



# **THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER**

Winter, 2005

Volume XV, Number 3

## **From SBE President**

Colleagues,

As an American vacationer clung to a second story railing during the recent Tsunami, a European mother and her 12 year-old son floated by. "I knew that if I tried to help them both, I was finished," he told a reporter. So he grabbed the boy and held on with all his might as the torrents buffeted them both against the building. Later, the vacationer took the boy, badly injured but alive, to a hospital. The mother was no where to be found.

As ethicists, narratives like these have special meaning. We interpret them from different angles and through different theoretical prisms. But interpret them we do. Eventually, we are bound to ask, "why not the mother too," or to wonder if the vacationer would have clung so tightly if the boy had been a native.

While such speculation is natural to us, it is rather unfair to the vacationer who was thrust by chance into a position where his practical wisdom was both visible and terribly consequential. Unfair or not, this is what we do. And if you're like me, it's fun.

Our penchant for turning real situations into thought-experiments has a downside. We often overlook the fundamental goodness of the agent in question. My sense is that the vacationer is a virtuous man.

Speaking of virtue, John Boatright turned over the reins to Joe DesJardins on the first of January. His five-year-term as Executive Director advanced the Society from an association held together by friendship and vulnerable to legal and tax

problems to a professional organization immune from these and other concerns. Under John, we entered the electronic age complete with website, online versions of BEQ, and listserve. Thanks to John's financial cleverness, the Society is in much better shape than it was five years ago, and this will permit the membership to enjoy a great deal more strategic flexibility than it ever had before.

Like the vacationer, many of the problems that emerged during John's tenure required the exercise of practical wisdom. And while these issues were much less threatening than a tidal wave, John handled them with great aplomb. Always vigilant and prepared, his steady hand and firm grip kept the Society under control and out of harm's way.

Dennis Moberg

## **Executive Director's Report**

Greetings and Happy New Year!

As many of you know, as of January 1<sup>st</sup> I have assumed the SBE Executive Director position from John Boatright. Over the past few weeks I have been reviewing the many files and records that John has sent along. The sheer number of these files was quite daunting at first, but it did not take long to recognize two important facts. First, the Society is in very good shape, organizationally and financially. Second, we owe John a great deal for all the work that he has put into the SBE over these last five years. I would like to echo Dennis' comments in the president's report: Thank you, John, for all the good work you have done on behalf of the Society.

Over the past seven years as editor of our newsletter, I have come to understand the seasons of the SBE calendar: spring requires work on the program for the annual meeting, summer finds us organizing the meeting, during

the fall and winter we conduct elections to our board. By the time you receive this newsletter, you should have received your ballot for this year's election. We are truly fortunate that two outstanding people, Robert Solomon and Gary Weaver have agreed to stand for election.

I would also like to take this opportunity to encourage you to attend our annual meeting. The 2005 meeting in Honolulu will be a special one. We will continue our tradition of competitive papers, panels, and a keynote. The call for papers appears elsewhere in this newsletter. We also have several special events planned. We are going to invest the time normally devoted to the Presidential address and the pre-conference in a celebration of

*Continued on 14*

**Celebrate the 25<sup>th</sup>  
Anniversary of the  
Society for Business Ethics!**

**2005 Annual Meeting!**

Honolulu, Hawaii  
August 4-7, 2005  
Renaissance Ilikai Waikiki  
1777 Ala Moana Boulevard  
Honolulu, Hawaii 96815-1606

<http://www.ilikaihotel.com/>  
Deadline for Paper Submissions:

March 1, 2005  
(See Call for Papers on  
page 3 of this newsletter)

# ***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](http://www.societyforbusinessethics.org)

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Associate Editor: Al Gini  
[agini@wpo.it.luc.edu](mailto:agini@wpo.it.luc.edu)

# Call for Papers

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

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](mailto: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 (including statistical analysis)

**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  
<http://www.ilikaihotel.com/>

## Society for Business Ethics Minutes of Annual Meeting of August 7, 2004

President Donna Wood called the meeting to order at 4:00.

The minutes of the 2003 annual meeting were approved.

Executive Director John Boatright's membership report included the news that there are now 576 individual members of SBE (up from 561 last year) and 990 total members.

The financial report indicated total assets in excess of \$92,600 and a \$4,420 surplus last year. This surplus is less than those of the previous two years in part because the costs of the annual meeting exceed registration income. Our 2005 budget anticipates a small surplus.

Richard deGeorge raised a question about the surplus, which he thought to be high. John named some worst-case scenarios that require insurance. We have two meeting-related contracts pending, and under some possible circumstances would find ourselves with large bills to pay. *Business Ethics Quarterly*, a valuable asset, must be kept viable even in straitened financial circumstances. John opined that \$60,000 in reserves was minimal and that the current level was not excessive. John discussed how the surplus was being invested and stated that the financials would be published in more detail in the newsletter.

Attendance at the conference has been steady over recent years in the area of 170. There are 575 individual members. Barbara Andolsen raised the possibility of low registration at one of our conferences – e.g., Honolulu.

John introduced the budget. We anticipate income of \$49,600 and expenditures of \$48,400, with a resultant addition to reserves of \$1,200. Additional contributions will come in the form of an increase in institutional membership of \$5, starting last year.

At this point there was introduced an amendment to the bylaws (4,3): One or more Associate or Assistant Editors of *Business Ethics Quarterly* may be appointed by the Board; the Associate Editors then have the right to participate in Board meetings but not to vote. This amendment was approved by the Board last year. Robert Audi introduced a friendly amendment for purposes of clarification but then withdrew it after further explanation. The motion passed on a unanimous voice vote.

There now took place a gift exchange with greetings and remarks from Mr. Sato, the senior member of the Japanese Society for Business Ethics. It was translated by Prof. Akira Saito, of Chuo University.

Editor George Brenkert gave the report on the *Business Ethics Quarterly*. Subscriptions are up to 990 (from 964 last year). There is a 27% acceptance rate, which is about the same as in recent years. 49 articles have been published in the past two years, three responses (George would like to see more), three review articles, and two presidential addresses. There were 76 authors from business schools, 21 from arts and sciences programs, one from law, and four were practitioners. George mentioned recent special topics issues and named those planned. Pricing remains a bargain relative to our competition. The same is true of SBE membership as a whole. *BEQ* is now well indexed, though it turns out that we are in the ethics category rather than business in SSCI. PDC is working to change this so that *BEQ* appears in both categories. We have been told that this should not be a problem. We are on line internationally by way of EBSCO. The table of contents is available at <http://www.nlx.com/posp>. The EBSCO arrangement provides revenue to compensate for the possible loss of subscriptions owing to our being on line. Blackwell's has some interest in working with us, but there is no problem now about our relationship with PDC. Subscription and renewal can themselves also be done on line.

There is room for growth. George wants good people to publish in *BEQ* and raise its profile.

There is a new review form. In this and other ways George intends to maintain high standards for reviewers. The hope is to have reviews that are helpful rather than snide. Now the reviewers see each others' reviews after the first round. *BEQ* will soon go on line for submission and review. Al Gini suggested sending reviews by snail mail to retain shielding identity.



There are four area editors and two book review editors. There are six new members of the Editorial Review Board. Some old ones have been cycled off. George stated that we need two associate "action" editors, one each in the social sciences (Gary Weaver, in fact) and the humanities to assist in the evaluation process. George intends to introduce short "Book Notes," helpful reviews of recent books.

Last year's plan called for us to increase annual the number of articles from 21 to 32, to be fully online by year's end, to increase the number and range of authors, and to do some recycling on the Board. We have been successful.

*BEQ* was one of the prestigious journals to win a Golden Page Award from *Emerald Management Review* in the category of originality in general management.

Future plans: (1) Streamline the Internet submission process; (2) inaugurate the new editorial review process using assoc editors in the social sciences (Gary Weaver) and the humanities (none yet appointed); (3) introduce the Book Note feature of short reviews; (4) find a new Editor in Chief for *BEQ* after the expiration of George's five-year term.

There was an expression of concern from Richard deGeorge, Barbara Andolsen, and others concerning the immediate plans to bring in two new associate editors, who would sit with the Board. Some stated that if they had known this they might not have voted for the by-laws change that permitted this. In response George and others stated that there was no intent to deceive and that the immediate plans were compatible with the by-laws amendment and necessitated it.

George requested that we all be sure that our library has *BEQ*. He reiterated that its indexing and online availability are excellent and its pricing reasonable. He again asked that members submit their best papers and argued that area editors would improve the process. He asked for ideas on how to improve further.

Next year's annual meeting will be in Honolulu, and Ed Hartman will be program chair. In subsequent years we meet in Atlanta and then Philadelphia.

There was no old business.

Under new business Donna introduced the idea of scholarships for doctoral students. The Board will develop a process and implement it next year for doctoral students presenting papers at Honolulu. The plan will appear in newsletter.

Donna introduced Carol Orsborn and asked that everyone be sure to meet her. Carol explained how she can help us meet journalists and in other ways generate publicity for SBE.

Joe DesJardins announced that the website is now searchable by area of expertise and asked that we all update that information.

Donna, on behalf of Lori Verstegen Ryan, encouraged members to pick up a call for papers for the 2005 IABS meeting. Other announcements for upcoming conferences came from Yale Divinity School and from Dennis Moberg and Kirk Hanson concerning the Markkula Center International Conference, to be held February 20-22 of next year.

George thanked George Leaman, John Boatright, Pat Werhane, and Al Gini.

Donna announced that Joe DesJardins has agreed to be Executive Director. John Boatright is leaving at the end of this year. He has worked well on the transition to Joe and in other ways. A tribute to him was read and a gift was presented.

Dennis Moberg was recognized for his good work as program chair this year.

The meeting adjourned at 5:25.

Respectfully submitted,  
Edwin M. Hartman

# ANNOUNCEMENTS

## Society for Business Ethics Group session at the American Philosophical Association meetings

Thursday, March 24, 2005, from 7-10pm  
Westin, St. Francis, San Francisco

Political Theory and Organizations: A Retrospective Examination of Christopher McMahon's *Authority and Democracy: A General Theory of Government and Management*

Chair  
Jeffery Smith, University of Redlands

Speaker 1  
Nien-he Hsieh, University of Pennsylvania

Speaker 2  
Jeff Moriarty, California State University-Long Beach

Speaker 3  
Hans van Oosterhout, Erasmus University-Rotterdam

Respondent  
Christopher McMahon, University of California-Santa Barbara

## 2005 Doctoral Dissertation Award Competition Social Issues in Management (SIM) Division Academy of Management

The members of the Social Issues in Management (SIM) Division recognize recent doctoral studies work by conducting the annual Social Issues in Management Doctoral Dissertation Award competition. A plaque, along with monetary recognition, will be presented at the business meeting of the SIM Division at the Academy meetings in Honolulu in August, 2005. To be eligible for this award, a doctoral dissertation must focus on some aspect of the relationship between business and society (broadly construed). The particular discipline in which the dissertation is written is not a consideration. Criteria for selection include, but are not limited to:

- \*Relevance
- \*Originality
- \*Clarity and lucidness of writing
- \*Methodological appropriateness
- \*Contribution to research/practice
- \*Theoretical relationships
- \*Written in the English language

Entries for 2005 must be successfully defended between May 1, 2003 and April 30, 2005 (a 24-month period).

**Applications for this award must be received by April 30, 2005.** A completed application includes: (1) an abstract of not more than 10 (ten) double-spaced pages, 1" margins throughout, in a Word file; (2) a copy of the signature page, with university name, signatures, and date of defense; and (3) a title page with the author's **current** mailing address, telephone and fax numbers, and email address.

The abstract should not identify either the university or the author. The title page should be contained in a separate page or Word file. Applicants should keep in mind that the awards committee members are likely not as familiar with the dissertation research as were the dissertation committee members. Hence, the abstract might be different from a shortened version of the first chapter of the dissertation; some rewriting may be required for this different audience.

Finalists will be asked to send full copies of their complete dissertation sometime in May, 2005, for final evaluation.

Please send applications to the 2005 SIM Doctoral Dissertation Award committee chair:

**Daniel R. Gilbert, Jr.**  
Gettysburg College  
300 North Washington Street, Campus  
Box 395 Gettysburg, PA 17325-1486 USA  
Email: [dgilbert@gettysburg.edu](mailto:dgilbert@gettysburg.edu)

For more information or questions, please contact Dan Gilbert at the email address above or at (717) 337-6649.

## Ethics in Film

Announcing a new online journal for teaching ethics with film.

### Mission

*Ethics in Film* is an electronic journal dedicated to bringing the power of film (conceived to embrace all of motion pictures, including movies, documentaries, and television) to the teaching of all areas of ethical inquiry. Accordingly, the journal works to present these teaching methods in a consistent and easy-to-use format with minimal delay, while maintaining the highest quality provided by a system of double-blind peer review.

### Editorial Policy

Recognizing that ethical issues span all areas of human activity, *Ethics in Film* welcomes submissions of film treatments of all dimensions of ethics without special

preference for any particular approach or sub-discipline of ethical inquiry. Thus the journal's scope embraces: meta-ethics, ethical theory, normative ethics, professional ethics, practical ethics, and environmental ethics.

All submissions are subjected to a double-blind review by two reviewers. Reviewers are generally university professors actively engaged in the teaching of ethics. As *Ethics in Film* focuses on bringing teaching tools to teachers of ethics, all articles appear in a standard format. Please see the **Submission Guidelines** below. Additional information, including a sample article, will be available soon at:

<http://leeds.colorado.edu/businessandsociety/>

### About the Publisher

*Ethics in Film* is published by the Center for Business and Society at the Leeds School of Business in the University of Colorado at Boulder. Although the Center has a special mission in the area of business ethics, *Ethics in Film* recognizes that the ethical problems of business are generally common ethical problems that happen to arise in a business setting. Accordingly, the journal gives no preference to articles that address business ethics. Articles on all aspects of ethics are equally welcome.

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Associate Editors (Note: The team of associated editors is in active formation. Several scholars at diverse universities have been approached and have shown interest. No formal invitations have been extended yet. The team of associate editors will be completed by March 1, 2005.)

Reviewers (To be invited on a continuing basis. Expressions of interest welcome.)

### Submission Guidelines

*Ethics in Film* seeks articles that use film (including movies, documentaries, and television) excerpts to teach ethics. Ideally, the film excerpt should be brief enough for

classroom presentation, although the journal also happily considers articles on entire films. Film clips may be drawn from feature films, television, or any other source. However, each film clip must be widely available by purchase or rental so that professors can actually acquire the film clip for classroom use.

All submissions must be made in the "Ethics in Film Standard Template," a Microsoft Word document. This requirement aims to speed review, reduce editorial cost, and make the classroom use of articles from *Ethics in Film* as easy as possible.

Articles will be published on the *Ethics in Film* web site in Adobe's Acrobat pdf format.

#### Subscribe to *Ethics in Film*

Subscription is free to all—*Ethics in Film* is provided as a public service by the Center for Business and Society, the Leeds School of Business, and the University of Colorado. To subscribe, please visit:

<http://leeds.colorado.edu/businessandsociety/>

All articles will appear on our website. Subscribers receive periodic email notice of new articles that are published in *Ethics in Film*. Subscribers also receive other infrequent email communications regarding any special request for articles. The subscriber list is never sold or distributed to others beyond the Center for Business and Society.

#### Campaign AACSB-Update

From Diane L. Swanson and Bill William C. Frederick:

We have received many requests for an update on *Campaign AACSB*. As many of you know, we were prompted to start this campaign in the fall of 2002 as news of corporate scandals erupted in the media. At that time, AACSB, the agency that accredits business degree programs, was drafting new standards. During this window of opportunity, Professor Duane Windsor of Rice University wrote an Open letter to AACSB in which he gave compelling reasons why that agency should require a standalone ethics course as a condition of accreditation. (Such course is often labeled "business and society," "corporate citizenship," "social issues in management," or equivalent nomenclatures.)

Subsequently, more than 200 professors and practitioners endorsed Professor Windsor's letter, as did two professional associations (The Washington, DC-based Ethics Resource Center officers and Social Issues in Management Division of the Academy of Management). Since most

endorsers copied AACSB officials, that agency received a flood of petitions in support of a standalone ethics course. Even so, AACSB officials summarily dismissed the call that at least one ethics course be required as a condition of accreditation, although they eventually adopted Professor Windsor's suggestion to highlight ethics resources on AACSB's website.

Indeed, the resistance has been telling. We will not repeat the well-worn (and newly inventive) arguments in defense of sidestepping ethics coursework. We will note that these arguments seem more desperate and out of date against the backdrop of unprecedented corporate scandals, increased public distrust of business, and a virtual sea change in corporate governance.

We have carefully archived *Campaign AACSB*. If you would like to read a detailed history of this effort, including specific responses from AACSB officials, see "The Buck Stops Here: Why Universities Must Reclaim Business Ethics Education" in *The Journal of Academic Ethics* (Vol. 2, Issue 1: 43-61) by Diane Swanson. (To request a copy of this article, write to Diane Swanson, [swanson@ksu.edu](mailto:swanson@ksu.edu)).

What we want to underscore in this update is that we are now in the *Response Phase* of *Campaign AACSB*. That is, we have been responding to various invitations to speak about the campaign in public forums, including media interviews. This past summer, for example, Diane Swanson and Duane Windsor spoke on the role of business ethics education at the AACSB International Teaching Ethics Conference in Boulder, advocating that a required stand alone course in ethics is needed as a foundation for integrating ethics across other coursework. According to a survey given after these presentations, the majority of conference attendees agreed.

The *Task Force on Business Ethics Education*, born out of *Campaign AACSB*, is responding to the need to document ethics coverage in business school curricula. Members of this Task Force, Professors Tammy MacLean and Barrie Litzky in affiliation with the *Business Ethics Education Initiative* at Kansas State University are surveying the top 50 business schools (as ranked by *Business Week*) for such coverage.

Drs. MacLean and Litzky are disseminating their research through various publications and presentations and as members of the Social Issues in Management Curriculum Development Committee. *USA Today Magazine* reported the results from their initial (and smaller) sampling of business schools in March 2004 ([\[state.edu/departments/ethics/docs/usatodayarticle.pdf\]\(http://state.edu/departments/ethics/docs/usatodayarticle.pdf\)\).](http://www.cba.k-</a></p></div><div data-bbox=)

For a complete summary of this preliminary report, go to the Business Ethics Education Initiative website at Kansas State University (<http://www.cba.k-state.edu/departments/ethics/docs/TaskForceSummaryJune03.pdf>).

In the wake of *Campaign AACSB*, we have also responded to several requests from university representatives to evaluate standards for delivering ethics education. Additionally, many scholars and practitioners have requested permission to cite campaign material in written work and public speeches. We will continue to disseminate material from *Campaign AACSB* archive to interested parties, including press agents.

We provided Bloomberg Press with such information for a March 2004 article on business ethics education by Liz Willen (<http://www.cba.k-state.edu/departments/ethics/docs/bloombergpress.htm>). According to this article, only one-third of accredited schools require an ethics course as a condition of accreditation, a statistic which AACSB confirmed.

For those of you who are new to this discussion, you can find Professor Windsor's letter on the following websites: Social Issues in Management (<http://www.pitt.edu/~rorst6/sim/Endorse.doc>) and International Association for Business and Society (<http://www.iabs.net>).

For other Campaign materials, go to the Business Ethics Education Initiative website at Kansas State University (<http://www.cba.k-state.edu/departments/ethics/index.htm>).

If you want to add your name to the list of Campaign endorsers, contact Diane Swanson ([swanson@ksu.edu](mailto:swanson@ksu.edu)).

Although our updates may not be frequent, please know that *Campaign AACSB* continues in *Response Phase*. The interest in business ethics education is not likely to wane anytime soon, and we will continue to respond to various opportunities to communicate campaign goals to all interested parties.





# Conferences and Calls for Papers

## 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 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 15<sup>th</sup>.

Invited speakers include Ed Freeman (University of Virginia), Joseph Desjardins (College of St. Benedict), Lisa Newton (Fairfield University), Alfred Marcus (University of Minnesota), and Tim Hargrave (University of Minnesota). 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](mailto:EthicsConf@csom.umn.edu) 612-625-2485. Visit these web sites for conference information <http://www.carlsonschool.umn.edu/EthicsConf>.

**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, 2005.

The centerpiece of this event is an intercollegiate student team presentation competition on Friday, April 15 (preliminary round) and Saturday, April 16 (final round). Teams of 3 to 5 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 16). Due to logistical considerations, the 2005 competition will be limited to about 15 teams. A small number of travel fellowships are available to help defray expenses. If requesting travel assistance, please do so by February 15.

For more information, see [www.ethicsandbusiness.org](http://www.ethicsandbusiness.org) or contact: Thomas I. White, Ph.D.  
Hilton Professor of Business Ethics  
Director, Center for Ethics and Business  
College of Business Administration  
Loyola Marymount University  
1 LMU Drive  
Los Angeles, CA 90045  
310-338-4523; 310-258-8665 (fax)  
[twhite@ethicsandbusiness.org](mailto:twhite@ethicsandbusiness.org)

**The 2005 IABS** meeting in Sonoma Valley, California, is coming up **March 31-April 3**. The conference will begin with a reception at 6:00 pm on Thursday and will conclude at 12:00 noon on Sunday. The program promises to provide significant grist for the intellectual mill, and the setting will be a lovely new hotel featuring award-winning cuisine, amid California's sumptuous wine country. Sessions will be held all day Friday, and on Saturday and Sunday mornings. The **program** will include 76 papers, 13 discussion sessions, 8 workshops, and one symposium. Friday afternoon's **plenary panel**, on the conference theme of "The New World of 21st Century Labor," will include Hewlett Packard Director of Corporate Social Responsibility Ken Larson, IFPTE Union President Greg Juneman, Tom Donaldson of the Wharton School, and Ian Maitland of the University of Minnesota.

In addition, we will hold three **showcase workshops**, all of which received raves from reviewers. These extended workshops will run from 8:30 am to 12:00 noon on **Sunday**. The first, on "global business citizenship," will be led by Jeanne Logsdon (and co-

organizers), the second, on "ethics learning," will be led by Jim Weber (and co-organizers), and the third, on "corporate governance," will be led by Melissa Baucus (and co-organizers). I urge you to contact one of these organizers right away if you are interested in participating, as these workshops may fill up quickly.

Thursday's **pre-conference** activities are also shaping up. Mark Cordano has graciously offered to arrange for a panel of wine-industry representatives to discuss their environmental accomplishments and challenges, accompanied by tours of several wineries. A Thursday afternoon bike tour is also being considered. More pre-conference details are forthcoming.

On **Saturday** afternoon, we will have two recreational alternatives available. One will be a coach tour of California wine country, including several winery tours and tastings. The second will be a coach tour to San Francisco, including elevated views of the Golden Gate Bridge and time to wander Fisherman's Wharf (and Alcatraz prison, if you're so inclined).

The conference will be held at the 4-star Vineyard Creek **Hotel**, Spa, and Conference Center, in Santa Rosa, CA. To book your room, go to [www.vineyardcreek.hyatt.com/groupbooking/iabs](http://www.vineyardcreek.hyatt.com/groupbooking/iabs). Our conference rate is \$139/night for lovely rooms (and high-speed internet access), and is available for several days before and after the conference. The conference **registration** form is available at [www.IABS.net](http://www.IABS.net). Please note that, to receive the discounted early registration fee, payment must arrive by one month from today, **Feb. 10**. Note also that the IABS membership is subsidizing the first 20 doctoral students to register. The registration fee includes the Thursday night reception, breakfast on Friday, Saturday, and Sunday, Friday's lunch, and the banquet on Saturday night.

**Santa Clara University Markulla Center**, February 17-19. This year's conference theme is "The Accountable Corporation." The conference is designed to give you ideas that you can bring directly into your classroom. Speakers represent a



combination of noted scholars in philosophy and business, executive luminaries, and the best young academics in the field of business ethics today. The conference begins with tours of two prominent Silicon Valley firms and culminates in a dinner where the keynote is Chris Lowney, author of the best selling book, *Heroic Leadership*. Friday's session is devoted to dialogue between scholars and executives. The day ends with a dinner and tour of the Tech Museum of San Jose hosted by Mike Hackworth (Chairman of Cirrus Logic). Saturday is a day devoted to scholarship in our field. Richard DeGeorge (Kansas) will give us a brief history of business ethics in the morning. This is followed by two concurrent sessions designed for teachers—one on business ethics and one on corporate social responsibility. Manny Velasquez (Santa Clara) will chair the former and Donna Wood (Northern Iowa) the latter. Two concurrent sessions follow again with a teaching emphasis—one on teaching global business ethics headed by Oliver Williams (Notre Dame) and Daryl Koehn (St. Thomas) and the other by Marc Epstein (Rice) on teaching corporate governance. Please join us for this significant conference. Two years ago, attendees told us it was one of the best conferences they had attended. This year's conference promises to be even better. Please visit <http://www.scu.edu/ethics/practicing/focusareas/business/conference/schedule.html> for more program details.

**EBEN Research Conference June, 16-18 2005 Tallinn, Estonia CALL FOR PAPERS**

The *Estonian Business School and EBS Centre for Ethics* will host the *Research Conference of the European Business Ethics Network (EBEN)*. The title of the conference is "*Ethical Leadership. Ethical Challenges for Businesses*" which allows the participants to reflect and debate the role of ethics in leadership and management, at all levels. Ethical behaviour and effective leadership are intertwined and inseparable. Deeds and decisions of leaders both in politics and organisations have strong influence on a wide range of people. It is the leader's task to lead their followers and businesses meaningfully. Meaningful leadership means leadership that is ethically sound, sustainable and that contributes to society at large.

Against this background the Research Conference 2005 will focus on questions such as: Do leaders pay enough attention to ethical principles and consider the other sides' interests and needs and treat them as equal partners? What are the main reasons why ethical leadership is not widely used and is often misunderstood or confused with "good management"? What are the challenges in a complex world for leaders who want to behave ethically? What is ethical leadership in business? What makes a good leader?

The conference provides a forum for business ethicists, business and public administrators, consultants and NGO activists to assess and critically evaluate *ethical leadership* as well as to explore *ethical leadership challenges* in the new economic, political, and social reality of the 21<sup>st</sup> century. Furthermore, participants are encouraged to describe the leadership practices in different countries, societies and to argue how leaders can achieve (organisational) goals while being effective and acting with integrity.

Theoretical, empirical and managerial approaches to these issues are welcome. Papers/abstracts of "research in progress" should present *theoretical framework* for analyses, *empirical references* to existing practices or proposals for *Ethics in leadership*. (Presentations by EBEN members which are not related to the above theme will be referred to the EBEN Annual Conference in Bonn) The conference date is June 16 -18, 2005 (from Thursday to Saturday). The venue for the conference is the building of Estonian Business School. Participants are asked to provide a *detailed abstract* of their planned presentation (about 500 words) accompanied by a *short biographical note* (100 words) electronically by February 1, 2005 to:

Mari Kooskora  
Director  
EBS Centre for Ethics  
Estonian Business School  
10114 Tallinn  
Estonia  
Tel. +372 665 1346; +372 665 1300  
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Email: [mari.kooskora@ebs.ee](mailto:mari.kooskora@ebs.ee)  
<http://www.ebs.ee/index.php?id=2218>

**EBEN Annual Conference September 22<sup>nd</sup> – 24<sup>th</sup> 2005 Bonn, Germany**

"State, Business, Stakeholders: Ethical Perspectives on Balancing Business and Public Interests" In global business new realities for embedding business in society arise. The process of liberalisation, deregulation and

privatisation, the influence of financial markets, the vacuum of political power, the competition for costs and markets and the role of information and communication technologies on the one hand and the setting of social, ecological and cultural criteria on the other by Non-Governmental Organisations (NGO's) and a multitude of different stakeholder groups, have established a new global arena for balancing business interests and public goods. The discourse on new perspectives of markets and business in society and in globalized economies is controversial. Related projects and initiatives are manifold.

**Contributions** are invited as a *full paper* in Word format (12-15 pages, 15-max.20 minutes in presentation) until **March 31<sup>st</sup>, 2005** to the chairman of the program committee (Martin Buescher; email: [m.buescher@kircheundgesellschaft.de](mailto:m.buescher@kircheundgesellschaft.de)) Paper presenters will be entitled to a reduced conference fee. Information on the acceptance of papers will be given until May 15<sup>th</sup>, 2005.

*Further details forthcoming at:* [www.eben.org](http://www.eben.org), [www.dnwe.de](http://www.dnwe.de)

**Call for Papers "The Ethics of Genetic Commerce" Japha Symposium on Business and Professional Ethics November 11, 2005 in Boulder, Colorado <http://leeds.colorado.edu/japha>**

We seek academically-oriented studies of issues related to the ethics of genetic commerce. Likely approaches might include: the ethics of genetic screening of insurance applicants or potential employees; social issues involved in the genetic modification of plants or the cloning of animals; business use of genetic information; access to gene therapy; and other concerns related to the creation, use, and control of genetic material and information. The key for successful submission is to focus on the business ethics of genetic commerce. Papers must be in English and an ideal length is 20 pages. Travel grants and honoraria will be available for paper presenters. Papers presented at the Japha Symposium will be published in our monograph series: Leeds School Series on Business and Society published by Blackwell Publishers Submit a two-page proposal by August 1 and final papers by September 15, 2005 to:  
Lyla D. Hamilton  
Faculty Director, Center for Business and Society

*Continued on 10*

# Position Available

**University of Richmond, Richmond, VA.** The Jepson School of Leadership Studies at the University of Richmond invites nominations and applications for the Col. Leo K. and Gaylee Thorsness Chair in Ethical Leadership. The scholar appointed to the chair will be an accomplished researcher and teacher with an academic background in moral, social, political, or legal theory whose work advances the understanding of ethics and leadership. Candidates should have an earned doctorate in a discipline such as philosophy, political science, or psychology; a record of significant scholarly publications; and experience teaching applied ethics at the undergraduate level.

Inaugurated in 1992, the Jepson School of Leadership Studies is an independent academic unit of the University and offers students the opportunity to major or minor in leadership studies. With the aim of educating students for and about leadership, the Jepson School offers an intellectually challenging curriculum that is based in the liberal arts and delivered by means of a rigorous and innovative pedagogy. Additional information about the Jepson School and the University can be found on our website: <http://oncampus.richmond.edu/academics/leadership/faculty/positions.html>.

Nominations and applications may be sent to Kenneth P. Ruscio, Dean, The Jepson School of Leadership Studies, University of Richmond, VA 23173. Applications should include a letter of interest, a vita, and the names and addresses of three references. Review of applications will begin December 1 and continue until the position is filled. *The University of Richmond is an Equal Opportunity Employer.*

*Continued from 9*

Leeds School of Business  
University of Colorado, 419 UCB  
Boulder, Colorado 80309  
[Lyla.Hamilton@Colorado.edu](mailto:Lyla.Hamilton@Colorado.edu)  
(303)735-4358

## CALL FOR PAPERS

### Special Issue

**Business Ethics: a European Review**  
**"Sustaining Competences for Corporate Social Responsibility: a Sensemaking Perspective"**

*Edited by André Nijhof and Ronald Jeurissen*

### Introduction

Corporate Social Responsibility (CSR) has been on the agenda of many academics and practitioners, interested in incorporating environmental and social responsibility in organizations in the private as well as the public domain. The agenda of CSR research and practice has so far been dominated by a focus on activities formalizing CSR in an organizational context, like codes of conduct, the development of indicators and the construction of management systems meeting internally or externally defined criteria and standards.

Despite all these efforts, recent business cases like Ahold and Enron made it painfully clear that their well-defined and communicated business values have not been able to prevent top executives from demonstrating unethical behaviour.

Embedding responsible behaviour in an organisation and creating a truly responsible organisational culture, involves new communicative approaches to management and organisational change. In addition to the increasing criticism of a linear or rational view of CSR, these examples give rise to questions concerning the dynamic processes underlying corporate (ir)responsible behaviour.

### Central Theme

Contributions are invited for a special issue of *Business Ethics: a European Review*, on the organizational dynamics underlying CSR. This call for papers is one of the activities of the Thematic Platform 'Sustaining Competences for Corporate Social Responsibility: a sensemaking perspective'. This platform is part of the European Business Ethics Network (EBEN) and joins researchers with an interest in understanding the dynamics and processes necessary for embedding CSR in organizations. Papers on a wide variety of business ethics and CSR topics will be considered. However, the editors of the special issue of *Business Ethics: a European Review* are particularly interested in receiving papers in which the concept of sensemaking in relation to CSR is investigated. Possible approaches can include critical papers that are challenging the dominant literature on CSR, and analysis of the social-dynamics of CSR in organizations. Contributors are invited to address themes like:

- 1 The development of corporate (ir)responsible behaviour over time

- 2 Mechanisms and processes resulting in irresponsible behaviour in organizations
- 2 Balancing collective vs individual norms and values relating to CSR in organizations
- 3 Processes of sensemaking related to the development and implementation of CSR in organizations.

### Submission of papers

All suitable submissions will be subjected to a review process. Please send 23 copies of a full paper following *Business Ethics: a European Review* style guidelines (see <http://www.blackwellpublishing.com/journals/beer/>) by 1 August 2005 to:

André Nijhof  
University of Twente  
Faculty BBT – C1.04  
P.O. Box 217, 7500 AE Enschede, the Netherlands

Please include full contact details, including e-mail address.

It is planned that the selected papers will be published in a special issue of *Business Ethics: a European Review*.

Further information can be obtained from the special issue editors:

Dr. André Nijhof, University of Twente, Netherlands, [a.h.j.nijhof@utwente.nl](mailto:a.h.j.nijhof@utwente.nl).  
Prof. Dr. Ronald Jeurissen, Universiteit Nijenrode, Netherlands, [r.jeurissen@nijenrode.nl](mailto:r.jeurissen@nijenrode.nl).



## Upcoming Conference Schedule

February 17-19 2005

**Santa Clara University** Bi-Annual conference on Business Ethics. This year's theme is: The Accountable Corporation. Please visit <http://www.scu.edu/ethics/practicing/focusareas/business/conference/schedule.html> for more program details.

February 24-27 2005

**Association for Practical and Professional Ethics**, San Antonio. 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" Further information from Robert Kolb ([Robert.kolb@Colorado.edu](mailto:Robert.kolb@Colorado.edu)) or visit the website at <http://leeds.colorado.edu/businessandsociety/>.

March 24, 2005

**Society for Business Ethics Group session at the American Philosophical Association meetings.** from 7-10pm Westin, St. Francis, San Francisco. Political Theory and Organizations: A Retrospective Examination of Christopher McMahon's *Authority and Democracy: A General Theory of Government and Management*

March 31-April 3 2005

**The 2005 IABS** meeting in Sonoma Valley, California. Sessions will be held all day Friday, and on Saturday and Sunday mornings. on the conference theme of "The New World of 21st Century Labor,"

April 15-17, 2005

**University of Minnesota, Carlson School of Management** "Business and Environmental Sustainability." 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. For conference information contact Lois Graham at [EthicsConf@csom.umn.edu](mailto:EthicsConf@csom.umn.edu) 612-625-2485. Or visit the web site for at <http://www.carlsonschool.umn.edu/EthicsConf>

May 23-25, 2005

**Workshop in Marketing Ethics, University of Notre Dame.** For information, contact: Patrick E. Murphy University of Notre Dame Mendoza College of Business, [pmurphy1@nd.edu](mailto:pmurphy1@nd.edu)

June, 16-18, 2005

**EBEN (European Business ethics Network) Research Conference 2005**  
**June, 16-18, 2005 in Tallinn, Estonia** The title of the conference is "*Ethical Leadership. Ethical Challenges for Businesses*" Mari Kooskora Director EBS Centre for Ethics Estonian Business School 10114 Tallinn Estonia  
Email: [mari.kooskora@ebs.ee](mailto:mari.kooskora@ebs.ee)  
<http://www.ebs.ee/index.php?id=2218>

July 20-22, 2005

**Leeds School of Business, University of Colorado, Boulder** presents our second annual Teaching Business Ethics conference to be held in Boulder sponsored by AACSB, CU, CSU, and U of Wyoming.

August 4-7, 2005

**Society for Business Ethics**, annual meeting Honolulu, Hawaii. See call for papers elsewhere in this newsletter.

September 22-24, 2005

**EBEN Annual Conference, Bonn, Germany.** Conference theme: "State, Business, Stakeholders Ethical Perspectives on Balancing Business and Public Interests"

November 11, 2005

**"The Ethics of Genetic Commerce" Japha Symposium on Business and Professional Ethics**, Leeds School of Business, Boulder, Colorado <http://leeds.colorado.edu/japha>



**Improving Globalization**, Maria Cecilia Arruda and Georges Enderle, eds. (ISBEE, Rio de Janeiro: Editora FGV 2004) ISBN 85-225-0479-2 Includes the keynote speeches of M. Yunus, C. Lloyd, M. Moody-Stuart, L. C. Bresser Pereira, and S. Fukuda-Parr as well as the panel discussion with A. M. Caviglia, J. C. Paiz, and R. T. De George. 118 pages Information at: <http://www.isbee.org>

**Management Ethics** by Norman Bowie and Patricia Werhnae (Blackwell Publishing, foundations of Business Ethics series, Sept. 2004) Management Ethics is a highly accessible and concise introduction to core issues and problems in the area of management ethics. This volume includes examination of: obligations managers have to various stakeholders; how managers can meet their obligations; the ethics of supply chain management; the ethics of dealing with the press and NGOs; the concepts of sustainability and triple bottom line accounting. This book culminates with distinctive chapters on stimulating the manager's moral imagination and promoting a unique theory of ethical leadership. To request an examination copy, email: [exam@bos.blackwellpublishing.com](mailto:exam@bos.blackwellpublishing.com)

**International Businesses and the Challenges of Poverty in the Developing World: Case Studies on Global Responsibilities and Practices**. Frederick Bird and Stewart W. Herman, eds. Palgrave Macmillan, 2004. (2004, 247 pages, 50 British pounds (approximately \$75), 1-4039-2128-8) Intended for classes on international management, this first volume from the Global Responsibilities project in Montreal features case studies from Nigeria (Shell), Ghana (Unilever, Volta Aluminum, British American Tobacco), Uganda (British American Tobacco, Mobile Telecommunications Network), Vietnam (Viet Kieu firms and one U.S. producer), Nunavik (Falconbridge), Guyana (Samling) and the Body Shop. Most of these cases are prefaced with a compact economic history of the country in question. Rather than challenging students with quandaries, the cases aim to sensitize students to how businesses might engage in "asset-

building" (in contrast to "cost-minimization") as a basic business strategy. The cases are intended to encourage reflection about how international businesses can enhance capital formation—financial, productive, natural, human, and social—in their host countries, as a matter of commutative justice, or fairness in exchange.

**Responsibility and Social Capital: The World of Small and Medium Sized Enterprises** Edited by Laura J. Spence, André Habisch and René Schmidpeter Published by Palgrave Macmillan, 2004.

This book makes fascinating and sometimes surprising reading for all those concerned with the role business plays in society. Corporate Social Responsibility (CSR) and social capital are important contemporary concepts, high on the agenda of governments, corporations and civil society organisations. In this book these issues are investigated through empirical studies from Germany, the United Kingdom and the Netherlands. Despite the fact that over 90 per cent of private businesses are small and medium sized enterprises (SMEs), little has been written elsewhere about CSR and social capital as it applies to this important organisational type. The book brings together theoretical discussions of the concepts concerned with a range of illuminating research on SMEs. It offers valuable insights to those studying CSR or business ethics, small business and enterprise studies, or management more generally. It will also be of interest to researchers, business intermediaries, local and national government and SMEs concerned with issues of responsibility and social capital.

Order link: <http://www.palgrave.com/products/Catalogue>.

**Between Enterprise and Ethics: Business and Management in a Bimoral Society** by John Hendry, (Oxford University Press, 2004)

We live in a 'bimoral' society, in which people govern their lives by two contrasting sets of principles. On the one hand there are the principles associated with traditional morality. Although these allow a modicum

of self-interest, their emphasis is on our duties and obligations to others: to treat people honestly and with respect, to treat them fairly and without prejudice, to help and are for them when needed, and ultimately, to put their needs above their own. On the other hand there are the principles associated with the entrepreneurial self-interest. These also impose obligations, but of a much more limited kind. Their emphasis is competitive rather than cooperative: to advance our own interests rather than to meet the needs of others. Both sets of principles have always been present in society but in recent years, traditional moral authorities have lost much of their force and the morality of self-interest has acquired a much greater social legitimacy, over a much wider field of behavior, than ever before. The result of this is that in many situations it is no longer at all apparent which set of principles should take precedence. In this book, John Hendry traces the cultural and historical origins of the 'bimoral' society have also led to new, more flexible forms of organizing, which have released people's entrepreneurial energies and significantly enhanced the creative capacities of business. Working within these organizations, however, is fraught with moral tensions as obligations and self-interest conflict and managers are pulled in all sorts of different directions. Managing them successfully poses major new challenges of leadership, and 'moral' management, as the technical problem-solving that previously characterized managerial work is increasingly accomplished by technology and market mechanisms. The key role of management becomes the political and moral one of determining purposes and priorities, reconciling divergent interests, and nurturing trust in interpersonal relationships. Exploring these tensions and challenges, Hendry identifies new issues of contemporary management and puts recognized issues into context. He also explores the challenges posed for a post-traditional society as it seeks to regulate and govern an increasingly powerful and global business sector.

**Implementing Codes of Conduct: How Businesses Manage Social Performance in Global Supply Chains** by Ivanka Mamic, International Labour Organisation, Thailand Co-published with the International Labour Organisation and Greenleaf Publishing) December 2004, 429 pp ISBN 1 874719 89 6 £35.00 US\$65.00

To place an order for this title at a discount of 10%, please visit the Greenleaf website at: <http://www.greenleaf-publishing.com/catalogue/cdscndct.htm>

You can also request a review copy or inspection copy from this site - see the home page: <http://www.greenleaf-publishing.com>

AT THE START of the 21st century manufacturing is in the midst of a major transformation, with goods moving from factories in Sao Paolo, Ho Chi Minh and Guanzhou to the shelves of stores in New York, Hamburg and Sydney. As production of goods has become increasingly global, with an impact on workers and societies around the world, the ILO has sought to answer the challenging question: how best to implement voluntary corporate initiatives in value chains that stretch around the globe from a constantly changing supply base of factories both large and small? Based on interviews with hundreds of managers, activists, government officials, factory workers and workers' representatives, *Implementing Codes of Conduct* represents the most extensive research conducted to date into the emerging nature of corporate social responsibility and global supply chains. Its objective is to provide useful examples and lessons learned to companies, policy-makers and others interested in implementing their own code of conduct or who are actively involved in this field.

**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 groundbreaking 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.




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*Continued from 1*

SBE's 25<sup>th</sup> 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.

We recognize that Hawaii is a stretch for many of us. As you consider whether it is an investment worth making, consider this. There is no better opportunity 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. Plan to stay around a few extra days for the AOM meetings or for some vacation time before the start of another academic year. As a further enticement, we also will be planning several family-friendly events. Room rates for our hotel, the Renaissance Ilikai, are quite reasonable with some family-friendly rooms complete with kitchens available at a discounted conference rate.

If you want to attend but cannot swing the extra funds of getting to Hawaii, the Board is willing 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 Dennis Moberg 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.

I especially want to invite those of you who have not attended an annual meeting to consider joining us this year. Consider submitting a paper or panel proposal, or simply come to listen, discuss, and share your thinking in more informal ways. In my humble opinion, you will find no more supportive and collegial professional group than SBE. We have a very large membership (almost 1,000 individuals), but fewer than 200 attend the annual meeting. Our 25<sup>th</sup> anniversary meeting is just the time to renew old acquaintances and make new ones that will last a lifetime.

Finally, on a personal note, let me say that I am honored to serve as Executive Director of SBE. I look forward to working with the Board and, indeed, all members to support our important work in business ethics. I trust that you all will bear with me as I learn the ropes. I welcome your thoughts, advice, questions, suggestions, and even criticisms. This is your society, help us make it work for you.

Joe DesJardins



# Society for Business Ethics

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