



# ***THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER***

*Summer, 2008*

*Volume XIX, Number 1*

## **Report from the President**

### **"Potential Next Steps for SBE"**

In the SBE Fall Newsletter the question was raised about potential next developmental steps for The Society for Business Ethics. Many thanks to all the people who offered suggestions including the suggestion for a panel at this year's Annual Meeting to discuss the issue. The opening session on Thursday evening from 4:30 – 6 p.m. just before the opening reception at 6 p.m. will be on "Potential next steps for SBE." Members of the panel include Norm Bowie, Dennis Moberg, Richard Nielsen, and Gary Weaver. Please come to the session and join the conversation.

By the way, the Social Issues in Management Division of the Academy of Management is also considering next developmental steps for the SIM Division, including a name change that would include the phrase "Business Ethics." As many of us remember, when the SBE was founded there was relatively little attention being paid to business ethics within the Academy of Management or the American Philosophical Association. Since that time, it appears that there is even less interest in business ethics within the APA. In striking contrast, about half the papers in the SIM division are now about business ethics. The current Chair of the SIM Division, Tom Donaldson, is one of the founders of SBE, and the Division Chair-Elect, Linda Trevino, is also a very well known and highly respected ethics scholar. And our own Program Chair and President-Elect of the SBE, Rob Phillips, is the Chair of the Research Committee of SIM. Over the years, we have had many people serving in such dual roles.

Some of the suggestions for next developmental steps for SBE include closer relationships with other professional associations such as the Academy of Management, the European Group for Organization

Studies (the leading European management and organization studies association and publisher of the very well regarded journal, *Organization Studies*), and the International Association for Business and Society. There appears to be less optimism about closer relationships with the American Philosophical Association.

With respect to the Academy of Management, it has been suggested that we overlap our SBE conference more with the Academy of Management. The thinking here is that because the Academy of Management conference has been expanding forward in time, it is increasingly harder for people to spend more days attending both conferences and it might be easier to spend fewer days, but moving more back and forth between conferences.

It has also been suggested that we might reframe business ethics more toward organizational ethics and much more explicitly consider ethics in government and nonprofit organizations as well as different political-economic systems. We might much more compellingly challenge the modernist science-ethics separation thesis that serious management science does not include ethical integration. We might revisit and reframe our mission toward the idea of a professional ethics or an ethics of practice and praxis that would be relevant across several professions and institutions.

Further geographic expansion and integration has also been suggested particularly with respect to closer cooperation with the European, Japanese, and Latin American business ethics associations.

If there is enough interest in these potential new directions, the issues might also be addressed at the next and future Business Meetings and Executive

*cont'd. on page 3*

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www.societyforbusinessethics.org

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## **CIC Report**

*In each issue of the Newsletter, the Committee on International Collaboration (CIC) asks colleague organizations around the world to share information about their association and its activities. The CIC hopes that these materials will create broader awareness of the work of our global colleagues and offer SBE members opportunities for participation and collaboration of which they might not have been previously aware. It is our hope that the brief overview of some of these activities might prompt further contact, collaborative efforts, additional learning and greater networking. If you would like to suggest an organization to include or your organization is engaged in an innovative or otherwise noteworthy activity, please email Laura Hartman at LHartman@depaul.edu or Daryl Koehn at koehnd@stthom.edu.*

♦♦♦

### **"Report from Shanghai"**

The Center for Business Ethics at the University of St. Thomas and the Shanghai Academy of Social Sciences co-hosted the symposium: *Business Ethics: Practices and Issues*. This symposium (conducted primarily in Mandarin Chinese) was held in Shanghai on June 11, 2008. It was the first event of its kind to focus exclusively on ethical practices and problems at the meso- or organizational level. Along with academics, numerous CEO's (from joint ventures, private companies and multi-national firms) presented at the symposium. After a warm welcome from Professor Shijun Tong, Vice-President of the Shanghai Academy of Social Sciences and introductory comments by Dean Yimin Ho, the Dean Emeritus of the Cameron School of Business at University of St. Thomas, Houston, the conference presentations began.

Mr. Steve Pao, the former CEO of Dupont Agriculture and Chemical Company in China (DUPAC) described the way in which he inspired his team to work toward a common goal. Under his leadership, DUPAC had a 0% employee turnover rate, a remarkable achievement in China where businesspeople have many opportunities and change jobs frequently. DUPAC gave him a company car, but he refused to treat the car as his private perk. Instead, anyone on the team who needed the car for company business was free to use the car. He rode in the minivan to work each day with his workers. Mr. Pao also always flew coach class between America and China because he wishes to convey the message that the CEO and employees were on the same team and should share alike in the company's fortunes.

This theme of communal sharing was echoed by Mr. Li Yuan, Chairman of Shanghai FuDa Group, who initiated a widespread stock option program at his company. Employees at all levels receive a significant portion of their compensation in the form of stock options. Productivity improved when this program was initiated and employees professed themselves to be far happier. The CEO found that "when the wealth is shared, the heart is concentrated and the firm does well."

*cont'd. on page 4.*

*President's report cont'd.*

Board meetings. If you can, please come to the panel discussion and help with the conversation. The time may be coming when we need to consider seriously some of these issues.

Many thanks to Rob Phillips for his terrific work as Program Chair for this year's conference and best wishes for Rob as our next President! We all are very appreciative of the outstanding editorial leadership of Gary Weaver, as Editor-in-Chief, and the associate editors for continuing to lead *BEQ* as the foremost journal in our field. Many thanks as well to Joe DesJardins for his many years of terrific service managing our Society as Executive Director. Also, special thanks to Gina Wolfe and Steve Lawler for their terrific work as Newsletter Editor and Communications Director. And much appreciation for the fine work and great spirits of our friends and recently departed, Bob Solomon and Tom Dunfee, who continue to inspire.

I would like to thank the membership and the Executive Board for their generous and fine work in helping me and making our SBE such a terrific professional association and for being such good, effective, interesting, and happy people.

Cheers and best wishes,  
Richard P. Nielsen  
Boston College

## **Report from the Executive Director**

Final plans for this year's annual meeting are near completion. Rob Phillips has put together a great program and, as always, this is a perfect time to renew friendships and begin new ones. I hope you'll make every effort to attend this year. The preliminary program is included in this newsletter.

With great sadness we learned last month that our good friend Tom Dunfee passed away. This was a heart-breaking loss to all of us. We will take some time on this year's program to honor Tom and the great contributions he made to business ethics, in particular to the Society for Business Ethics.

Some brighter news is the announcement of our newest member of the Board of Directors for our Society. Denis Arnold has been elected to serve a five year term on the Board beginning at this year's annual meeting. Denis received over 50% of the votes cast electing him to the Board without a run-off election. Please join me in congratulating Denis, and in thanking Jeffery Smith and Kevin Gibson for their willingness to allow their names to be placed in nomination. The future leadership of SBE will be in good hands.

I look forward to seeing you all at the 28th annual meeting in Anaheim!

Joe DesJardins  
College of St. Benedict/Saint John's University

### ***Business Ethics Quarterly***

#### **Call for Manuscripts**

**Submissions are invited for the following *BEQ* Special Issues:**

- **Business Ethics and the Theory of the Firm – Due August 15, 2008**
- **The Ethics of Private Equity and Leveraged Buyouts – Due November 1, 2008**
- **Accountability in a Global Economy: The Emergence of International Accountability Standards to Advance Corporate Social Responsibility – Due December 1, 2008**
- **20<sup>th</sup> Anniversary Special Issue: Business Ethics for the Next Twenty Years: Emerging Issues and Perspectives – Due January 1, 2009**
- **Stakeholder Theory, Ethics, Corporate Social Responsibility & Family Enterprise – Due June 1, 2009**

**For detailed information, go to the *BEQ* tab on the Society's website, found at:  
<http://www.societyforbusinessethics.org/>**

But "when only top managers receive a disproportionately large share of the firm's profits, then the hearts of employees are driven apart, and the firm's performance suffers."

Mr. Tijun Yu, VP and Director of Shanghai MingYuan Group, described his firm's culture based on healthy development and happiness of employees. He has worked tirelessly to curtail the heavy smoking and drinking pervasive in many Chinese corporate cultures. In order to encourage good health within the MingYuan Group, the firm provides free maternity care to pregnant employees. This plan initially was met with resistance, for, in China, some people offer extra money to doctors and nurses in order to secure good care. The pregnant women did not believe that free care would be any good. In order to allay anxiety, MingYuan instructed its Group's hospital to accept the gifts from MingYuan's employees, but the monies were then returned to the women after they had given birth. This enabled the firm to send the message that it was very committed to its employees' well-being, so much so that it would provide excellent free care.

Mr. Morley Chongwu Su, Chairman of Millennium Capital Services, emphasized the importance of integrating CSR into the Chinese MBA curriculum. He conducted research with MBA students in China and found that around 50% of these students would pay bribes to get the business. A significant number would also repay loans from family members, but would feel little or no compunction about not repaying loans owed by companies they owned. MBA students need role models and case studies featuring Chinese and/or multi-national companies that do not pay bribes, that build team spirit, and that have corporate cultures built on ethical principles, not merely on self-interest narrowly defined. The CEO's core values and firm's core competencies need to be aligned. Unless the MBA curriculum changes significantly and stops promoting only profit maximization, firms are likely to continue to engage in misconduct.

Mr. Hongjian Wen, President of Herun Group, discussed China's new anti-trust law slated to go into effect in August, 2008. He talked about his own experience in the 1980s when he engaged in oligopolistic price-fixing. Neither he nor his peers at other firms thought at the time that they were doing anything wrong, because they did not understand the way in which oligopolies can be detrimental to communal welfare. Even today, he argued, many executives and

employees do not really understand what is meant by monopolistic or oligopolistic behavior. If one really wishes to change corporate cultures, it is not enough pass a regulation outlawing certain practices. Widespread education in economics, particularly in industrial organization, is needed for anti-trust and other legislation to have a big impact. The government, universities and the press should be describing and explaining the terms of the new law and rationale for it. Without such a public education campaign, the law will likely not be as effective as it could be.

It was especially refreshing to see five well-respected Chinese/Chinese-American male CEOs discussing ethical practices. The heads of CSR at firms such as Nike, APCO, IKEA, and Standard Charter are all women, prompting many business theorists to dismiss CSR and business ethics as "soft" issues with little impact on business perform. This conference showed how central corporate ethical practices are to "hard" business issues such as corporate productivity, employee turnover, real costs, etc.

The conference touched on many other themes. MBA education in Chinese universities needs to become more practical, and business ethics should be made an integral part of the MBA curriculum. It should show how Chinese managers can address ethical issues in a distinctively Chinese way, drawing on the strengths of traditional Chinese values and cultural heritage, while using lessons learned from the study of corporate behavior elsewhere in the world. One theme was that the Chinese should not imitate, but rather should adapt, Western management and corporate governance practices in ways that work best for the Chinese.

Some scholars emphasized the need for managers to be aggressive when creating a corporate culture. It is not enough to have CSR slogans or to sing an "ethical tune." All parts of the firm – tone at the top, integrity programs, hiring practices, strategies, product development, marketing, pricing, advertising – should reflect the firm's ethical values.

The question was raised as to challenges posed by the competitive market itself. As long as Chinese firms compete just on the basis of cheap labor, it may prove difficult to create an ethical culture. The focus in such a context is on doing whatever it takes to keep costs low. Foreign manufacturers readily shift their business to lower cost producers when a Chinese firm tries to raise its prices to pay higher wages or to use safer materials. Employees of these low cost firms tend to be low-skilled. As Marx understood very well,

such workers are easily replaced. Thus they have little real power when it comes to demanding and obtaining better wages, working conditions, education, etc. In order to make major changes in corporate cultures, some way needs to be found to enable Chinese firms to compete on the basis of quality or intellectual property. Moreover, international business ethicists need to develop a theory of justice in the supply chain. As it now stands, those lower down on the chain bear the brunt of economic, social and environmental burdens and make the least profit, while those higher up on the chain get the lion's share of profits and bear far fewer burdens.

In addition, care needs to be taken to specify what is meant by a term such as "business practice" or "managerial practice." What is a practice? Is it simply a habit? A traditional way of doing things? A custom? Or is it an intentional activity directed at some genuine good? What Chinese word, if any, adequately translates the meaning of the English term "practice"?

The conference highlighted a new type of corporate ethics initiative: community-based alliances consisting of the CEOs of local firms. The Greater Omaha Alliance for Business Ethics already has 76 CEOs as members. This Nebraska Alliance offers ethics programming on a regular basis. Having partnered with the Junior Achievement League, Greater Omaha Chamber of Commerce, and the Better Business Bureau, the Alliance has grown dramatically. It has maintained credibility by consulting with the business community concerning the ethics program CEOs find most valuable and by keeping all programming strictly non-commercial (i.e., no programs by ethics consultants are permitted).

The lively conversations about meso-level issues identified several areas for future research:

a. The need for empirical studies investigating whether firms that receive CSR ratings are, in fact, ethical firms. Both Chinese and multi-national companies (MNCs) that had been known for good CSR saw their reputations destroyed when they appeared to be trying to make money off of victims of the Sichuan earthquake. After the Chinese Ministry of Commerce clarified the extent of MNCs' contributions to disaster relief, the public was more satisfied with the corporate response to the catastrophe. Yet, in recent polls, the Chinese public has continued to express dissatisfaction with businesses' social responsibility. This response suggests that it may not be enough to base CSR ratings on corporate philanthropy, employee

benefits, etc. One also needs to delve into the core business model and business philosophy of a firm and consider how both of these shape a company's view of its responsibilities within the community.

b. Attempts should be made to state clearly what is meant by the term "profit". Does one mean long-term or short-term profit? Apparent or real profit? Profits earned from the sale of products that help or harm people? In a similar vein, one should try to identify real costs. A firm may push workers to increase their hours, but if accidents increase as well, the firm's true costs may actually increase, rather than decrease.

c. Conference participants spoke primarily about CEO and top managers. More attention needs to be paid to the crucial role of the board of directors in creating and maintaining a sound corporate culture. Since China has many family-owned firms and state-owned enterprises in addition to joint ventures, academics and business executives should explore ways to improve board performance in the different types of firms.

d. Many Chinese scholars emphasized the need for the central government to take measures to protect employees. New laws, though, always have unintended consequences; many managers immediately set out to exploit loopholes in any new regulation or law to avoid having to comply with governmental directives. Thought also needs to be given as to how intermediary institutions (e.g., corporations themselves, NGOs, professional associations, stock exchanges) can foster ethics at the meso-level.

e. Research should examine how firms can best attract employees interested in acting ethically. DUPAC, under Mr. Pao's leadership, sought to be a "better paying" firm in China, not the "best paying firm," because DUPAC wished to attract Chinese employees interested in having a longer-term career with the firm. It did not want to hire job-hopping men and women who are interested only in a high salary.

f. The CEOs participating in this conference clearly were committed to stakeholder welfare. Yet, it was not clear what would happen to this focus after they left the firm. We need to think about how a healthy ethical company can sustain itself through changes in personnel. Ethics must become imbedded in a company's culture. It must become structural.

Respectfully submitted,  
Drs. Daryl Koehn and Lu Xiaohu  
Conference Co-Hosts

# SBE Annual Meeting – Preliminary Program

August 7-10, 2008

Doubletree Anaheim Convention Center  
Anaheim, California

## Wednesday, August 6 Pre-conference Event

5:30 to 7:00 pm International Reception (All early arriving attendees are invited.) – Tuscany DEF

## Thursday, August 7

10:00 am to 2:00 pm Board Meeting – Tuscany B

Noon to 6:00 pm Registration – Main Pre-Function Area

4:30 to 6:00 pm

Panel: Potential next steps for SBE

Norm Bowie, Ed Freeman, Dennis Moberg, Richard Nielsen, and Gary Weaver

6:00 to 7:00 pm Reception – Tuscany DEF

## Friday, August 8

8:00 am to 4:00 pm Registration and Book Display – Siena Room

7:30 to 8:30 am Continental Breakfast – Main Pre-Function Area

8:15 to 8:30 am Welcome: Richard Nielsen, President – Tuscany A

8:30 to 9:30 am Concurrent Sessions

Paper Session: Boards and Governance – Tuscany A

Chair: William Forster, Darden School, University of Virginia

*Taking (and Sharing) Power: How Boards of Directors Can Bring About Greater Fairness for Dependent Stakeholders*, Harry van Buren, University of New Mexico

*Corporate Governance and the Politics of Agency Theory*, Jordan Otten & Ben Wempe, RSM Erasmus University

*The Utilization of New Female Corporate Directors on Boardroom Committees*, Paul Dunn, Brock University

Panel: Business Opportunities, Institutional Barriers, and Corruption at the 'Base of the Pyramid' – Tuscany B

Chair: Patricia Werhane, University of Virginia/DePaul University

Dennis Moberg, Santa Clara University

Manuel Velasquez, Santa Clara University

Panel: Socially Responsible Investing – Tuscany C

Chair: Harry Hummels, Maastricht University

Jeffrey York, Darden School, University of Virginia

James P. Hawley, St. Mary's College of California

9:30 to 9:45 pm Break

9:45 to 10:45 am Concurrent Sessions

Idea Lab: The Responsibility Gap – Tuscany A

Joshua Margolis, Harvard Business School

Featured Papers – Tuscany B

Chair: Joanne Ciulla, University of Richmond

*Moral Partiality in Business Practice*, Alexei M. Marcoux, Loyola University Chicago

*Conflict of Interest: From Conceptual Analysis to Normative Evaluation and Institutional Design*, Wayne Norman, Duke University and Chris McDonald, St Mary's University (Halifax)

Emerging Scholars – Tuscany C

Chair: Rex. W. Mixon, Jr., Stern School of Business, New York University

*Moral Imagination Extended*, Carlo Carrascoso, Darden School, University of Virginia

*Developing an Instrument to Measure Moral Imagination* Barbra Enlow, Gonzaga University

*Leadership Emergence in Influencing Responsible Corporate Behaviors*, Jegoo Lee, Boston College

10:45 to 11:00 am Break

11:00 am to 12:15 pm Concurrent Sessions

Featured Papers – Tuscany A

Chair: Gina Wolfe, DePaul University

*Reasoned Moral Agreement: Applying Discourse Ethics within Organizations*, Jason Stansbury, Vanderbilt University

*Corporate Sustainable and Social Reporting: In Search of Stakeholder Salience and Other Differentiating Factors*, James Weber & Elizabeth Hanna, Duquesne University

Panel: Exploring Practical Wisdom as a Foundation for Ethical Decision-Making – Tuscany B

Chair, Laura Dunham, University of St. Thomas

Dennis J. Moberg, Santa Clara University

Edwin M. Hartman, New York University

Paper Session – Tuscany C

Chair: Heather Elms, American University

*The Legal Ontology of the Corporation as a Description of its Role in Society*, David Ronnegard, INSEAD

*Finding Moral Imperative in an "Amoral" Theory of Economics*, Jeff Frooman, University of New Brunswick

*The Constitutive View of Corporate Moral Responsibility*, Martin Sandbu, University of Pennsylvania

12:15 to 2:00 pm Lunch (on your own)

2:00 to 3:15 pm Concurrent Sessions

Featured Papers – Tuscany A

Chair: Molly Painter-Morland, DePaul

*Multinational Corporations as Corporate Citizens: An Empirical Analysis of UN Global Compact Participants in Switzerland*, Dorothee Baumann, University of Zurich

*A Necessary Supplement: What the United Nations Global Compact Is and Is Not*, Andreas Rasche, Helmut-Schmidt-University, University of the Federal Armed Forces

Paper Session: Virtue Ethics – Tuscany B

Chair: Carlo Carrascoso, Darden School, University of Virginia

*Vocation and Integrity: Prospects for a Virtue Ethics Approach to Business*, David McPherson, Marquette University

*Characterological Ethics: On the Genus of Virtue and Why It Matters in Organizational Behavior*, Miguel Angel Alzola, Fordham University

*Moral Charisma, Corporate Leadership*, Denise Kleinrichert, San Francisco State University

Paper Session: Ethics and Information Technology – Tuscany C

Chair: Wayne Eastman, Rutgers University

*Information Technology and the Ethical Firm*, Norman Mooradian

*Computer Ethics in Lebanese Small & Medium Enterprises*, Tony Feghali, Hanin Abdallah & Raja Chahrouri, American University of Beirut

*Corporate Transparency: The New ICT-Driven Ethics?* Antonino Vaccaro, Carnegie Mellon University

3:30 to 4:45 pm Concurrent Sessions

Featured Papers – Tuscany A

Chair: Martin Calkins, University of Massachusetts – Boston

*A Puzzle About Executive Compensation*, Jeffrey Moriarty, Bowling Green State University

*A Defense of St. Thomas Aquinas' Concept of the Just Price*, Daryl Koehn, University of St. Thomas

Panel: Ethical Decision Making – Tuscany B

Chair: Kirsten Martin, The Catholic University of America

Bidhan Parmar, Darden School, University of Virginia

John McVea, University of St. Thomas

Paper Session: Issues in Global Organizational Ethics – China – Tuscany C

Chair: Tara Radin, Wharton School, University of Pennsylvania

*Soft Seat on the Long March: Foreign Business and the Rule of Law in China*, Michael A. Santoro, Rutgers University

*Aiming Higher: Chinese Businesses Advancing Consumer Rights*, Beverly Kracher, Creighton University

*Google in China: Employing a Manager-Friendly Model for Resolving Cross Cultural Ethical Conflicts*, J. Brooke Hamilton III, University of Louisiana at Lafayette

5:30 to 7:00 pm Reception – Tuscany DEF



## **Saturday, August 9**

8:00 am to 4:00 pm Registration and Book Display – Siena Room

7:30 to 8:30 am Continental Breakfast – Main Pre-Function

8:30 to 9:30 am Concurrent Sessions

### Paper Session – Tuscany A

Chair: Niki den Nieuwenboer, Rotterdam School of Management, Erasmus University

*Facing Ethical Challenges in the Workplace: Conceptualizing and Measuring Professional Moral Courage*, Leslie E. Sekerka, Menlo College

*Walking the Talk Matters to Boundary Spanners*, Richard Mays Owen

*Ethics and Compliance Initiatives: A Holistic View for Deployment*, Robert M. Krug, St. Joseph's College (New York)

### Paper Session: Issues in Global Organizational Ethics – Tuscany B

Chair: Geoff Archer, Oregon State University

*The Business Ethics Glass Ceiling in Middle East Corporate Governance: Scaling and Tailoring Business Ethics with Improved Corporate Governance for SMEs and Small/Medium-Sized Firms*, Norman D. Bishara, University of Michigan

*Hierarchy in Business and Society Concepts: A Cognitive Study with SME Leaders, CEOs, and Experts*, Yves Fassin & Annick Van Rossem, Ghent University, Belgium

*King Car Part II: The Tata Nano and the Automobile Industry's Strategies for India and Other Less Developed Nations*, Martin Calkins, University of Massachusetts – Boston

### Business Ethics Toolkit – Tuscany C

*Media Relations and the Public Scholar* Brian Moriarty, Business Roundtable for Corporate Ethics

*EthicShare Community: An Online Research Environment for Ethics Scholars*, Jeff Kahn, University of Minnesota Medical School; Kate McCready, University of Minnesota Libraries

9:30 to 9:45 am Break

9:45 to 10:45 am Concurrent Sessions

### Paper Session: Ethics and Vulnerable Populations – Tuscany A

Chair: Michael Santoro, Rutgers University

*Occupational Safety and Coercion*, Denis G. Arnold, University of North Carolina – Charlotte

*Four Possible Factors in Unethical Marketing to Minors*, Whiton S. Paine, Richard Stockton College of NJ

*Stakeholder Theory and Direct Child Marketing*, Russell Fail, Capella University

### Featured Papers – Tuscany B

Chair: Jeffery Moriarty, Bowling Green State University

*The Friendship of Buzz, Blog and Swag*, Kalynne Pudner, Auburn University

*Risk Management and Distributive Justice*, Robert W. Kolb, Loyola University Chicago

Emerging Scholars – Tuscany C

Chair: Kirsten Martin, The Catholic University of America

*Milgram Reinterpreted*, Bidhan Parmar, Darden School, University of Virginia

*I Have a Dream: Fabricated Managerial Success through Coerced Collective Deviance*, Niki den Nieuwenboer, RSM Erasmus University

*Supererogation: Beyond Positive Deviance and Corporate Social Responsibility*, Daina Mazutis, Ivey School of Business, University of Western Ontario

*Ethical Dimensions of Sovereign Wealth Funds*, Colleen Baker, Wharton School, University of Pennsylvania

10:45 to 11:00 am Break

11:00 am to 12:15 pm Concurrent Sessions

Featured Papers – Tuscany A

Chair: Bidhan Parmar, Darden School, University of Virginia

*Facebook, Lady Godiva, and Privacy Zones*, Kirsten Martin, The Catholic University of America

*Generation Facebook and the Facebook Phenomenon: An Argument For a Heightened Duty of Care*, Tara J. Radin, Wharton School & Katherina Glac, University of St. Thomas/Wharton School

Paper Session – Tuscany B

Chair: Denis Arnold, University of North Carolina – Charlotte

*Harvesting Rawls' Bounty*, Geoffrey Archer

*Vivantary Responsibility: A New Framework for Business & Environmental Ethics*, Donald L. Adolphson, Brigham Young University & Eldon Franz

*Linking Corporate Social Actions to Corporate Reputation*, Carol-Ann Tetrault Sirsly, John Molson School of Business, Concordia University

Panel: Continental challenges to business ethics practice: Rethinking whistle-blowing, codification and risk... – Tuscany C

Chair: Mollie Painter-Morland, DePaul University

David Bevan, Royal Holloway, University of London

Stephen Meinster, DePaul University

12:15 to 2:00 pm Luncheon and Presidential Address – Tuscany DEF

2:15 to 3:45 pm Concurrent Sessions

Paper Session: Looking to the Past – Tuscany A

Chair: David Bevan, Royal Holloway, University of London

*Mythology and Management: The Ethics of Bricolage in Management Theory*, Paul Harper

*Hustling Heritage: Corporate Social Responsibility and the Business of Culture*, Kevin Gibson, Marquette University

*Corporate Social Responsibility: Understanding the Historical and Modern Construct for Future Results*, Larry Ruddell, Houston Baptist University

Featured Papers – Tuscany B

Chair: Stephen Meinster, DePaul University

*A Successful Approach to Teaching Business Ethical Decision Making: Use of the Inquiry Based Method to Raise the Level of Moral Maturity*, Frederick R. Post, Robert D. Yonker, University of Toledo

*Teaching Meaningful Work: Philosophical Discussions on the Ethics of Career Choice*, Christopher Michaelson, University of St. Thomas

Panel: A Case of Corporate Revitalization: Past Successes and Future Challenges at Snow Brand Milk – Tuscany C

Chair: Daryl Koehn, University of St. Thomas

Mr. Akira Saito, Visiting Scholar at Chuo University

Ms. Nobuko Hiwasa, Director, Snow Brand Milk

4:00 to 5:00 pm Business Meeting – Corridor

5:00 to 5:45 pm *In Memoriam*: Thomas Dunfee – Tuscany ABC

6:00 to 7:30 pm **Joint SIM/SBE Program** – Tuscany DEF

Keynote Speaker – Rakesh Khurana, Harvard Business School

Author of *From Higher Aims to Hired Hands: The Social Transformation of American Business Schools and the Unfulfilled Promise of Management as a Profession*

Chair, Doug Schuler, Rice University

\*\*SBE wishes to thank the Banta Center for Business, Ethics and Society at the University of Redlands and the Business Roundtable Institute for Corporate Ethics for their support of this event.

7:30 to 8:30 pm Reception

**Sunday, August 10**

7:30 to 8:30 am Continental Breakfast – Main Pre-Function

8:45 to 10:00 am Concurrent Sessions

Paper Session – Tuscany A

Chair: Ajnesh Prasad, Schulich School of Business, York University

*Institutional Impediments to Voluntary Ethics Measurement Systems: An International Perspective*, O. Scott Stovall, John D. Neill & Brad Reid, Abilene Christian University

*Communicating CSR: A Descriptive Study of How Companies Communicate CSR*, Paul Ziek, Rutgers University

*"Economia Aziendale" and the Stakeholder Management Theory: Towards a Better Clarification of Some Critical Points*, Gianfranco Rusconi, University of Bergamo, Italy

Panel: Potentiality and Limit of CSR in Japan: The Case of Volvic's "1 L for 10 L" Project – Tuscany B

Mitsuhiro Umezu and Students of Keio University

## Emerging Scholars – Tuscany C

Chair: Harry van Buren, University of New Mexico

*The Norwegian Government Pension Fund: An Exploration in Transparency and Socially Responsible Investing for a Sovereign Wealth Fund*, Robert Strand, Carlson School of Management, University of Minnesota

*Managing Stakeholder Networks in the Pharmaceutical Industry*, Dominic Kaeslin, University of Zurich

*Sacrificing the Corporate Self*, Ryan Burg, Wharton School, University of Pennsylvania

10:00 to 10:30 am Break

10:30 am to noon Concurrent Sessions

## Paper Session – Tuscany A

Chair: Paul Harper, Darden School, University of Virginia

*Building Better Agents*, Wayne Eastman, Rutgers University

*Exploratory Research into the Impact of "Stories" on Individual Ethics*, Beth Haley, University of Redlands

*The Brave New World of Global Civil Society*, Ian Maitland, University of Minnesota

## **End of Program**

12:30 to 2 pm BEQ Board Meeting – Tuscany D

# Call for papers

## **The first global dialogue on ethical and effective governance.**

**May 28-30, 2009  
Amsterdam, The Netherlands**

The research group Integrity of Governance of the VU University Amsterdam is sponsoring the dialogue; the theme is "Governing Good and Governing Well".

Can government be both ethical and effective? Or does one come at the expense of the other? These questions are the starting point for this global dialogue, a follow-up to the successful transatlantic

dialogues on ethics and integrity in Leuven and Maryland sponsored by the European Group of Public Administration (EGPA) and the American Society for Public Administration (ASPA).

The goal is to bring together the best and most original scholars on the ethics and quality of governance to discuss state-of-the-art knowledge, stimulate international exchange and contribute to international policymaking. The conference aims at broadening the ethics and integrity dialogue to other discussion topics, such as the relationship *between* integrity and ethics, and initiatives to make

government more efficient and businesslike, and international comparisons of the theory and practice of good governance, with special emphasis on the similarities and differences between Europe, the United States and Australia.

At the core of the conference will be seven themes, which will be jointly chaired by conveners from Europe, the U.S. and other parts of the world, and will consist of an internationally mixed audience of participants. The conference is open to those who get paper proposals accepted; participants will be limited to a maximum of 130. Participants will be expected

to subscribe to one workshop, act as a discussant for another contribution, and participate actively.

Submission of abstracts is due at November 1st 2008; deadline for full papers is April 15th 2009. For further information see the conference website at:  
<http://english.fsw.vu.nl/firstglobaldialogue>

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## **Applied Business and Entrepreneurship Association International (ABEAI) Conference**

**November 16-20, 2008  
Kauai, Hawaii**

Submissions are invited for papers for the fifth annual meeting of ABEAI. Electronic submissions (email attachments in MsWord) of research papers (including detailed abstracts) in all areas of business and economics, as well as the topic areas listed below, are invited for presentation. Proposals for cases, workshops, symposia, colloquia, tutorials on current issues, and other special sessions, are also welcome.

1. Accounting I (Audit, Financial, Tax, AIS)
2. Accounting II (Cost, Managerial)
3. Business Law and Business Ethics
4. Public Policy in Business, Business Strategy
5. Cases, Workshops, Special Sessions
6. E-Business
7. Economics I (Macro and/or Micro theory)
8. Economics II (Applied and Empirical Research)
9. Entrepreneurship and Small Business Management

10. Innovation and Entrepreneurship
11. Finance I (Financial Market, Derivatives, Investments)
12. Finance II (Financial Institutions, Corporate Finance)
13. Innovative Teaching I (Curriculum Design, Electronic Resources)
14. International and Global Business/Economics
15. Management and Organizational Behavior
16. Management Information Systems
17. Marketing, e-Marketing
18. Logistics and Transportation
19. Production and Operations Management
20. Quantitative Methods and Management Science
21. Student Papers in all Fields of Business and Economics
22. Supply Chain Management and Quality control

Submitted papers go through a double blind peer review process. Authors of accepted papers will be notified by email. Accepted papers will be published in the peer reviewed *Electronic Conference Proceedings*.

Presenting author(s) are required to register for and attend the conference, and present the paper at the time specified in the conference program. Publication of multiple papers by the same author will be subject to extra charges.

All complete papers will be considered for Best Paper Awards in their respective tracks. Student papers will also be considered for award in the Student Papers Track. Conference best papers are eligible for publication in the special issue of the *Indian Journal of Economics and Business* (indexed

by both JEL and Cabell, see [www.ijeb.com](http://www.ijeb.com)).

Organized sessions include a chair and two or more paper presenters. The organizer would need to contact the other participants. Table Discussion organizers invite researchers in their area of interest. Authors exchange and prepare to discuss all papers. The objective is to provide all authors detailed and helpful comments that may make their papers publishable in academic journals of their choice.

Submit manuscripts, proposals, and other research material to [abeai@up.edu](mailto:abeai@up.edu). Indicate topic area and number in the email subject line. All presentation materials should include the following on the first page: title, topic area and the topic area number, author/s, author address and email, and institution address. The submission deadline is **August 15, 2008**. For details see: <http://abeaiconf.googlepages.com>

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## **Business & Society**

Submissions are invited for a special issue focusing on *The Role of Nongovernmental Organizations in the Business – Government – Society Interface*. Submission deadline is **September 26, 2008**. A range of methodological approaches and epistemological traditions are welcomed as are contributions from all countries and regions, and articles that employ multi or interdisciplinary approaches. Guest editors: Jonathan Doh, Hildy Teegen, and Nicolas M. Dahan. For more information: [www.villanova.edu/business/asset/s/documents/excellence/leadership/callforpapers\\_ngo.pdf](http://www.villanova.edu/business/asset/s/documents/excellence/leadership/callforpapers_ngo.pdf)

## Positions Available

### **The Institute for the Medical Humanities University of Texas Medical Branch at Galveston**

The Institute for the Medical Humanities (IMH) at the University of Texas Medical Branch at Galveston (UTMB) invites applications for two positions. The first opening is a tenure-track faculty position in Medical Humanities, with rank negotiable based on experience. The successful candidate will join a multidisciplinary faculty in ethics, philosophy, history, law, policy, literature, religious studies, and visual studies who engage in research and teaching of medical students, trainees, and graduate students in the medical humanities as well as in the biomedical sciences. The IMH also offers an ethics consultation service in the university's hospitals. The IMH is home of the nation's only Ph.D. program in medical humanities.

Candidates should have a Ph.D. or other doctoral degree in a humanities discipline or in the medical humanities. Candidates must have a demonstrated ability to teach as well as a publication record commensurate with years of experience. A background in religious studies and ethics, potential to secure external grant funding, and the ability to engage in clinical ethics consultation are all highly desirable. Candidates from underrepresented minority backgrounds are encouraged to apply.

Please apply online at <http://www.utmb.edu/hcm/>. Job Opening ID 11709. Applications will be accepted until the position is filled. UTMB is an equal opportunity, affirmative action institution which proudly values diversity. Applicants of all backgrounds are encouraged to apply.

The second position, in collaboration with the Institutional Ethics Program, is an opening for a non-tenure track faculty position for a Clinical Ethicist. Salary and rank negotiable based on experience. The successful candidate will join a multidisciplinary faculty in ethics, history, law, policy, literature, religious studies, and visual studies who engage in research and teaching of students in the health professions and graduate students in the biomedical sciences and humanities. UTMB is developing programs in health policy issues, transplantation, correctional health and infectious disease/biodefense. The IMH is home of the nation's only Ph.D. program in medical humanities.

Candidates should have a Ph.D., M.D., or relevant terminal degree, as well as substantial training and background in Clinical Ethics. Among other duties, the clinical ethicist will be responsible for: (1) serving as a consultant for the Ethics Consultation Service; (2) providing ongoing staff support for the Institutional Ethics Programs; (3) providing educational programs in ethics for health care practitioners, residents and students; (4) assisting in expansion of current Clinical Ethics Teach-

ing Rounds in the various hospitals of UTMB; (5) serving on hospital committees, task forces and relevant community groups; and (6) providing and expanding ethics initiatives in support of clinical, scientific research, and translational programs. Prior experience with clinical ethics consultation is essential.

Please apply online at <http://www.utmb.edu/hcm/>. Job Opening ID #12426. Applications will be accepted until the position is filled. UTMB is an equal opportunity, affirmative action institution which proudly values diversity. Applicants of all backgrounds are encouraged to apply.

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### **Department of Business, Organizations, and Society Franklin & Marshall College**

The Department of Business, Organizations, and Society (BOS) at Franklin & Marshall College invites applications for seven tenure-track faculty positions, beginning fall semester 2009. Five are in traditional functional areas of business education, and two are thematic positions open to faculty of any relevant background. This hiring initiative is part of a multi-year process to extend and refine the College's signature undergraduate program. The department will move into a renovated historic building in fall 2009.

Franklin & Marshall College is a small (approximately 2,000 undergraduates), highly selective, residential liberal arts college with a fully integrated business program. The BOS Department ([www.fandm.edu/business.xml](http://www.fandm.edu/business.xml)) expects research, teaching, and service competencies and offers a collegial and supportive environment. BOS includes courses in accounting, business ethics, finance, human resource management, law, marketing, organizational behavior, and strategic management. The teaching load is 3/2 and includes participation in the College's general education program. We will offer competitive salary and support at Assistant and Associate Professor ranks.

We seek to fill five positions with faculty who can teach in specific functional areas and to fill two positions with faculty from any relevant background that supports our core curriculum.

Functionally specialized positions are in the areas of Accounting, Finance, Organization Behavior (two positions), and Marketing, Management, or Strategy. Thematically specialized positions are in the areas of Sustainability (organizations and the natural and social environment, sustainable business practice, social and environmental sustainability relevant to business and organizations) and International (globalization, cross-cultural analysis, or related aspects of international business).

Applicants should possess, or be close to completing, a doctorate in accounting, finance, international marketing, management, marketing, organizational studies, strategy; a related discipline (e.g.,

economics, psychology, or sociology); or other areas with a thematic emphasis related to our mission. Faculty rank will be assistant or associate professor, depending on qualifications.

Applicants must have a strong commitment to teaching undergraduates in a liberal arts setting. Teaching capacity for traditional functional areas of management education is required. Capability of teaching our introductory course is expected, and capability of teaching in multiple areas – including social science statistics and research methods, analysis of business and society, corporate citizenship, business social responsibility, ethics, and the legal environment of business – is desirable.

Responsibilities include teaching, advising, and mentoring undergraduates; research oriented towards publication in high quality academic journals; and participation in department and college governance. We will begin reviewing applications on July 15, 2008 and continue until the positions are filled. Only complete applications will be considered. Candidates should send a letter of application, *curriculum vitae*, graduate transcript, three letters of recommendation, teaching and research statements, and teaching evaluation forms. We will not accept electronic submissions. Be sure to specify the position(s) for which you are applying. All application materials should be sent to: Prof. Jeffrey Nesteruk, Chair, Department of Business, Organizations, and Society, Franklin & Marshall College, P.O. Box 3003, Lancaster, PA 17604, Tel. 717-291-4069, fax 717-358-4568, email: [jeff.nesteruk@fandm.edu](mailto:jeff.nesteruk@fandm.edu)

## *Society for Business Ethics*

### **Membership Information**

#### **Annual Dues**

**Individuals \$60.00**

**Retirees/students \$30.00**

**Institutions \$175.00**

(Shipping outside of North America is an additional \$8.00)

#### **To join the Society contact:**

**Society for Business Ethics  
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Charlottesville, VA  
22906-7147**

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Fax 434-220-3301**

Credit card information can be faxed to the above number or supplied on-line at:  
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MasterCard, Discover, and Visa are accepted.

**Membership includes a  
subscription to the Society's  
journal:**

***Business Ethics Quarterly***

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