, Love Canal and others. Exam copy at <http://snapshot.swcollege.com>

Setting Global Standards: Guidelines for Creating Codes of Conduct in Multinational

Corporations S. Prakash Sethi (Wiley Publishing, ISBN: 0-471-41455-7 Hardcover 306 Pages February 2003 US \$34.95) Many other books express 'righteous anger' about the activities of multinational corporations in developing countries and typically dwell on egregious examples and give little attention to business considerations and realistic possibilities for improvement. By contrast, Sethi's work is based on long familiarity with the operations of many companies in many countries, and clearly recognizes the role and contribution of industrialization to economic development. Rather than solely criticizing these policies, Sethi explores the opportunities for improvement through voluntary efforts by firms and industries. *Global Standards* is an invaluable compilation of experience, analysis, and proposals for improvement by a recognized expert who is both critical and optimistic.

Rethinking the Purpose of Business: Interdisciplinary Essays from the Catholic Social Tradition edited by S.A. Cortright and Michael Naughton (Notre Dame Press, 2002)

The corporate scandals of this past year suggest "system failure" in the ordinary mechanisms of corporate governance and oversight. While there are many reasons for these scandals, such as the failure of individual character, corporations must take a long, hard look at how they define their purpose. Is the maximization of shareholder wealth or the balancing of stakeholder interests enough to nurture trustworthy practitioners, foster equitable policies and inspire a corporate ethic to serve the common good and not just the particular goods of individuals? In this volume, a select group of management theorists, theologians, legal scholars, economists and ethicists jointly examine the reigning shareholder and stakeholder

theories of the firm. The authors' inquiries speak to one another and to the question, "Are our corporate practices rational, human and practicable?" They share a respect for the constructive power of markets, but share also a respect for the ligaments of community-personal virtues and common goods-that are stressed in the Catholic social tradition. Their arguments marry organizational, managerial, and legal theory to philosophical and theological accounts of practical rationality.

Ethics in the Economy: Handbook of Business Ethics edited by Laszlo Zsolnai

(Peter Lang Publishers, Oxford, Bern & Berlin, 331 pages, ISBN 3-906769-63-1, USD 45,90) The book is a joint product of the business ethics professors of the *Community of European Management Schools* (CEMS). It represents a *non-instrumental approach* to business ethics arguing that we have a chance to improve the general quality of our economic activities only if our motivation is *genuinely ethical*; that is, only if we want to realize ethical conduct for its own sake. The authors of the present book represent 10 European countries. Topics covered include *Ethics and Economics*, *The Moral Economic Man*, *Business and Society*, *Ethical Theory of the Firm*, *The Stakeholder Corporation*, *Ethical Dilemmas of Corporate Functioning*, *Corporate Transgressions*, *Organizational Ethics*, *Ethics of the Market*, *International Ethics & Globalization*, *Managing Sustainability*, *Values-Based Leadership*, and *Future of Capitalism*. Chapters in the book follow the same structure. Each chapter begins with a short summary of the topic and a glossary of the most

important terms. Part 1 describes the central issue. Part 2 gives a state of the art of current theories and practices. Part 3 introduces new approaches and solutions. Part 4 analyzes real world examples. Part 5 provides conclusions. The Bibliography at the end of each chapter contains both references and suggested additional titles in business ethics. Additional information about the book can be found at <http://www.peterlang.net>

Praxiology and Pragmatism Volume 10 Wojciech Gasparski, F. Byron Nahser, & Leo V. Ryan, Editors (243 Pages Publication Date: 2002 ISBN: 0-7658-0167-1 Price: \$49.95) Volume 10 in this distinguished series addresses two distinct but interrelated philosophical movements, which exemplify different approaches to the study of ethics. *Praxiology*, a unique Central European philosophical movement, embraces the study of purposeful and conscious action and the elements essential to each action, act, and causative act. *Pragmatism*, a uniquely American philosophical movement, was founded by Charles S. Peirce and William James, and is based on the meaning of conceptions, defined in their practical bearings that guides actions and measures them by practical consequences of belief. The chapters in this volume are grouped in a section on Praxiology and one on Pragmatism. Each section defines the historical origins of their respective philosophical movements, describes their methodology, and interrelates their impact on "human conduct" and contemporary society. For more information, visit the website of Transaction Publishers at <http://www.transactionpub.com/cgi-bin/transactionpublishers.storefront>

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. (See Transaction's website at www.transactionpub.com)

A Primer on Business Ethics by Tibor R. Machan and James E. Cheshire (Rowman and Littlefield Publishers, Sept. 2002, \$34.95 paper -

\$75.00 cloth, 288 pages) Machan and Cheshire 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.

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

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.

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>

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

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.



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