

THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER

Spring, 2015

Volume XXVI, Number 2

Letter from the Executive Director

Dawn Elm
University of St. Thomas

Happy Spring everyone! I hope you are enjoying the warmer weather and the approach of summer.

We are in the process of preparing for our upcoming annual conference in Vancouver, Canada on August 7th -9th. We will be at the Metropolitan Hotel in near the Gaslight District in the city. Vancouver is a beautiful city with many activities to enjoy.

We plan to have an exciting program for you, so if you haven't registered yet please go to our SBE website and click on "Register for the Conference". You'll be taken to our "Members' Area" site that is maintained for us by Cambridge University Press. In the Members' area you'll see the link to register for the conference and renew your membership if you haven't already done so. Members get reduced conference rates, so don't forget to join! You'll also see a link to book your hotel room at the Metropolitan Hotel with our special rate. You can click on that link and it will take you directly to the hotel link for the SBE conference.

Later this summer the Executive Board will be sending you a draft of changes in the Bylaws for the Society for your review. The Board resolved to propose a change in the Bylaws regarding the editorship options of Business Ethics Quarterly. I told you about this in our last newsletter, but just wanted to remind you to expect the documents this summer and then we'll have the proposed changes on the

agenda for our business meeting on Saturday afternoon during the conference.

There have been lots of changes for many of our members as they move to exciting new positions in their fields, and there are many of us who have made significant accomplishments during the fall and winter. Please send any announcements and other news items to our Communications Director, Katherina Glac, at kglac@stthomas.edu. She wants your news for sharing with our members!

Best wishes for a productive and happy rest of the academic year and I look forward to seeing you in Vancouver in August!

Dawn Elm

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CALLS FOR PAPERS AND CONFERENCES

Call for submissions for a conference entitled

EDUCATING FOR INTEGRITY

Date: Thursday, Friday and Saturday morning
November 5, 6 and 7, 2015
Place: York University, Toronto, Canada
Host: The Canadian Business Ethics Network (CBERN)
Schulich School of Business, York University
Central European University (CEU) Budapest, Hungary

Correspondence and inquiries:

Dr. Wesley Cragg (Program organizer) wcragg@schulich.yorku.ca
Ms. Bronwyn Best (Conference administrator and coordinator)
"Bronwyn Best" heiwa@ca.inter.net

Purpose:

To provide an opportunity for the cross sector examination of key integrity related issues facing business, government and communities in addressing the challenge of corruption in the developed, developing and under developed world.

To stimulate cross sector and cross disciplinary discussion and research focused on the development of educational tools and curricular materials for anti corruption and integrity education

- In education, business law, professional and liberal arts programs and courses
- In professional development and executive learning programs nationally and internationally

To build and strengthen anti corruption and integrity focused academic research and interdisciplinary research networks in Canada and North America more generally

To explore and evaluate major national and international anti corruption initiatives and their implications for educational development

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Topics

The following are examples of topics suitable for conference presentations

- Measuring corruption: a critical assessment of measurement tools and indices
- Disclosing payments to governments: EITI, Publish What You Pay and the efficacy of transparency initiatives
- Corruption and economic development
- Social and cultural contexts of integrity
- Corruption and gender
- Legislating for Integrity
- International conventions
- National legislative initiatives
- Curricular development initiatives and integrity and anti corruption courses and teaching
- Executive education and integrity training
- Innovative and effective leading edge corporate initiatives
- Integrity as a management problem
- Integrity in business transactions
- Corruption and the environment
- Corruption, organized crime and terrorism

Publication:

Publication as a special journal issue and/or a book with an international publisher is planned. Those wishing to have their presentations considered for publication will be required to submit final drafts of their presentations by January 1, 2016.

Submission deadlines

July 1: Deadline for abstracts of presentation proposals (one to four pages in length)

Those submitting abstracts of proposed conference presentations will be notified of provisional acceptance for conference presentation by August 1, 2015

September 15: Submission date for a complete draft of proposed conference presentation

Note: Presentations will be posted on the conference website prior to the conference for reference and pre-conference discussion and dialogue by conference registrants.

Submissions can take the form of original research papers, case studies, teaching or instructional materials or the critical examination of challenges associated with educating for integrity.

Registration fees will be waived for presenters. Subsidies **may** be available for presenters for accommodation and possibly for travel costs as well. Notification of travel and accommodation assistance for presenters will be available by October 1, 2015.

TEACHING ETHICS AT UNIVERSITIES

A Master Class in Business Ethics

1–3 June 2015

Marriott School of Management
Brigham Young University
Provo, Utah

Send your professors to learn how to develop or improve their ethics courses. Expert instructors from the **University of Virginia, Penn State University, San José State University, The College of William and Mary, Loyola University Chicago, and BYU** will be teaching various elements of their ethics courses. The conference will also include a general session on the improvement of business ethics teaching.

The Wheatley Institution at Brigham Young University and the Society for Business Ethics invite your faculty and doctoral students to attend the fifth *Teaching Ethics at Universities* conference **1–3 June 2015**. The conference is hosted by the Marriott School of Management at Brigham Young University in Provo, Utah.

We encourage all business schools to send faculty and doctoral students to this **hands-on conference**. Attendees will have the opportunity to observe top business ethics professors teaching their **best ethics lectures**. Attendees will receive the **teaching materials** from each lecture.

Additional information and registration at: teachingethics.byu.edu/2015

FEATURED PROFESSORS

Christopher P. Adkins, Executive Director of Undergraduate Business Program, The College of William and Mary, Mason School of Business

John R. Boatright, Raymond C. Baumhart Chair Professor; Director, Center for Social Enterprise and Responsibility, Loyola University Chicago, Quinlan School of Business

Michael E. Brown, Black Family University Chair in Business; Professor of Management, Pennsylvania State University, Black School of Business

Jared D. Harris, Associate Professor of Business Administration, University of Virginia, Darden School of Business

Anne T. Lawrence, Professor, Department of Organization and Management, San José State University, College of Business

Aaron M. Miller, Assistant Teaching Professor, Romney Institute of Public Management, Brigham Young University, Marriott School of Management

Professors and doctoral students can register for complimentary access to conference sessions from previous years, including sessions by Kim Cameron, Tom Donaldson, Adam Galinsky, Joshua Margolis, Pat Murphy, Linda Treviño, and Andy Wicks, at teachingethics.byu.edu.

COMMENTARY

Challenging our Models: Innovation in Academic Publishing

By Laura Pincus Hartman

As scholars, we are motivated to publish our work by a variety of factors, some of which overlap. Perhaps we were spurred to enter our discipline by the urge to examine some issue of keen interest; or to use our voice – backed by research – in the name of justice and fairness; or to collaborate with our peers to discover new ways of doing business or to explain how we engage with others.

In any case (and certainly there are myriad other motivations), scholarship earns value once it is shared through publication, hence (one) part of the disappointment we often feel at the dreaded rejection email. New outlets often are suspect because they do not have the depth afforded to traditional publication through impact factors and other citation analyses that come with time. However, they offer alternative and, I submit, innovative and complementary value that provides exceptional strength to our academic environment. Though several new journals have emerged in recent years, Business Ethics Journal Review is one that offers some groundbreaking advancements to our scholarly environment, and I would like to draw the attention of the membership to just a few of them.

A double-blind, peer-reviewed journal accessed solely through its online portal (<http://www.bejr.org>) Business Ethics Journal Review began publishing in February, 2013. BEJR offers several unique qualities that set it apart from other outlets in both process and substance.

From a process perspective, BEJR's turnaround time for response to your submission is dramatically fast: fewer than 30 days. I had the benefit of this experience as a co-author last year and I can report that the reviewers' commentaries were no less rich or in-depth than I have received from other editorial cycles. Moreover, because the journal is available solely through its online portal, the editors, our SBE colleagues Chris MacDonald and Alexei Marcoux, activate the social milieu to its fullest potential. Not only are your articles available through BEJR's website, which invites and receives comments immediately on publication, but the journal encourages the online exchange of ideas in a way that maintains the active life and voice of a journal article. For instance, BEJR's approach to copyright is unique: as an author, you are encouraged to distribute your work as widely as possible, including posting it on your own webpages, on Academia.edu, and in any other archiving or distribution service.

In fact, this ongoing discourse is core to the mission of BEJR – both in its process and its substance. BEJR also differs from a standard journal in that it offers a new model of substantive disquisition. BEJR specifically publishes short commentaries – 1,000 to 2,000 words – that offer critiques of recent articles that have been published in the traditional business ethics literature. As such, each commentary published in BEJR offers a response in an unfolding conversation that began in another outlet. Often, the original authors opt to reply to the BEJR authors within the pages of BEJR, perpetuating and deepening the exchange in a manner – and time span – that would not be possible in any other publication community of which I am aware.

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As a scholar, I welcome this opportunity for the actual, literal exchange of ideas. What Chris and Alexei have established allows us a platform not only to share our ideas and feedback surrounding each others' important work – so that we may build fruitfully and productively toward shared goals – but also the opportunity to co-create, using our research as a base, in real time.

For Alexei & Chris, BEJR is a labor of love. As both editors and publishers, they pour their hearts into BEJR. "We're not in this for the money – because there's no money in it!" says Chris. "We're doing this because we really believe in the model. We think the field needs something like BEJR at this point. Business ethics is a topic that matters, so we think it's important to make it conversational. The pace of scholarly discussions about business ethics needs to be faster, if the field is going to stay relevant."

Alexei adds, "Traditional academic journals work very well for publishing original research, but they offer a slow, clunky model for hosting the subsequent discussion – the counterarguments and rejoinders – that good articles generate. We looked at letters journals in the sciences (which publish short, intermediate findings from in-progress research), Econ Journal Watch (which publishes papers aimed at other published economics articles), and our hopes for a conversation in business ethics conducted at the speed of the Internet. We threw them all in a blender—and out came BEJR."

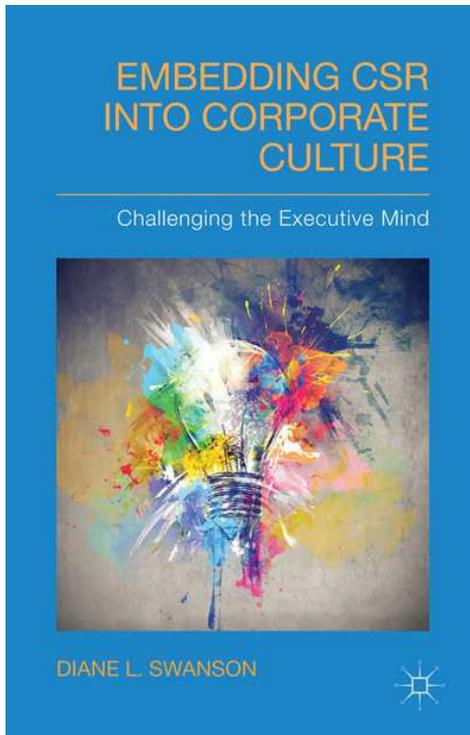
Personally, I find myself writing brief, BEJR-style articles in my head as I read articles all the time. In fact, a review article easily could become the seed of a larger, more traditional research article. While a review article may not require broad research, nor lengthy literature reviews, it does challenge you to critically examine the work that you read in journals today. As you write about that work and integrate those ideas with your own, that kind of project easily could become part of a larger analysis. Exploring what you think about a specific article is often the first step in tackling a larger topic. *BEJR* makes that initial step publishable.

We all have plenty of choices of how to devote our time and scholarly efforts. I wanted to share the Business Ethics Journal Review as one new option available to those who publish in the field of business ethics and related areas. Our colleagues are striving to offer us an alternative not only to traditional publishing outlets in the form of journals but also offering a new way to use our voices collaboratively – to spiral upwards, building on the work of others to develop as colleagues, to help each other to see our work with new eyes, and perhaps also to see our world a bit differently, as well.

BOOKS, JOURNALS & MULTIMEDIA

Embedding CSR into Corporate Culture: Challenging the Executive Mind

Diane L. Swanson
Edgerley Family Chair of Distinction,
College of Business Administration, Kansas State University
ISBN-13: 978-1137300072
Palgrave Macmillan



Embedding CSR into Corporate Culture demonstrates that a new frontier for corporate social responsibility is possible in theory and practice. The key idea - discovery leadership - enables corporate managers to deal effectively with problems, issues, and value clashes occurring at the corporation-society interface. Amoral leadership and executive myopia are replaced by normative receptivity and value attunement that embed value awareness in corporate culture. The discovery executive leverages this awareness by activating the values that facilitate constructive relationships with the firm's stakeholders. As a practical result, employee engagement in corporate social responsibility is strengthened while the need for social control of business is lessened. Both business and society benefit from discovery leadership because value-attuned decision making yields better economic, social, and environmental performance than is possible when myopic executives are at the helm. Therefore, discovery leadership should serve as the organizing principle for reshaping management practice, reforming management education, and restoring the public's confidence in business.

Call for Newsletter Contributions

In an attempt to revive a vibrant and current newsletter, we need your contributions to the next issue, which is scheduled to be published in **July, 2015**.

Please send your letters, announcements, professional notes, information about new books, journals, multimedia, calls for conferences and special journal issues, position announcements, and other items of interest to the Communications Director, Katherina Glac (kglac@stthomas.edu).

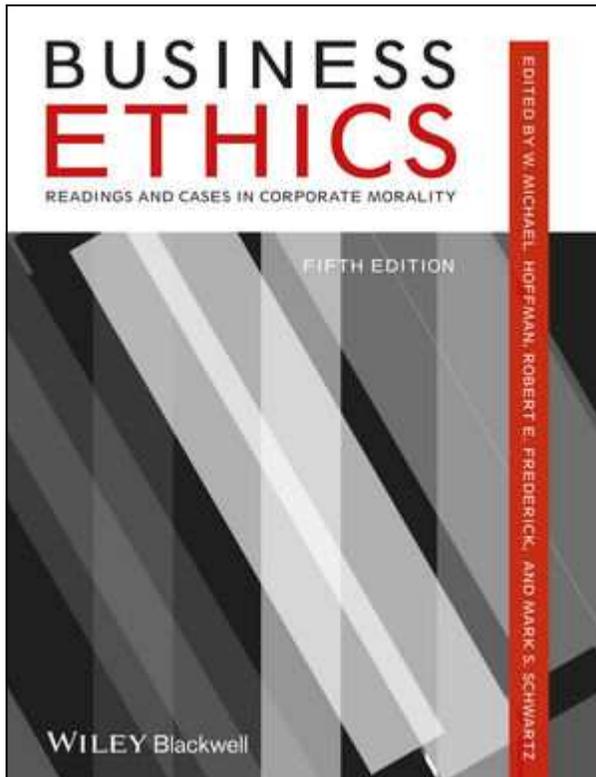
The deadline for submissions for the July issue is **June 15, 2015**.

Business Ethics: Readings and Cases in Corporate Morality

W. Michael Hoffman (Editor), Robert E. Frederick (Editor), Mark S. Schwartz (Editor)

ISBN: 978-1-118-33668-7

February 2014, Wiley-Blackwell



The fifth edition of Business Ethics addresses current, intriguing, often complex issues in corporate morality through 53 readings and 30 pertinent case studies. Now significantly updated, it includes new leading articles, related current cases, and mini-cases based on MBA student dilemmas.

- Addresses a broad range of the most current, intriguing, often complex issues and cases in corporate morality
- Provides impartial, point-counterpoint presentations of different perspectives on the most important and highly contended issues of business ethics
- Updated and significant case studies are included to reinforce student learning
- Now contains mini-cases based on actual MBA student dilemmas
- Each author has substantial experience in teaching, writing, and conducting research in the field

You can now follow BEQ on Twitter

The Business Ethics Quarterly twitter account can be found at

<https://twitter.com/BEQJournal>.

Follow us at: @BEQJournal

AWARDS & COMPETITIONS

SOCIETY FOR BUSINESS ETHICS

BEST DISSERTATION AWARD

Submissions due May 1, 2015

The Society for Business Ethics (SBE) is soliciting abstracts for dissertations completed between May 1, 2014, and April 30, 2015, to be considered for SBE's Best Dissertation Award. While dissertations must focus on business ethics, work from all disciplines is welcome. The purpose of the award is to recognize the dissertation that, in the judgment of the committee, most clearly demonstrates the potential to contribute to substantial advances in business ethics research and practice.

Those wishing to be considered for the award should submit a 10-page abstract. Prior candidates for the award are not eligible for reconsideration. From among the abstracts, three finalists will be selected and asked to submit full-length dissertations. The award winner will be announced at SBE's Annual Meeting in August.

A complete submission will include these 3 separate attachments, all in PDF format without any identifying information in the source file:

- (1) An abstract of not more than 10 double-spaced pages of text (including tables, figures, and appendices), standard margins throughout, Times New Roman 12-point or similar font. (Any references provided can be in addition to the 10 pages of text.) The author's name, the advisor's name, and the university's name should not be mentioned anywhere in the abstract.
- (2) A copy of the signature page, with university name, signatures, and date of completion, or similar official evidence of the date of completion.
- (3) A title page with the author's current mailing address, telephone number, and email address. The title page must be sent as a separate file from the abstract.

Please note that the committee welcomes a variety of research approaches, including, for example, normative/philosophical and social science/empirical.

Submissions are due May 1, 2015, and should be sent to:

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