



THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER

Fall, 2004

Volume XV, Number

Report from the Executive Director

John Boatright

Once again we have concluded a highly successful annual meeting. Although our memories of New Orleans and that wonderful August weather may be fading, we will long remember the exciting presentations and the discussions we had with our colleagues. Our attendance this year was 160, which is the same as the past several years.

Special recognition must go to Dennis Moberg for his very thorough and capable job of developing the program. Thanks also go to Donna Wood for her presidential address and her year of service as president and to Robert Audi for giving the keynote address. This meeting marked the end of a five-year term for Laura Hartman. Thanks, Laura, for your years of dedicated service to the Society. And we welcome Richard Nielsen, who begins his term on the Board of Directors.

I also want to thank Carol Orsborn, who has offered her expert public relations skills to the Society as our communications and marketing director. Carol has decided to step down from the director's position, she plans to stay involved with the Society's public relations efforts. The dedication and hard work that she brought to this job will be sorely missed, but we can be thankful for the valuable work that she has done.

At the members' meeting, I reported that the Society is in good shape. Our membership continues to increase at a steady

"Presidents Report"

Dennis Moberg

The 2005 annual meeting in Honolulu will be a special one. We will continue our tradition of competitive papers, panels, and a keynote. However, we are going to invest the time normally devoted to the Presidential address and the pre-conference in a celebration of our 25th anniversary. Richard DeGeorge will provide us with the story of SBE's founding and will trace our development to the present. We are also organizing sessions that will feature the seminal contributions of our founding officers, most of whom have already committed to attend. Not surprisingly, our list of past presidents reads like a who's who of business ethics: Richard De George, Ken Goodpaster, Pat Werhane, Tom Donaldson, Manny Velasquez, Norm Bowie, Mike Hoffman, Bill Frederick, Lisa Newton, Jennifer Moore, Leo Ryan, Ed Freeman, Tom Dunfee, Laura Nash, John Boatright, Archie Carroll, George Brenkert, John Deinhart, Laura Hartman, Daryl Koehn, and Donna Wood. And let's not forget the tremendous contribution of Ron Duska and Al Gini. We want to honor the contribution of everyone whose work serves as a foundation for our own. Socially, we have several things on tap that will capture the aloha-spirit of our venue.

Continued on 17

2005 Annual Meeting!

Honolulu, Hawaii

August 4-7, 2005

Renaissance Ilikai Waikiki
1777 Ala Moana Boulevard
Honolulu, Hawaii 96815-1606
Deadline for Paper Submissions:
March 1, 2005
(See Call for Papers elsewhere in this
newsletter)

**Celebrate the 25th
Anniversary of the Society
for Business Ethics!**

Call for Nominations !

Please nominate someone to the SBE
Board of Directors
Nomination form and further
information in this newsletter.
Nominations Due by
November 1, 2004

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Business Ethics Quarterly News

The state of Business Ethics Quarterly remains very healthy when measured by almost any standard. Our subscriptions are up; submissions are up; we have increased the number of papers published during the past year; and we have made other changes that will enhance the status of this journal. Our efforts have been recognized, as noted elsewhere in this newsletter, by the receipt of a Golden Page Award from Emerald Management Reviews (UK). This award for "Originality" in the category of "general management" is welcome recognition for all the hard work done by our authors, reviewers and editorial team members. Among some of the other changes either recently completed or in the process of being completed are the following:

* Over the next year I will seek to appoint two new Associate Editors to serve as "action editors" with regard to the many manuscripts the journal now receives. Gary Weaver (University of Delaware) has agreed to serve as one of these Associate Editors. Linda Trevino has agreed to become Area Editor for Management. The addition of these two outstanding scholars to these important positions will further support the strength and reputation of BEQ in the field of business ethics.

* The full-text version of BEQ is now available through EBSCO. EBSCO is a major service that provides online access to some of the most prominent journals in business, e.g. Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Harvard Business Review, California Management Review, and Industrial & Labor Relations Review. EBSCO's Business Source Premier provides full text for more than 2,800 business publications, including more than 900 peer reviewed journals.

* I have established an email box for BEQ at Georgetown. The address is BEQ@georgetown.edu. If you wish to send me your papers electronically, you may now do so. This is one of the major changes we are making to help improve our editorial process. At the least, we hope that it will speed up the time it takes us to get authors a decision on their papers.

* I will be putting new editorial guidelines on the SBE webpage in the very near future. Among the most important will be the limitation of manuscripts to 12,000 words in length. Further, if papers are sent to me electronically, they should be sent in the most recent version of Word (not Word Perfect). At the same time you send me your paper, you should send me a separate email message simply stating that you have sent your paper to the above email address. This second email should be sent to me at brenkg@msb.edu. This should serve to avoid situations in which papers are sent electronically to an address but do not, for some reason, arrive at that email inbox.

Finally, please help the Journal by requesting that your library become an institutional subscriber to BEQ. If you know of colleagues who are not subscribers, please encourage them to subscribe. On-line subscription, including institutional subscriptions, can now be done at: <http://www.pdnet.org/beq.html>

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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BUSINESS ETHICS QUARTERLY

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Corsborn@aol.com

NEWSLETTER

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(320) 363-5915
jdesjardins@csbsju.edu

SBE News & Announcements

SBE Group Session

American Philosophical Association, Eastern Division December 29, 2004, 7:00 – 9:00pm
Boston, MA

Author Meets Critics: Richard T. De George,
The Ethics of Information Technology and Business

Chair: Denis G. Arnold, University of Tennessee, Knoxville

Critics: Deborah G. Johnson, University of Virginia
Richard Spinello, Boston College
Denis G. Arnold, University of Tennessee, Knoxville
Author: Richard T. De George, University of Kansas
Location:
Vermont Room (Fifth Floor)
Boston Marriott Copley Place
110 Huntington Avenue

CALL FOR PAPERS

Society for Business Ethics—Annual Meeting
August 4-7, 2005
Honolulu, Hawaii

Submit three clean copies of your paper or panel proposal to

Edwin M. Hartman, SBE Program Chair
Department of Business Environment
Rutgers Business School
111 Washington Street
Newark, NJ 07102-3027
(973/353-5987)

SUBMISSION DEADLINE: March 1, 2005. All submissions must be sent in hard copy. We will accept no submissions by FAX. If you want to get timely electronic notification concerning your submission, you may also send your submission in electronic form (as an attachment in Word) to hartman@business.rutgers.edu.

Cover page on all submissions. Include the full title, author's name, address, phone number, FAX, and email address on the cover page. Panel proposals should identify the chair and all proposed participants by name, address, phone number and email address. To facilitate matching submissions with reviewers, try to convey the content of your submission by using a three-letter code according to the following (list at least one number from Broad Topics, Application Contexts, and Methodologies but as many as apply (e.g., P-5, 11, 13; A-4; M-1, 6). We will consider submissions that do not fit any of these categories.

Broad Topics

- P-1 Environmental ethics
- P-2 Comparative ethics
- P-3 Feminist ethics
- P-4 Kantian ethics
- P-5 Law & Economics
- P-6 Moral psychology
- P-7 Organizational Behavior/Management
- P-8 Rawlsian theory
- P-9 Religious considerations
- P-10 Post-modernism
- P-11 Contract theory
- P-12 Stakeholder theory
- P-13 Utilitarianism
- P-14 Virtue ethics

Application Contexts

A-1 Accounting
A-2 Codes of ethics
A-3 Corporate governance
A-4 Corporate social responsibility/Reporting
A-5 Distributive/Procedural justice
A-6 Employment
A-7 Ethical decision making
A-8 Finance
A-9 Global business practices
A-10 Health care
A-11 Social/ethical investing

A-12 Legal/Regulatory issues
A-13 Management programs/ Practices
A-14 Marketing/Purchasing
A-15 Organizational culture/ Ethics programs
A-16 Public policy/Public sector
A-17 Spirituality
A-18 Teaching/Curriculum
A-19 Technology
A-20 Unethical practices
A-21 Whistle blowing

Methodologies

M-1 Analytical/Conceptual/ Theoretical
M-2 Assessment
M-3 Case studies
M-4 Ethnographic methods
M-5 Experimental design (including statistical analysis)
M-6 Empirical field work

Paper Submissions. Repeat the full title on page one of the paper without the author's name or any other identifying information. Provide a 150-word abstract. As a courtesy to our reviewers, please restrict papers to 30 pages (double-spaced) or less.

Panel Submissions. You may identify panelists by name in the body of your proposal. Panel proposals should include a clear statement indicating the rationale for the panel and the format to be used. Panel proposals must have a 150-word abstract for each participant. Panels will normally be composed of no more than three presenters plus a chair (who may also be one of the three presenters). Panels should not include discussants.

Multiple Submissions. Individuals submitting papers and panel proposals will be limited to one paper submission and inclusion on one panel submission. (This will not prevent any presenter from also serving as a session moderator appointed by the Program Committee).

Conference Hotel.

Renaissance Ilikai Waikiki
1777 Ala Moana Boulevard
Honolulu, Hawaii 96815-1606
800/245-4524

SBE POSITIONS AVAILABLE

SBE is looking to fill the positions of **COMMUNICATIONS MANAGING DIRECTOR** and **NEWSLETTER EDITOR**.

Our **COMMUNICATIONS MANAGING DIRECTOR** position was created a few years ago to support and conduct public relations for the Society and to help market both BEQ and SBE. Interested candidates should contact John Boatright jboatr@luc.edu.

NEWSLETTER EDITOR SBE is seeking someone to assume responsibilities as editor of this quarterly newsletter. The editor would oversee newsletter content and provide energy and vision for future development of the newsletter. Plans are already underway to support the editor with a managing editor. Interested candidates should contact any Board member, John Boatright, or Joe Desjardins jdesjardins@csbsju.edu.

BEQ HONORED !

Business Ethics Quarterly has been honored with a Golden Page Award for 2004 from Emerald Management Reviews (UK). This award recognizes BEQ as one of the outstanding management publications of 2003. The Golden Page Awards "... are only awarded to those management publications that have produced consistently high-quality material across a whole year." The review process used to determine the 2003 awards "... was carried out over a 12-month period, during which time more than 17,000 articles

from 400 publications were appraised on their content.” BEQ’s award is for originality in the category of general management. Among the other journals in this category that also received awards were The Academy of Management Journal, the Strategic Management Journal, and Harvard Business Review.

This award reflects the hard work of the members of the Editorial Review Board, BEQ authors, our Area Editors, Associate Editor, Al Gini, and George Leaman, our publisher at the Philosophy Documentation Center. Particular thanks and congratulations are due to George Brenkert, Editor-in-Chief. Congratulations to all for making this possible.

Call for Nominations

Each year members of the Society for Business Ethics elect a new member to the Board of Directors (formerly the Executive Committee). The Board is the governing body of our Society and is responsible for all major decisions affecting the Society. Members of the Board of Directors serve a five year term. During the second year of membership, an individual will serve as program chair for our annual meeting and during the third year will serve as our Society’s president. You are invited to nominate a member of the society to stand for election to the Board. Self-nominations are welcome. Nomination form is included in this newsletter on page ?

Society for Business Ethics 25th Anniversary Celebration

2005 will mark the 25th Anniversary of the Society for Business ethics. Plans are underway for a 25th Anniversary celebration at our annual meeting in Honolulu. Please plan to attend and join in on the celebration at which we will reflect back on our history and look forward to the next 25 years.

BUSINESS ETHICS QUARTERLY *Call for Papers –Special Issue*

“The Ethics of Organizational Ethics Initiatives”
Due date: January 31, 2005

For-profit, non-profit, and governmental organizations frequently engage in formal and informal initiatives ostensibly aimed at fostering ethical behavior by the organization and its members. Ethics initiatives variously include formal ethics policies, counseling and advisory programs, monitoring or investigative processes, reward and discipline systems, and also more informal activities such as management behavioral modeling and organizational cultural change. Normative scholarship has recommended the development of organizational ethics initiatives, and empirical research has examined the influences on and outcomes of such initiatives. But little attention has been given to the ethical qualities of these initiatives. This special issue is intended to redress that deficiency by prompting normative and empirical study of the ethics of organizational ethics initiatives.

Thus, “the ethics of ethics initiatives” includes (but is not limited to) topics such as these:

- the ethical assumptions built into organizational ethics initiatives
- the scope of ethical issues and perspectives addressed by ethics initiatives
- the use of punishment and reward in ethics initiatives
- issues of confidentiality and privacy in ethics initiatives
- issues of fairness or justice in ethics initiatives
- evaluations of ethics initiatives from the perspective of specific ethical theories
- issues of influence, control, or indoctrination in ethics initiatives
- the use of ethics initiatives to influence organizational images and identities
- concepts and issues of responsibility in relation to organizational ethics initiatives
- public policy and organizational ethics initiatives
- the relation of organizational ethics initiatives to the kinds of products and services offered by the organization, and to the kinds of jobs, tasks, and workforces that are common in the organization

Please contact the special issue editor, Gary R. Weaver (weaverg@lerner.udel.edu), for further information. All submissions will be double-blind reviewed following the journal’s normal review process. Final decisions on submissions rest with the Editor-in-Chief. Submissions must follow BEQ guidelines (http://www.societyforbusinessethics.org/info_contrib.htm). Send submissions for this special issue to: Prof. Gary R. Weaver, Alfred Lerner College of Business & Economics, University of Delaware, Newark, Delaware 19716 USA.

Conferences and Call for Papers

Call for Proposals

Annual Meeting of the International Association for Business & Society
Vineyard Creek Hotel, Spa, and Conference Center Sonoma Valley, California March 31-April 3, 2005

Join colleagues and friends for an intellectual springtime retreat to California's lush wine country. Enjoy the newly constructed, award-winning Vineyard Creek hotel and conference center, nestled in the heart of the Sonoma Valley, home of such extraordinary vintners as Kendall-Jackson wines and Korbel Champagne. Santa Rosa is just 40 miles from scenic San Francisco and famed Napa Valley, and 15 miles from the Pacific Ocean's Bodega Bay. Visit www.vineyardcreek.com for more information.

Northern California labor issues have often been in the economic spotlight, from the long-standing United Farm Workers movement to the recent outsourcing of high-technology jobs to India. In recognition of the region's history, proposals related to the conference theme of "The New World of 21st-Century Labor" are particularly welcome. We challenge you to go beyond the traditional labor rhetoric and explore how labor issues may be different in the new century. Are we entering the era of a truly global labor force? What is the likely labor progression as countries' economic bases evolve? What business/ government issues underlie the proposed regulatory backlash to white-collar outsourcing? Or President Bush's immigration policies? What are the ethical implications of labor-union pension fund activism and employee stock ownership plans?

IABS, a learned society devoted to research and teaching in the area of business, government, and society, is also a collegial community. Founded in 1990, it has more than 300 members worldwide. Its research domain covers the various aspects of the interface between business and the socio-political dynamics of its environment. It includes research on corporate social responsibility and performance, business ethics, stakeholder theory, environmental affairs, business and government relations, and cross-cultural issues. IABS also sponsors a highly ranked, widely indexed journal, *Business & Society*, the only peer-reviewed scholarly journal devoted entirely to research into and analysis of the relationships between business and society.

We invite a variety of formats: *DISCUSSION SESSION*—a short, informal presentation of a research idea intended to solicit constructive feedback; *WORKSHOP SESSION*—a working meeting to address a specific research or teaching challenge; *SYMPOSIUM*—presentations related to a well defined theme; *PAPER SESSION*—a formal summary presentation of completed conceptual or empirical papers

Abstracts, 3-5 pages double spaced, should fully describe the objectives and scope of your research. All conference proposals will be subjected to a blind review process. Each submission should include a cover sheet with author information (name, address, phone, fax, email); corresponding author; and intended session format (discussion, workshop, paper, or symposium).

E-mail one copy or mail five copies of proposals for consideration by October 15, 2004, to:

Lori Ryan,
IABS 2005 Program Chair
College of Business Administration
San Diego State University
5500 Campanile Drive
San Diego, CA 92182
E-mail: Lori.Ryan@sdsu.edu

BUSINESS AND ENVIRONMENTAL SUSTAINABILITY CONFERENCE

University of Minnesota
Carlson School of Management
April 14-16, 2005

The Carlson School of Management and the College of Liberal Arts at the University of Minnesota will host a conference on Business and Environmental Sustainability. The conference will be take place April 15-17, 2005. We invite papers on the conference theme. The purpose of the conference is to stimulate a discussion among the business and academic community on the responsibilities of business and other business stakeholders toward protecting the environment. The conference will include featured papers and papers submitted on this subject. Academics from any discipline, business persons, and members of environmental groups are all welcome and are encouraged to submit papers.

Papers should be of such a length to be presented in thirty minutes. Papers must be received by February 1, 2005. There are a limited number of slots for submitted papers. Persons whose papers have been accepted for inclusion will be notified by February 15th.

Invited speakers include Ed Freeman (University of Virginia), Joseph Desjardins (College of St. Benedict), Lisa Newton (Fairfield University), Alfred Marcus

(University of Minnesota), Additional speakers will be announced in the fall.

The conference will take place at the University of Minnesota Carlson School of Management with hotel accommodations at the Radisson Hotel. For conference information contact Lois Graham at EthicsConf@csom.umn.edu 612-625-2485

Send papers to:

Professor Norman Bowie
University of Minnesota
3-414 Carlson School of Management
321-19th Avenue South
Minneapolis, MN 55455-0430
or e-mail electronic copy to
ethicsconf@csom.umn.edu
or nbowie@csom.umn.edu

**The Third Biennial Global Conference
On Business Ethics Sponsored by the
Markkula Center for Applied Ethics, Santa
Clara University and Cisco Systems**

The Accountable Corporation

A Conference for Executives and Scholars
February 17-19, 2005
Santa Clara, California

The Markkula Center for Applied Ethics is sponsoring the third international Santa Clara Global Conference on Business Ethics in February 2005. The conference is designed for business executives and for business ethics teachers and researchers.

A call for Papers will be made to "newer" faculty (within 7 years of earning terminal degree) covering the following sub-topics:

Corporate Governance—State of the Art
Responsibilities vs. Authority

The Ethical Organization—Structural and
Leadership Issues

Aligning Corporate Purpose, Responsibility,
and Philanthropy

We will provide lodging and meals for faculty
attendees.

Contact: Jim Balassone 408-554-5466 or
Jbalassone@scu.edu

***Haas School of Business, University of
California, Berkeley***

***"MEASURING AND REPORTING
SOCIAL, ENVIRONMENTAL
AND FINANCIAL PERFORMANCE"***

Hosted by the Center for Responsible
Business, Haas School of Business,
University of California, Berkeley Co-
sponsored by Boston University, London
Business School and the Aspen Institute

April 8-9, 2005

Topic areas are wide-ranging including
theory and evidence on trends in reporting,
disclosure, accountability, and
measurement. We are particularly interested
in papers that explore the effects of disclosure
on customers, investors, managers,
employees, the natural environment, and
communities. Research papers can either be
conceptual or empirical. A selection of the
papers presented will be considered for a
special issue of the *California Management
Review*.

**SUBMIT A (MAX.) 500-WORD
ABSTRACT OF YOUR TOPIC BY October
1, 2004. Please submit abstract to
dmooney@haas.berkeley.edu.** Your
Abstract must clearly present your research
question(s) and the actual or proposed
methodology to be used. You will receive
notice by November 15, 2004 as to whether
your topic has been selected to present at
the conference. **Conference co-chairs:**
Kellie McElhaney, Executive Director &
Adjunct Assistant Professor, Center for
Responsible Business, Haas School of

Business, UC Berkeley **David Levine**,
Professor, Economic Analysis and Policy
Group, Haas School of Business, UC
Berkeley **David Vogel**, Professor of Business
Ethics, Haas School of Business **C.B.
Bhattacharya**, Associate Professor of
Marketing, Boston University **Craig Smith**,
Associate Professor of Marketing and
Business Ethics, London Business School

Call for Papers

***Academy of Management Review Special
Topic Forum***

CORRUPTION IN ORGANIZATIONS

Due Date: February 9, 2005

Guest Editors: Blake E. Ashforth, Arizona
State University;
Dennis A. Gioia, Pennsylvania State
University;
Sandra L. Robinson, University of British
Columbia; and
Linda K. Treviño, Pennsylvania State
University

Corruption is again in the headlines,
ensnaring organizations as diverse as Enron,
WorldCom, and the U.S. Catholic Church.
Corruption unfortunately appears to be a
recurring feature of organizational life, doing
enormous damage to the lives of individuals,
the well-being of organizations, the
credibility of institutions, and to the fabric of
society as a whole. Indeed, the U.S.
Department of Justice estimates that the
economic costs alone of corporate crime are
seven to 25 times greater than that of street
crime. Despite the enormity of the problem
that it presents, however, corruption has
been largely overlooked or inadequately
conceptualized in the management literature.

To be sure, there is some very
informative literature on allied concepts,
ranging from employee theft to unethical
decision making to workplace deviance.

However, much of this literature is atomized in two ways. First, concepts like theft and unethical decision making are typically viewed in isolation from other workplace dysfunctions, leading to a proliferation of conceptual frameworks geared to highly specific behaviors. Second, many of these frameworks focus mainly on individual-, interpersonal-, and group-level factors, leading to a relative neglect of the role of context in general and of the dynamics among multiple levels of analysis (individual, group, organization, industry, nation/region) in particular.

Accordingly, our call for papers is intended to stimulate scholarly interest in more synergistic and systemic perspectives on corruption in organizational life. We especially encourage submissions that can bridge research domains and/or levels of analysis to shed light on the roots and dynamics of corruption.

There are numerous potential research issues and questions to explore. General domains of interest include (but are certainly not limited to):

- **Conceptual and definitional issues;**
- **Corruption processes and dynamics;**
- **Perceiving and labeling corruption;**
- **Consequences of and remedies for corruption.**

Given a certain lack of rigor in current conceptions of corruption, and given our interest in stimulating more synergistic and systemic perspectives on corruption, we welcome submissions from a variety of disciplines and viewpoints. We also welcome contributions from scholars who might not typically publish in management journals.

SUBMISSIONS

Please prepare the manuscript according to the *AMR* Style Guide for Authors, which can be found in each January issue or at www.aom.pace.edu/amr/info.auth.htm. Instructions for submitting

manuscripts can also be found on the *AMR* web site – specifically, the submissions tab on <http://www.aom.pace.edu/amr/info.htm>. All papers will be double-blind reviewed following *AMR*'s normal review process and criteria. For further information, please contact one of the *AMR* guest editors – Blake Ashforth (blake.ashforth@asu.edu), Dennis Gioia (dag4@psu.edu), Sandra Robinson (sandra.robinson@commerce.ubc.ca), or Linda Treviño (ltrevino@psu.edu) – or the *AMR* editor (briefamr@tulane.edu).

International Center for Corporate Accountability is pleased to announce that we have updated the publications section of our web page. The updated version of “Effectiveness of Industry-Based Codes in Serving Public Interest - The Case of International Council on Mining and Materials (ICMM),” by S. Prakash Sethi, can now be accessed through http://www.icca-corporateaccountability.org/06a_pub.php.

Request for research help

The ‘service’ role of academic staff

Dear colleagues,

I am seeking help with a research project on the ‘service’ role of academic staff. I would appreciate your help in the project. Please could you help me further by responding to any or all of the following questions. Your responses will be treated as confidential and your anonymity preserved in subsequent reporting and analysis.

My questions are:

- 1) a. To what extent, if at all, are your service contributions rewarded by your institution through promotion and recognition processes?
- b. Do you think it is right/legitimate to promote academic staff on the basis of their service contribution?

- 2) a. Does your department/institution ‘measure’ your service work in some way? (For example, it is common to use a total number of teaching hours to ‘measure’ contribution to teaching or published papers and research grants as a means to ‘measure’ contribution to research.)
- b. Do you think it is important to ‘measure’ service contributions in some way?
- 3) a. In what ways, if at all, do you think that service work supports teaching activity?
- b. In what ways, if at all, do you think that service work supports research activity?
- 4) Some writers have referred to the notion of ‘academic citizenship’. What does this phrase mean to you, if anything?
- 5) Please feel free to comment further on the notion of ‘service’.

I very much appreciate your time and effort in providing me with feedback on these questions either orally or in writing. My email address is bruce.macfarlane@tvu.ac.uk. If you are able to reply, I will continue to keep you in touch with the progress of my research and subsequent publications.

Thank you in anticipation for your help.
Yours sincerely

Bruce Macfarlane Professor
Thames Valley University
St Mary’s Road
Ealing, London W5 5RF
bruce.macfarlane@tvu.ac.uk



Positions Available

DEAN OF THE SCHOOL OF BUSINESS ADMINISTRATION

The University of San Diego invites applications and nominations for the position of Dean, School of Business Administration. University of San Diego is a Roman Catholic university committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders dedicated to ethical conduct and compassionate service.

The University of San Diego currently enrolls over 7,200 students and is located on 180 acres overlooking the City of San Diego, Mission Bay and the Pacific Ocean. The University campus is a community treasure, with Spanish Renaissance-inspired buildings and breathtakingly beautiful landscapes.

The School of Business Administration is a dynamic and entrepreneurial organization committed to 'developing socially responsible leaders and improving global business practice through innovative, personalized education and applied research.' It has over 70 full-time faculty members and offers seven baccalaureate degrees, nine master's degrees and several joint programs. The business and accounting programs are accredited by AACSB. The School of Business Administration currently includes the Department of Engineering, which offers BA/BS degree and programs accredited by EAC/ABET. Reporting to the Provost, the Dean is responsible for the academic and administrative leadership of the academic areas within the School.

The Dean will work to enhance the School's distinctiveness and visibility in the community and the region; cultivate donor relationships in order to increase giving and endowment; develop other sources of revenue; build and foster relationships with the business community locally and beyond; and work with faculty and staff to improve the learning experience of our students.

We seek a candidate with the creativity, leadership and vision necessary to influence the shape of business education in the 21st century. All applicants should be experienced administrators with

knowledge of both business education and research and of contemporary business practice with a demonstrated capacity to attract new resources. The candidate should have demonstrated leadership experience in a senior position in either a business school or business setting and a demonstrated capacity to attract new resources.

Applications consist of a cover letter, resume or curriculum vitae and a list of three references. Applications and nominations should be submitted electronically, and in confidence to: Sharon S. Tanabe, Client Partner, Korn/Ferry International
1800 Century Park East, Suite 900
Los Angeles, California 90067
(310) 843-4179
cal.education@kornferry.com

THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA FACULTY POSITION IN BUSINESS ETHICS

The Wharton School of the University of Pennsylvania invites applications for two visiting faculty positions in the field of business ethics in its Department of Legal Studies. These positions may be renewable for one or two additional years. The Department has eighteen full-time faculty who offer over 20 different courses in Wharton's undergraduate, MBA and doctoral programs and whose research is regularly published in leading journals. Candidates trained in philosophy, law, business, economics, social science, or combinations thereof, are encouraged to apply. Applicants should have superior academic credentials, strong research potential and a demonstrated commitment to business ethics.

Information regarding the Legal Studies Department can be found at <http://lgst.wharton.upenn.edu>. Specific information about the Ethics Program can be found at <http://ethics.wharton.upenn.edu>.

The University of Pennsylvania values diversity and seeks talented students, faculty and staff from diverse backgrounds. The University of Pennsylvania does not discriminate on the basis of race, sex, sexual orientation, gender identity, religion, color, national or ethnic origin, age, disability, or status as a Vietnam Era Veteran or disabled veteran in the administration of educational policies, programs or activities; admissions

policies; scholarship and loan awards; athletic, or other University administered programs or employment.

Priority will be given to materials received before December 17, 2004, consideration will be given to applications received through January 14, 2005.

Please send curriculum vitae, references and evidence of teaching excellence to:

Ms. Lauretta Tomasco
Legal Studies Department
University of Pennsylvania
3730 Walnut Street - Suite 600
Philadelphia, PA 19104-6340.

SEATTLE UNIVERSITY

This position will be a joint appointment between the Philosophy Department in the College of Arts and Sciences and the Department of Management in the Albers School of Business and Economics. Assistant Prof. (with possibility of hire at Assoc. level), tenure-track, beginning September 2005. AOS: Business Ethics. AOC: Open, but strong background in the history of philosophy is necessary. The majority of the position is housed with the School of Business. The position has been created as part of an initiative to increase the presence of business ethics in the curriculum of the Albers School and to integrate ethics into its upper division courses. Teaching duties

will be dedicated primarily to core business ethics education, but there is also an expectation of teaching in other philosophy courses. The faculty member will be working with other faculty in the coordination and advancement of business ethics education throughout the University. Normal committee duties. Send material to John W. Dienhart, Chair of Management Ethics Search Committee, Albers School of Business and Economics, Seattle University, 901 12th Avenue, Seattle, WA 98122-1090. DEADLINE: Nov 10, 2004. Seattle University, founded in 1891, continues a four hundred and fifty year tradition of Jesuit Catholic higher education. The University's Jesuit Catholic ideals underscore its commitment to the centrality of teaching, learning, and scholarship, of values-based education grounded in the Jesuit and Catholic traditions, of service and social justice, of lifelong learning, and of educating

the whole person. Located in the heart of dynamic Seattle, the University enrolls approximately 6,000 undergraduate and graduate students in eight colleges and schools. Students enjoy a university ethos characterized by small classes, individualized faculty attention, a strong sense of community, a commitment to diversity, and an outstanding faculty. Seattle University is an equal opportunity, affirmative action employer.

CREIGHTON UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION

invites applications for a tenure track Assistant Professor of Business Ethics and Society beginning fall, 2005. The ideal candidate will have a Ph.D. in philosophy or business. Specialization in business ethics/business and society through teaching or research is essential.

Teaching load is six classes per year and summer teaching is available. Courses include a mixture of undergraduate and masters-level ethics and business and society courses. An interest in experiential learning pedagogy, including service-learning, is preferred with an expectation that it would complement the applicant's active involvement in professional/community service. The College seeks a balanced teacher, scholar with a commitment to excellent teaching as well as outstanding scholarship. Tenure requirements include a strong research record. The applicant will find College faculty interested in collaborating on various research projects. Interest in participating in an emerging Center for Business Ethics within the College is important, with the ability to contribute to an extracurricular business ethics program for the College's undergraduate and graduate business students as well as the Dean's Honor Roll for Social Responsibility. The candidate will also be asked to provide academic advising for students, including students majoring in business ethics.

Creighton University is a private Jesuit, Catholic coeducational urban university that encourages applications from qualified individuals of all backgrounds who believe they can contribute to the distinctive educational traditions of the university. Creighton has regularly been ranked by U.S. News and World Report as the best or one of the best regional liberal arts institutions in the Midwest. The College of Business Administration is accredited by the AACSB with an enrollment of approximately 700 undergraduate and 170 graduate students. Our students are served by 30 full-time faculty members complemented by adjunct

professors. Degrees awarded include the BSBA, MBA, Master of Science in Information Technology Management (MSITM), and the Dual Master of Business Administration/MS-Information Technology Management (MBA/MS-ITM).

Interested candidates are encouraged to submit a letter of application, detailed vita, evidence of established or emerging excellence in teaching and scholarship, and the names of three references (with address, phone number, and email) by November 15 to: Dr. Beverly Kracher, Associate Professor of Business Ethics and Society, College of Business Administration, Creighton University, Omaha, NE 68178. Applications will be reviewed in the fall and on-campus interviews will occur in the early spring.

Creighton University is an affirmative action/equal opportunity employer and seeks a wide range of applicants for this position so that one of our core values—ethnic and cultural diversity—may be realized.

NORTHERN KENTUCKY UNIVERSITY, COLLEGE OF BUSINESS,

invites applications for a tenure-track appointment as Assistant or Associate Professor to teach business ethics courses beginning fall 2005. This faculty member will also be engaged in community service and interdisciplinary work through the Center for Professional and Applied Ethics at NKU.

Applicants must possess a terminal degree (Ph.D., D.B.A., J.D.) in business or related field (or expect to complete by the date of appointment). All applicants must be academically or professionally qualified under AACSB standards. Applicants must demonstrate commitment to teaching excellence, scholarly activity, and civic engagement. Preference will be given to applicants with experience teaching business ethics and business experience.

The College of Business is accredited by the AACSB and offers B.S. and Masters degrees. Salary and benefits are AACSB-competitive.

The University is a metropolitan campus serving 14,000 students and is seven miles south of downtown Cincinnati. Please send a curriculum vitae and the names of three references to Dr. Leslie Turner, Chairman, Department of Accountancy BEP 469, Highland Heights, KY 41099. Northern Kentucky University is an AA/EOE Employer, M/F/D.

BAYLOR UNIVERSITY, CHAVANNE CHAIR OF CHRISTIAN ETHICS IN BUSINESS

The Hankamer School of Business at Baylor University seeks applicants and nominations to hold the position of the Harry and Hazel Chavanne Chair of Christian Ethics in Business. The nominee should be a noted scholar, teacher, and public intellectual who is deeply conversant with historic Christian theology and its view of social institutions. Responsibilities of the position include providing leadership for faculty, students, and other constituents in understanding how to apply Christian ethics in business, and leading vigorous initiatives in research, publication, conferencing, and engaging with contemporary culture. In addition, the Chair will be asked to develop linkages between faculty within the Hankamer School of Business and other academic programs of the University (such as graduate programs in religion, philosophy, church-state studies, and political science, law, and the Truett Seminary).

Requirements:

- . Ph.D. or equivalent in Business, Philosophy, Theology, or related fields
- . Established record of research in the area of Christian Ethics
- . Evidence of the ability to teach courses in Christian Ethics at the undergraduate and/or graduate levels.

Effective date: Appointment may begin as early as Fall 2005. Application Procedure: A letter of application and a complete curriculum vita or professional resume should be e-mailed or mailed to the address below. Nominations are welcome. Formal review and screening of applications will begin on October 1, 2004, and will continue until the position is filled. Baylor University is affiliated with the Baptist General Convention of Texas. As an Affirmative Action/Equal Opportunity employer, Baylor encourages minorities, women, veterans, and persons with disabilities to apply.

Dr. Kendall W. Artz
Chavanne Chair of Christian Ethics in
Business Search Committee
Baylor University
One Bear Place 98006
Waco, TX 76798
Kendall_Artz@baylor.edu

ELLIS COLLEGE OF NYIT: BUSINESS ETHICS

Ellis College, an academic division of the New York Institute of Technology, is seeking qualified individuals to teach business ethics as an adjunct faculty member. Ellis College Adjunct Faculty is responsible for creating a challenging, relevant, and engaging course experience for Ellis students. Ellis College requires thorough online training of all Adjunct Instructors to enable them to perform effectively in the unique Ellis College instructional environment. Instruction at Ellis College involves not only supportive interaction with individual students but community-building as well. The faculty mission is to create the very best conditions for the academic success of students. Adjunct Faculty are responsible for teaching Ellis College courses as designed, facilitating online discussion, evaluating student work, keeping students on track to completing the courses, and responding to individual student requests and concerns. Ellis Adjunct Faculty are educators and practitioners in their fields of expertise, and many teach at other institutions. They are required to hold a Ph.D. or Master's degree in their subject area, and most have related work experience.

About Ellis College

Ellis College is an academic division of the New York Institute of Technology and is dedicated to serving the higher education needs of working adults. All Ellis College, adjunct faculty must be appointed by NYIT and share in supporting the mission and values of NYIT as a whole, as well as those of Ellis College.

About "Business Ethics"

This course is intended to help students make ethical choices in a business context. Students analyze case studies dealing with such topics as employee rights and responsibilities, consumer issues and product liability, community and environmental issues and ethical norms in different cultures. In each area, an analytic framework is used to identify stakeholder rights and interests, and relevant moral duties and virtues.

Desired Education

Masters degree in Philosophy, or MBA in Business with a certificate or experience focused on business ethics.

Desired Teaching Experience

Teaching business ethics to undergraduates. Prefer teaching business ethics to graduate students, extensive experience teaching a wide-range of either ethics or philosophy courses or experience lecturing to various

business audiences on business ethics in the workplace.

Desired Professional Experience

3-5 years experience in a professional environment as manager; think tank work, consultancy, training, or informal group work that focuses on business ethics a plus.

Desired Skills

- Ability to discuss "hot topics" of business ethics in an analytic framework.
- Ability to discuss classic ethical theory and how it applies to modern quandaries in the workplace.
- Ability to select current events and pull out/analyze the ethical issues at hand.

Credentials

Ellis College selects adjunct faculty based on careful review of both academic and professional credentials. In order to be appointed as a Faculty member of Ellis College of NYIT, candidates must provide Ellis College with evidence of the following:

- A master's or doctoral degree in the academic discipline for which the candidate is applying to teach. If the candidate is pursuing a doctoral degree, official ABD status will suffice.
- If the applicant has a master's or doctoral degree in an area other than the academic discipline for

which the candidate is applying to teach, the candidate must have a minimum of 18 credit hours of graduate course work in the academic discipline or 3-5 years of work experience in area related to the field of study. Willingness to meet Ellis College's minimum performance expectations, including willingness to teach using Ellis' problem-centered pedagogical approach. Ability to complete 2-week online training program

In order to verify academic credentials, the candidate must provide official transcripts from all post-secondary educational institutions when requested.

For immediate consideration, please email your resume to adjunct_faculty@ellis.nyit.edu with the subject line "AF-BE".



*Continued from page 1
Presidents Report*

For all its beauty and tropical allure, Hawaii is a stretch for many of us. As you consider whether it is an investment worth making, consider this. There is no better place to get a sense for the current developments in the field. There is no better place to get practical ideas that you can bring directly into the classroom. And, there is no better place to share a mai tai with friends.

If you want to attend but cannot swing the extra funds of getting to Hawaii, the Board wants to work with you. For example, some schools offer funding for faculty only if they are listed on the program. So, please get in touch with me if your resource constraints are presently

prohibitive. And, if you are a business ethics doctoral student with inadequate funding, take advantage of the Society's travel grants. Information on the travel grants will be available soon on the Society's website and will appear in the next issue of this newsletter.

The change in the Society's leadership rotation that John Boatright explains elsewhere means that Ed Hartman and I are together responsible for next year's program. Ed will be in charge of papers, panels, and the keynote, and I am coordinating the 25th anniversary events. Get your submissions in early. And, if you have ideas about the celebratory part of next year's meeting, please let me know. You don't want to miss this meeting.

Upcoming Conference Calendar

October 21-23, 2004

DePaul University, the Eleventh Annual International Business Ethics Conference (sponsored by the Vincentian Universities: Depaul, Niagara, St. John's). For information, contact Patricia Werhane

October 29, 2004

Leeds School of Business, University of Colorado, Boulder Center for Business and Society "The Ethics of Executive Compensation" Further information from Robert Kolb (Robert.kolb@Colorado.edu) or visit the website at <http://leeds.colorado.edu/businessandsociety/>.

December 29, 2004

American Philosophical Association, Eastern Division Boston, MA. Society for Business ethics, Group Meeting at the APA. Author Meets Critics: Richard T. De George, *The Ethics of Information Technology and Business*.

February 17-19, 2005

The Third Biennial Global Conference On Business Ethics, Sponsored by the Markkula Center for Applied Ethics, Santa Clara University and Cisco Systems "The Accountable Corporation" A Conference for Executives and Scholars

February 24-27, 2005

Association for Practical and Professional Ethics is pleased to announce that the Association's Fourteenth Annual Meeting will be held next year in San Antonio, Texas, Thursday, February 24 through Sunday, February 27, 2005 at the St. Anthony Hotel. Information available at: <http://www.indiana.edu/~appe/>

March 11, 2005

Leeds School of Business, University of Colorado, Boulder Center for Business and Society "Corporate Retirement Security: Social and Ethical Issues" Call for papers: 2 page proposals by Dec 3, 2004 and final papers no later than January 21, 2005. Further information from Robert Kolb (Robert.kolb@Colorado.edu) or visit the website at <http://leeds.colorado.edu/businessandsociety/>.

April 15-17, 2005

University of Minnesota, Carlson School of Management "Business and Environmental Sustainability." We invite papers on the conference theme. The purpose of the conference is to stimulate a discussion among the business and academic community on the responsibilities of business and other business stakeholders toward protecting the environment. The conference will include featured papers and papers submitted on this subject. Academics from any discipline, business persons, and members of environmental groups are all welcome and are encouraged to submit papers. Papers should be of such a length to be presented in thirty minutes. Papers must be received by February 1, 2005. There are a limited number of slots for submitted papers. Persons whose papers have been accepted for inclusion will be notified by February 15th. For conference information contact Lois Graham at EthicsConf@csom.umn.edu 612-625-2485. Or visit the web site for at <http://www.carlsonschool.umn.edu/EthicsConf>

April 27-30, 2005

American Philosophical Association, Central Division. Chicago, IL. SBE session on "Just Wages"

August 4-7, 2005

Society for Business Ethics, annual meeting, Honolulu, Hawaii. Call for papers and other information is printed elsewhere in this newsletter.

Business Ethics and the Natural Environment, Lisa Newton, Fairfield University Blackwell Publishing, Dec. 2004. (ISBN: 1405116633) Foundations of Business Ethics Series. This book examines the present status of relations between corporate enterprise and the natural environment in the world today. •Discusses such questions as: What obligations does a corporation have toward the environment? To respect entities unprotected by law? To care about future generations? •Argues that environmentally-friendly business practices yield dividends exceeding expectations, and that the competitive firm of the 21st century will follow "green" standards •Provides a background in ethics, a survey of business ethics, an account of environmental philosophy, an overview of environmental legal issues, and an account of the problems associated with globalization Contents: 1. Ethics: Terms and Forms of Reasoning Case 1: New England Fisheries 2. From Ethics to Business Ethics Case 2: Hooker Chemical and Love Canal 3. From Ethics to Environmental Ethics Case 3: Great Apes as Bushmeat 4. The Law and the Natural Environment Case 4: Pacific Lumber 5. Green Strategies and New Opportunities Case 5: Ben & Jerry's 6. Globalizing: Environmental Problems Abroad Case 6: Shell Oil in Nigeria 7. The Role of Civil Society Organizations Case 7: Monsanto and the GMOs 8. Sustainability: The New Directions for Business Case 8: The Bronx Community Paper Company.

Case Studies in Business Ethics, 5/E, Al Gini, ISBN: 0-13-112746-2

Prentice Hall 2005. This collection of quality cases and essays on business ethics addresses some of the most pertinent ethical issues in today's business environment. It goes well beyond matters of fraud and public relations to consider standards of professionalism, corporate decision-making structure, the interface between ethical theory and economic practice, etc.

Ants, Galileo, and Gandhi: Designing the Future of Business Through Nature, Genius, and Compassion by Sissel A. Waage, 272 pages, Renouf Pub Co Ltd; (September 2003) ISBN: 1874719713. Although sustainability efforts in business are still a work in progress, it is increasingly clear that key elements of a new generation of enterprises will be radically different from those of our contemporary modern industrial economy. The core distinctions between what currently exists and what is being created are communicated in this book through the compelling metaphor of *Ants, Galileo, and Gandhi*. This collection, developed from The Natural Step's conference on Sustainability and Innovation in 2002, provides radical ideas for generating a new perspective on the dynamics of business systems. 'Ants' symbolise the lessons to be learned from nature and the dependence of individual beings on broader, complex systems. 'Galileo' embodies brilliance in perceiving and proving that the current paradigm is flawed. 'Gandhi' exemplifies exceptional compassion in fighting for fundamental change. With contributions from Ray Anderson, Gretchen Daily, Karl-Henrik Robèrt, Alois Flatz, Allen White and

many more, the book illustrates that pioneering companies recognise that new opportunities emerge from recognising the broader systems on which all businesses rely. Efforts to work with ecological and social dynamics of vibrancy and resilience offer a new space for innovation. Companies are stepping into this space and exploring innovative approaches to developing sustainability-focused products, operations and strategies. These sustainability-inspired business efforts are considering new ways to address human needs and desires. The most promising approaches are based on systems thinking and recognition of the linkages between 'upstream' and 'downstream' effects of actions. Understanding the undesired 'downstream' impacts of a firm's practices draws attention 'upstream'. This assessment highlights the most expedient approach: to design these impacts out of enterprises from the very start. The book is divided into five sections to present a set of theories emerging about sustainability and its application to: business strategy and operations; financial-sector practices; accountability and reporting drivers; and organisational change pathways. Together, these sections illustrate the current range of sustainability theories and applications.

The Nature of Moral Reasoning by Stephen Cohen, Oxford University Press, Melbourne, 2004, 160p. ISBN 0195514793. AUD39.95 A concise, readable book, which uses examples drawn from everyday experience to illustrate the key principles of moral reasoning. Clear, easy to follow

diagrams and the deceptively simple examples of moral reasoning illustrate how reasoning occurs. There are no X and Y or logic symbols here, but dialogue between Bill, Helen and others which at once shows the reader that moral reasoning and behaviour are part of our everyday life and displays the rigour of ethical reasoning. Theory is always placed in the context of action, accessible to the reader who seeks a better understanding of how she, he, or others make moral decisions, and to the undergraduate ethics student who has little understanding of the realm of the boardroom or CEO's office. Moral reasoning is seen as a process involving 'top-down' and 'bottom-up' reasoning, which results in a 'reflexive equilibrium'. An interesting and cheerful book. Cohen is co-author, with Grace Cohen, of *Business ethics: Australian problems & cases*. 2nd ed. Sydney: Oxford University Press.

Global Assemblages: Technology, Politics, and Ethics as Anthropological Problems

Edited By: Aihwa Ong, and Stephen J Collier (Blackwell, Aug 2004). Provides an exciting approach to some of the most contentious issues in discussions around globalization—bioscientific research, neoliberalism, governance—from the perspective of the "anthropological" problems they pose; in other words, in terms of their implications for how individual and collective life is subject to technological, political, and ethical reflection and intervention. Offers a ground-breaking approach to central debates about globalization with chapters written by leading scholars from across the social sciences. Examines a range of phenomena that articulate broad structural transformations: technoscience, circuits of exchange,

systems of governance, and regimes of ethics or values. Investigates these phenomena from the perspective of the "anthropological" problems they pose. Covers a broad range of geographical areas: Africa, the Middle East, East and South Asia, North America, South America, and Europe. Grapples with a number of empirical problems of popular and academic interest—from the organ trade, to accountancy, to pharmaceutical research, to neoliberal reform

Building Reputational Capital: Strategies for Integrity and Fair Play that Improve the Bottom Line

By Kevin Jackson (Oxford University Press, 2004 300pp 0-19-516138-6) Based on extensive research and real-world experience, *Building Reputational Capital* reveals basic principles of integrity and fairness with which firms can build an enduring reputation. More than image, a firm's reputation is a form of capital often neglected in the boardroom and overlooked in conventional analyses of financial statements. Speaking directly to the work experience of real people in practical business settings, Jackson couples each principle with straightforward actions that drive management systems, and he provides tested strategies—from downsizing techniques to e-commerce tips—that cultivate the hidden power of a good reputation. He outlines the advantages of a superior reputation, describes the vital role the firm's leader must play, offers ways to build and protect your reputation on the Internet (from defusing Internet rumors to creating an online community), and shows how to rescue your reputation once disaster hits.

Ethical Marketing by Patrick Murphy, Gene R. Laczniak, Norman E. Bowie and Thomas A. Klein (Prentice-

Hall, Fall 2004). This text explores ethical issues facing marketing practitioners and presents ethical theory in marketing context. Coverage includes advertising, product safety and targeting markets as well as marketing research, product counterfeiting, channels of distribution, selling practices and how to implement ethics into marketing organizations. Part of the applied ethics series, *Basic Ethics in Action*, edited by Michael Boylan.

Selling Sin: The Marketing of Socially Unacceptable Products by D. Kirk Davidson

Explores the unique challenges of marketing, selling, and advertising products and services to which there is significant resistance for social or political reasons: tobacco, alcohol, gambling, firearms, and pornography. (Praeger Publishers, 2nd ed. 2003) ISBN: 1-56720-612-3. 264 pages. \$74.95

Why We Shop: Emotional Rewards and Retail Strategies by Jim Pooler

(Praeger Publishers, 11/30/2003) ISBN: 0-275-98172-X. 216 pages. \$39.95) Shopping is one of the most challenging and rewarding human activities. Pooler offers a captivating exploration of the emotional and psychological dimensions of shopping. What drives shoppers in various situations? Why do we shop the way we do? Why do people go to malls, boutiques, and Web sites with their credit cards in hand, despite not knowing what it is they're looking for? This book answers such questions, taking an incisive look at how shopping and shoppers have changed in recent years. For example, why do people shop for bargain groceries yet purchase the latest luxury-model SUV? Why do people feel justified in splurging for Christmas,

Board of Directors Nomination Form

Each year the Society for Business Ethics elects a new member to the Board of Directors. The Board is a governing body of our society and is responsible for all major decisions affecting the society. Members of the Board of Directors serve a five year term, serving as program chair for the annual meeting in the third year, and president of the society during the fourth year.

You are invited to nominate a member of the society to stand of election to the Board of Directors. Self-nominations are welcomed.

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

Nominee: _____

Address/Institution: _____

Your signature: _____

Return this form by December 1, 2004 to:

John Boatright
School of Business Administration
Loyola University Chicago
820 N. Michigan Avenue
Chicago, IL 60611

birthdays, or anniversaries, but suffer guilt from over-spending at other times of the year? Is clothes-shopping all about price and practicality, or is it more about emotional reward and psychological needs? Is the excitement in the quest or the acquisition? Why is there such a thing as a morning-after "urge to return" among certain shoppers, while others refuse to return an item even if it's flawed or doesn't fit? Pooler probes to the heart of today's complex shopper, providing valuable insights for retailers, advertisers, marketers, and consumers.

Two new editions of popular textbooks from Houghton-Mifflin:

Business Ethics: Ethical Decision Making and Cases, 6/e, 2005 by O. C. Ferrell,

John Fraedrich, and Linda Ferrell. Due to a series of highly publicized scandals involving prominent organizations and figures (including Enron, WorldCom, and Martha Stewart), more business instructors are intent on teaching their students sound ethical principals. *Business Ethics* fulfills the need for a practical, applied text at the core of the ethics course or used as a supplement in other undergraduate and graduate courses. This accessible, up-to-date text covers the complex environment in which managers confront ethical decision making. Through this managerial framework, the authors cover the overall concepts, processes, and best practices associated with successful business ethics programs—helping students to see how ethics can be integrated into key strategic business decisions.

Business and Society: A Strategic Approach to Social Responsibility, 2/e, 2005 by Debbie Thorne McAlister, O. C. Ferrell, and Linda Ferrell. *Business and Society* combines 12 chapters with 12 cases to offer a

strategic approach to social responsibility. Streamlined coverage of key topics allows undergraduate students and MBA majors to focus on only what they need to prepare for in the real business world. Concise chapter content allows instructors to introduce outside resources into their course, such as readings, cases, and projects that enhance students' understanding of the material. Students will gain the background knowledge, skills, and insight necessary to analyze how organizations achieve both social and financial performance benefits through social responsibility.

The Affirmative Action Debate, Steven Cahn, editor (Routledge 2002, 2 ed.). This newly updated edition traces the mainlines of argument over the moral and social justifications of affirmative action. Comprising nearly three decades of writing on the subject, this book presents the strongest contributions from both sides of the debate.

A Business Tale: Story of Ethics, Choices, Success—and a Very Large Rabbit, A

By Marianne M. Jennings (American Management Association: 2003, Paperback • 272 pages 08144-7197-8 \$34.95) Corporate...with a conscience. Wouldn't it be nice if all executives had a magical rabbit-like the one in the movie *Harvey*—following them around reminding them to be ethical? In this charming fable, Aristotle (Ari, for short) is a pooka—a mythical, invisible creature with a penchant for advising against dishonesty. Our hero, Edgar P. Benchley, has been able to see and hear Ari since childhood, and as he journeys through his professional life, constantly faced with challenging questions of good conduct, Ari helps

remind him that nice guys can succeed...even in the world of business. Much needed in these times when confidence in corporations has eroded, *A Business Tale* offers readers the inspiration to make ethical choices even when it isn't easy or immediately rewarding. Following the story, the book also contains real-life examples and a 10-step action plan for ethical behavior in the workplace. *A Business Tale* is an easy-to-read, unforgettable "spoonful of sugar" to help companies and individuals digest the sometimes tart lessons of practical morality in the workplace.

The Business Ethics Activity Book: 50 Exercises for Promoting Integrity at Work

By Marlene Caroselli (American Management Association: 2003, Paperback • 272 pages

08144-7200-1 \$34.95) Ethics cannot be taught. But can an organization take steps to improve its moral climate? In an age of ethical decay at organizations of every type, a call is being sounded for accountability. Accordingly, companies must educate their employees and executives regarding acceptable practice. The *Business Ethics Activity Book* presents an array of provocative activities that will help encourage a more ethical approach. Each section features an interview with a leading ethicist, and every activity provides step-by-step instructions. Also, discussion prompts and suggestions for variations enable the trainer or leader to expand each exercise's application. These exercises will push organizations to challenge the climate of questionable or unexamined ethics and recommit themselves to responsible business methods.

Ethics and Values in Industrial-Organizational Psychology: Joel Lefkowitz (Erlbaum, 2003) ISBN: 0-8058-3353-6 Ethics and Values in

Industrial-Organizational Psychology is one of the first books to integrate work from the fields of moral philosophy, moral psychology, IO Psychology and political and social economy, as well as business. It sets out to provide a “framework for moral action” and presents practical models for ethical decision making. It can serve as a textbook for ethics courses, at the graduate and doctoral level, in organizational psychology, organizational behavior, marketing, and human resource management. It will be a resource to anyone interested in ethics and standards in psychology and business.

Misbehavior in Organizations Yoav Vardi and Ely Weitz (Erlbaum, 2004) ISBN: 0-8058-4352-7 For many years, scholars aligned with mainstream research paradigms that make up organizational behavior (OB) have been leaning toward the more positive depiction of organizational reality. To better understand people’s behavior in the workplace, they must also explore misbehavior. Organizational Misbehavior (OMB) is a term that was coined by Yoav Vardi about 10 years ago when he found out there were no models for how to predict “misconduct” at work. Thus, the purpose of this book is to delineate a new agenda for organizational behavior theory and research. The book is intended for students, scholars, and practitioners who manage OB.

Moral Capitalism: Reconciling Private Interest with the Public Good by Steve Young (Berrett-Koehler Publishers, October 2003) ISBN: 1576752577 226 pages. Young is the Global Executive Director of the Caux Roundtable. *Moral Capitalism* is based on the Caux Round Table (CRT) Principles for Business, a code

of ethics that sets consistent and attainable worldwide guidelines for how business can behave responsibly and ethically. The book shows readers how to manage market capitalism and globalization for economic and social justice and fairness, in the process improving individual lives and communities. Young argues that “brute capitalism”—profit-seeking regardless of effects—must give way to moral capitalism to attain widespread monetary and moral well-being. Emphasizing a cross-cultural perspective that draws on Chinese and Japanese philosophies of selflessness, Young links moral aspirations to practical, day-to-day guidelines for a profitable approach to business that is also ethical, resulting in the public good.

The following two books can be found at <http://mitpress.mit.edu>

Democracy’s Dilemma: Environment, Social Equity, and the Global Economy by Robert C. Paehlke. The realities of global economic integration are far more complex than many of its supporters or detractors acknowledge. One consequence of simplistic thinking about globalization, claims Robert Paehlke, is that we tend to focus on economic prosperity to the neglect of such other important considerations as environmental and social well-being. A first step toward righting this imbalance is the recognition that economic gains do not guarantee better lives or better communities and societies.

Paehlke seeks a middle ground between those who reject globalization and those who claim that it will create the best of all possible worlds. Because there is no returning to a world that is less economically, culturally, and politically integrated, he argues, we should make

every effort to advance global cooperation and equity. He suggests specific interventions that could be built into international trade agreements, including global minimum wages and provisos that natural commodities from developing economies such as energy and forest cuttings not be allowed to decline in price relative to the manufactured goods of more advanced economies. He also suggests ways to improve domestic democratic effectiveness. — July 2003, 304 pages, \$27.95, 0-262-16215-6

Confronting Consumption edited by Thomas Princen, Michael Maniates, and Ken Conca. *Confronting Consumption* places consumption at the center of debate by conceptualizing “the consumption problem” and documenting diverse efforts to confront it. In Part 1, the book frames consumption as a problem of political and ecological economy, emphasizing core concepts of individualization and commoditization. Part 2 develops the idea of distancing and examines transnational chains of consumption in the context of economic globalization. Part 3 describes citizen action through local currencies, home power, voluntary simplicity, “ad-busting,” and product certification. Together, the chapters propose “cautious consuming” and “better producing” as an activist and policy response to environmental problems. The book concludes that confronting consumption must become a driving focus of contemporary environmental scholarship and activism. —2002, 415 pages, \$26.95, 0-262-66128-4



rate, with 576 individual members and 414 institutional members (which are libraries that subscribe to *Business Ethics Quarterly*). The Society's assets are in excess of \$92,000. An account balance report and an income and expense report will be provided in the next newsletter.

At the annual meeting, the Board of Directors agreed to make significant changes in board members' responsibilities. In brief, the proposal that was accepted at the meeting calls for a board member to be president in his or her fourth year of service instead the third year, and for the board member in the third year of service to serve as program chair instead of bearing this responsibility in the second year. Finally, the board member in his or her second year will assist the program chair and also take responsibility for some of the local arrangements that are currently handled by the executive director. These changes will enable the members of the board to gain more experience before assume each responsibility and provide more service during a five-year term. Amendments to the bylaws incorporating these changes will be on the agenda of next year's members' meeting in Honolulu.

At the end of 2004, I will have completed a five-year term as executive director, and I have decided not to serve another term. Fortunately, Joe DesJardins has offered his services and has been selected by the board to be the new executive director beginning in January 2005. I greatly appreciate the opportunity to serve the Society for the past five years. I have especially enjoyed the opportunity to work closely with all of the board members of this period of time and to get to know so many of members of the Society in this capacity.

The Society has had three executive directors, and each one has met

the challenges of the time. Pat Werhane helped found the Society and guide it through a critical formative period. Ron Duska did yeoman's service during a time when the executive director personally handled all of the business activity of the Society. Our relationship with the Philosophy Documentation Center, under the leadership of George Leaman, has removed some onerous tasks from the executive director, especially collecting dues and maintaining the membership list.

As the Society grew, there was a need to put the Society on a firmer legal and financial footing. I consider my greatest contribution be the legal work involved in incorporating the Society and the development of the strong reserves that we now enjoy. However, the success of the Society depends ultimately on the dedication and support of all its members, and so it is to our membership that credit must be given for our twenty-five years of success. I am pleased, though, to have been a part of this success story.



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, 2004.

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Announcing a new Business Ethics Journal in China!

The Journal of the China Society for Ethics: *Ethics Studies*

Devoted to Moral Building for A Harmoniously Chinese Ethic

By Lu Xiaohu

If business ethics is applied ethics, then which ethics is being applied (or should be applied) in China? Confucian ethics, socialist ethics or a Western ethics? It is widely held in Western countries that there is "ethical vacuum" or "ethical chaos" in China now. Is this view correct? What is actually happening with respect to ethics in China? *Ethics Studies*, the journal of the China Association for Ethics (created by the Association and Institute for Ethics at Hunan Normal University in 2002) is a window opening on important developments in ethics in China. As the first professional journal of ethics in China, this journal meets the urgent requirement to build a new ethics adapted to "socialist market economy" emerging as China enters the WTO.

The journal is attracting contributions of experts and students of ethics all over the country and has become an influential forum for ethics studies in China. All manuscripts undergo blind reviews by an editorial review board consisting of professors of ethics from different universities and institutes. The journal aims at developing a new ethical approach that, in the words of Confucius, "harmonizes without equating diverse things." This approach involves adopting and adapting the philosophy of "Bringism" (invented by Lu Xun, one of the greatest Chinese thinker). The ethics accepts but analyzes, takes but selects, and inherits but improves all ethical resources, whether Confucian, socialist, or Western ethics. The journal is devoted to creating an open, innovative and dialogical space for truthful research.

The journal is showing that there is neither an "ethical vacuum" nor "moral chaos" in China. Instead, what is emerging is an ethics that is a worthy successor to the tradition of both Confucian and socialist ethics. The emerging ethic is practice-oriented, stressing the need to rule the country with ethics, not just with a rule of law. The ethical tradition in China mandates ethical governance, education and conduct in every area of social life. The new ethic centers on a single core norm—"to serve the people." It has one basic principle—"collectivism," which is elaborated through the five rudimentary requirements of loving country, people, labor, science and socialism. The ethic employs three sets of moral norms applicable to families, the professions, and public life.

While a Confucian ethic offers many norms for ethical governance of the country and appropriate behavior in private and public life, it provides no sound, updated philosophical basis for ethics. Hence, the Chinese ethicists publishing in this journal are laying a theoretical foundation for normative ethics. Although contributors pay attention to Western moral theories, they evaluate these theories in light of Chinese as well as Western experience. To return to the Confucian phrase quoted earlier: the journal seeks to develop an applied ethic that harmonizes without reductively equating diverse resources and experiences. It seeks to honor and balance diverse ethical perspectives without identifying itself with any one of these approaches.

Directors of editorial review board are Prof. Luo Guojie, President of the Association. And Prof. Liu Xiangrong, President of Hunan Normal University. The Editor-in-Chief of *Ethics Studies* is Tang Kailin, Vice President of the Association and Director of the Institute for Ethics at Hunan Normal University. Recent articles and columns in the journal have touched upon topics as diverse as the Chinese ethos, Comrade Lei-Feng's spirit, ethical governance of the country, integrity, and citizen ethics. Past editions of the journal include papers entitled "Ethical Theory Studies," "Studies on History of Chinese Ethics," "Studies of the History of Foreign Ethics," and "Comparative Ethics." Applied ethics studies topics include business ethics, environmental ethics, administrative ethics, ethics of the family, legal ethics, education ethics, and political ethics. The journal includes some special sections, such as "Explorations and Debates," "A Forum for Foreigners," "A Student Forum," "Trends in Ethics," "Biographies of Famous Ethicists," and book reviews. Interested readers can consult the English abstracts available in the journal.

The Eastern Academy of Management

2005 Meeting: May 11-14, 2005, Sheraton Hotels, Springfield, MA

Theme: *Managing Ethically in Times of Change*

CALL FOR PAPERS

Submission Deadline: December 8, 2004

Program Chair: Shanthi Gopalakrishnan (gopalakr@adm.njit.edu)

Website: www.eaom.org/AnnualMeetings/Springfield2005

IMPORTANT DATES TO REMEMBER

December 8, 2004 - Deadline for submission

April 12, 2005 - Last day for early registration

February 15, 2005 - Accepted authors notified by email

May 11-14, 2005 - The conference is in session

Society for Business Ethics

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