



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

*Winter, 2009*

*Volume XIX, Number 3*

## **Report from the Executive Director**

Jeff Frooman  
University of New Brunswick

We've been busy making arrangements for our 2009 annual meeting, which is to take place in Chicago. (See the "Call for Papers" in this newsletter issue.) First, let me announce the days for the meeting: the main part of the conference will take place Friday-Sunday (August 7-9). Yes, these are exactly the same days we've always been meeting on. So even though the Academy of Management (AOM) has changed their meeting days--such that the main part of their conference now will be Sunday through Tuesday (instead of Monday through Wednesday)--we have decided not to change our meeting days.

The decision not to move our meeting days was made by the Society's Board after much deliberation. The Board believes we can benefit from the overlap between the two meetings in two ways: 1) Our conference chair is working with the PDW chair of AOM's Social Issues (SIM) Division to try to coordinate some sessions on Saturday and Sunday that will be of interest to both Academy and Society members. We're hoping both organizations will benefit from this by increased interest and attendance. 2) For those attending both conferences, their stay in Chicago will be shortened by one day, and this may make the two-conference deal a little more attractive to some who have been inclined to attend only one of the conferences.

Time will tell how well this new arrangement works. The Board will be observing how events unfold in Chicago, and will be looking for feed-

back from you--the Society's membership in attendance at the meeting--to determine how our annual meeting should be positioned against the AOM's meeting in future years.

The conference hotel will be the Allerton, at 701 North Michigan Avenue in Chicago. One of the key criteria for selecting this hotel was its proximity to the AOM's conference hotels. Only a 15-20 walk separates the two conference sites, and the walk takes one up and down Chicago's Magnificent Mile, probably the most vibrant part of the city.

The Allerton is a vintage, boutique hotel, with some stunning views of the city from its 23rd floor, where much of our conference will take place. Hotel registration will be possible via a link from the Society's website, sometime in the second half of January, so be on the lookout for it.

I'll take this opportunity to thank some of the people who helped in the selection of this hotel. Two Chicagoans, John Boatright and Gina Wolfe put forth names of hotels for consideration, and this was extremely helpful. Gina also visited a couple of the hotels on our behalf. However, special

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**Society for Business Ethics  
Annual Meeting  
August 6-9, 2009  
Allerton Hotel, Chicago, Illinois  
Call For Submissions, see page 10**

**Society for Business Ethics**  
[www.societyforbusinessethics.org](http://www.societyforbusinessethics.org)

**Board of Directors**

*Past President*  
Richard Nielsen  
Boston College  
617-552-0456  
nielsenr@bc.edu

*President*  
Rob Phillips  
University of Richmond  
804-287-8623  
rphill3@richmond.edu

*Program Chair*  
Joanne Ciulla  
University of Richmond  
804-287-6083  
jciulla@richmond.edu

Ian Maitland  
University of Minnesota  
651-338-2549  
imaitland@csom.umn.edu

Ed Hartman  
New York University  
973-353-5987  
hartmanedwin@hotmail.com

Denis Arnold  
UNC Charlotte  
704-687-7703  
denisarnold@uncc.edu

**Business Ethics Quarterly**

Editor in Chief:  
Gary R. Weaver  
BEQ@udel.edu

Associate Editor:  
Al Gini  
agini@wpo.it.luc.edu

**Executive Director**

Jeff Frooman  
University of New Brunswick  
506-451-6911  
frooman@unb.ca

**Treasurer**

Joe DesJardins  
College of St. Benedict  
320-363-5915  
jdesjardins@csbsju.edu

**Newsletter Editor**

Jeffery Smith  
University of Redlands  
909-748-8785  
jeffery\_smith@redlands.edu

**Newsletter Editorial Assistant**

Vanessa Siliezar  
University of Redlands  
909-748-8769  
vanessa\_siliezar@redlands.edu

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thanks go to another Chicagoan, Laura Hartman, for the many hotels she went through and for providing endless emails containing feedback on all the hotels on our short list (which I confess wasn't as short as it should have been). We couldn't have managed without you, Laura! Last (but not of course least) let me thank Joanne Ciulla, our Chicago Program Chair, who flew to Chicago and stayed in the Allerton in October. The working knowledge she gained of the hotel helped immensely during our negotiations with the Allerton's management, and I'm sure will lead to a well-designed and executed meeting program. Thank you, all!

Let me also mention one other decision the Board made this fall. For quite a number of years now we've annually printed the Society for Business Ethics Membership Directory. Printing and mailing the somewhat bulky Directory cost us almost \$4,000 last year. Because our membership doesn't change drastically from year-to-year, though, we've decided to move to an every-other-year printing arrangement, hoping this will suffice to meet the membership's needs, and that the money saved will be put to better use elsewhere . . . .

Cordially,  
Jeff Frooman, Executive Director

**Business Ethics Quarterly Now Online!**

The Philosophy Documentation Center (PDC) is pleased to announce that **Business Ethics Quarterly (BEQ)** is now available online as a benefit of membership in the Society for Business Ethics! To access the journal online you will need to log in at [http://www.philosophyonline.org/browse/journal\\_info/beg](http://www.philosophyonline.org/browse/journal_info/beg) and submit the user ID and password recently sent by email to SBE members by the PDC. Members with questions about their user ID and password can contact the PDC's Pam Swope at [pkswope@pdcnet.org](mailto:pkswope@pdcnet.org) for more information.

All issues of BEQ are available on this site, either in HTML or PDF format. All issues are fully searchable thereby providing comprehensive results within BEQ. Members also have the option of viewing search results for all journals published by PDC and, in a few weeks, members will be able to submit online orders for these non-BEQ publications on this site.

# 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](mailto:LHartman@depaul.edu) or Daryl Koehn at [koehnd@stthom.edu](mailto:koehnd@stthom.edu).



The purpose of this edition's discussion from the SBE's *Committee on International Collaboration* is to introduce you to two global alliances that have recently entered the world's agenda. The first – the UN's Principles for Responsible Management Education (PRME) initiative - is related specifically to the academic environment, and one that we, as academic professionals, can impact directly. The second – BELA - involves the practitioner environment, though through our work and networks, we can impact that alliance, as well.

Some of you may already be familiar with the United Nations Global Compact (<http://www.unglobalcompact.org/>). In the words of the UN, the Global Compact is “a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. By doing so, business, as a primary agent driving globalization, can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.” Concurrent to this primary business commitment, the UN has established a simultaneous effort in the academic community called the **Principles for Responsible Management Education (PRME)** initiative. The mission of the PRME initiative is to inspire and champion responsi-

ble management education, research and thought leadership globally.

The PRME are inspired by internationally accepted values including, *but not limited to*, the principles of the UN's Global Compact. The initiative explains that it seeks to “establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century.” The Principles are intended to serve as a global call for business institutions to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new business environment.

The PRME include a commitment to a continuous process of improvement and reporting on the following:

*Principle 1 - Purpose:* We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

*Principle 2 - Values:* We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

*Principle 3 - Method:* We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

*Principle 4 - Research:* We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

*Principle 5 - Partnership:* We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly

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effective approaches to meeting these challenges.

*Principle 6 - Dialogue:* We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability

If you would like more information on the PRME or would like to explore the possibility of participating on behalf of your institution, please see <http://www.unprme.org/how-to-participate/index.php>.

The **Business Ethics Leadership Alliance (BELA)** was established by seventeen charter companies who together represent nearly \$1 trillion in global commerce including well-known names, such as General Electric Company, Accenture, Dell, PepsiCo, Dun & Bradstreet, Ecolab, Wal-Mart, The Hartford, Jones Lang LaSalle, Fluor and United Airlines. BELA's stated purpose is to foster "higher standards of corporate ethical responsibility and accountability" with an objective of establishing a benchmark and framework for ethical behavior in the corporate world.

The four core values for BELA members are:

- **Legal Compliance** – Following both the letter and spirit of the law to counter fraud, corruption, bribery and deceit
- **Transparency** – Setting the cultural tone from the top by encouraging dialogue on ethical issues and disclosing information in a full, accurate and timely manner
- **Conflict Identification** – Actively identifying and addressing potential conflicts of interest and appearances of impropriety
- **Accountability** – Emphasizing quality, customer protection, environmental sustainability and integrity in the supply chain

BELA seeks to accomplish its purpose through the following activities, among others:

- Make a highly visible, public pronouncement of institutional commitment to ethical principles and priorities;

- Increase commitment to BELA principles, including legitimacy, accountability, and transparency of corporations;
- Provide invaluable visibility to ethical business leaders;
- Reinforce a positive view by regulators, law enforcement, key opinion leaders, and the investor community;
- Work with regulators to ensure reasonable and workable business regulations;
- Increase employee morale, customer satisfaction, and stakeholder approval;
- Work with a distinguished Advisory Board to help guide BELA's efforts;
- Make concerted and significant efforts to increase awareness of BELA and its members to designate members as ethical leaders in BELA press releases and media such as the *Wall Street Journal* and *Forbes*; at worldwide conferences and events; year-round on the highly-trafficked Ethisphere website; and quarterly in *Ethisphere Magazine*;
- Contribute to a redesign of business ethics for the future with the Global Ethics Pact.

BELA was developed by The Ethisphere Institute, of which some of you may already be aware, whether through its popular blog, its magazine, or perhaps its annual list of the 100 Most Influential People in Business Ethics (<http://ethisphere.com/100-most-influential-people-in-business-ethics-2008/>). Suzanne Hawkins, Senior Counsel, Legal Operations at General Electric Company and a Director on the Board of the Association of Corporate Counsel, serves as the Executive Director of BELA. For more information on BELA, please see <http://ethisphere.com/bela/>.

If you have any questions about the *Committee on International Collaboration*, please contact either Laura Hartman ([LHartman@depaul.edu](mailto:LHartman@depaul.edu)) or Daryl Koehn ([KoehnD@stthom.edu](mailto:KoehnD@stthom.edu)).

# CALL FOR PAPERS AND CONFERENCES

**“Business Ethics and the Credit Crisis,”**  
Hosted by The Belk College of Business and the  
Center for Applied and Professional Ethics at the  
University of North Carolina at Charlotte  
March 31 – April 01, 2009.

Keynote speakers include: Edward Kane, Boston College and Robert Kolb, Loyola University Chicago.

For more information please visit the website:  
<http://www.belkcollege.uncc.edu/ethics>

Contact: Denis Arnold, Surtman Distinguished Professor of Business, University of North Carolina at Charlotte  
Contact email: [DenisArnold@UNCC.edu](mailto:DenisArnold@UNCC.edu)



The Fifth Bentley Global Business Ethics Symposium sponsored by the State Street Foundation:

**BUILDING RESPONSIBLE  
GLOBAL CULTURES:  
The Role of Ethics, CSR and Sustainability,  
Monday, May 18, 2009,  
LaCava Campus Center,  
Bentley College, Waltham, Massachusetts.**

The symposium, the fifth in a multi-year partnership, is intended to unite business and higher education in the common goal of building a strong ethical foundation from which to serve our many constituencies and communities. The event will bring together international experts for in-depth discussions of current practices and challenges in business ethics, corporate responsibility and sustainability.

Over 30 speakers and panelists from leading companies, universities and NGOs will share their thoughts on Creating the Responsible Global Enterprise, The Leadership Challenge: Setting the Tone at the Top, Strategies for Sustainable Business Practice, Assessing and Reporting Progress, Engaging and Aligning Stakeholders, and The Responsible Global Culture: Trends, Challenges and Next Steps.

The program and registration details are available at [www.bentley.edu/symposium](http://www.bentley.edu/symposium). The event is held in memory of Timothy B. Harbert, Chairman and CEO of State Street Global Advisors and Trustee and Alumnus of Bentley College.



**CALL FOR PROPOSALS – DUE MARCH 1, 2009**  
**BUSINESS ETHICS QUARTERLY 2010**  
**ANNUAL REVIEW ISSUE**

*Business Ethics Quarterly* invites authors to submit proposals for manuscripts that provide comprehensive and insightful scholarly surveys of topics relevant to business ethics research, to be published in an annual review section of the journal during 2010. Articles in the annual review section should summarize recent important research on a topic relevant to business ethics (broadly defined), develop linkages between that topic and other important topics and issues, and provide valuable directions for future research on the topic. Work from both the social sciences and humanities is welcome; authors should consult *BEQ*'s “information for contributors” page to see the range of topics *BEQ* considers for publication ([www.businessethicsquarterly.org](http://www.businessethicsquarterly.org)).

**Proposals are due March 1, 2009.** Proposals should be five to ten pages long (double-spaced), not including references. Please limit references to one page, single-spaced, highlighting the most significant works in the topic area you propose to survey. Any necessary tables or charts also should be in an appendix, and should be limited in number. Submit proposals to managing editor Elizabeth Scott at [BEQmanagingedit@easternct.edu](mailto:BEQmanagingedit@easternct.edu).

Proposals will be reviewed by the editor and associate or advisory editors or editorial board members. Accepted proposals will then go through the process below. Strict adherence to the timeline (below) is essential in order to meet publication deadlines. Proposals will be evaluated on the following criteria:

- **Importance:** The proposed review manuscript must address an important and substantial area of research, integrating a wide range of research on that topic in a way that makes a clear contribution to the advancement of theory and research relevant to business ethics. The contribution to advancing theory and research is essential; proposals that merely summarize existing research will not be accepted, and manuscripts that fail to advance theory and research will be rejected despite earlier approval of a proposal. Please note that during 2008 and 2009, *BEQ* is publishing reviews on moral identity, whistleblowing, neuroscientific approaches to ethics, organizational justice research, evolutionary approaches to ethics, and the ethics of emotional influence in organizations. Thus we are not likely to accept a proposal on one of these topics unless it takes a radically different approach to the issue.
- **Organization:** The proposal should be clearly organized, well-argued, and engage the relevant existing research well.
- **Feasibility:** The proposal should be defined precisely enough that the editors will be able to judge its feasibility with respect to the publication timeline (below). The review and publication timeline for the annual review section is as follows; strict adherence to this timeline is essential for a successful proposal and manuscript:

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**Proposals due March 1, 2009:** to *Business Ethics Quarterly* by email to [BEQmanagingedit@easternct.edu](mailto:BEQmanagingedit@easternct.edu).



**Call for Manuscripts *Business Ethics Quarterly***  
**“Business Ethics and the Credit Crisis”**  
**Due July 15, 2009**  
Guest Editors:  
Denis G. Arnold,  
*University of North Carolina at Charlotte*  
Robert Kolb,  
*Loyola University Chicago*

The global credit crisis that has developed during the last several years raises a wide variety of ethically significant questions about lending in particular and, more generally, the structure, culture and practices of the domestic and global financial services industry. These questions have diverse foci, ranging from issues of retail banking practices with respect to individual borrowers to issues of structure and interdependence in the global financial network. For this special issue of *Business Ethics Quarterly*, we seek submissions that focus on ethically significant questions and topics pertaining to the recent credit crisis. Possible topics include, but are not limited to, the following:

- credit-evaluation standards and procedures
- deception and other ethically important issues in the lending process
- relevant obligations of different parties (e.g., borrowers, lenders) in the lending process
- ethical and/or behavioral issues related to risk management in lending specifically and banking more generally (e.g., collateralization, bundling and division of debt obligations)
- potential conflict of interest issues concerning rating agencies, and the ethical obligations of these agencies to their varied constituencies
- the nature and adequacy of credit market regulation, both domestically and globally
- Inter-organizational relationships within the financial services industry (e.g., deception, reporting and auditing in bank-to-bank relationships; power and legitimacy issues with respect to major money center banks)
- moral hazard and other issues raised by government responses to the credit crisis
- institutional and/or cultural origins of the credit crisis (e.g., in what ways does the credit crisis reflect a unique institutional framework or societal setting, and the normative, cognitive and social structural features of that institutional setting?)

To address these and other relevant questions, we seek a broad range of high quality submissions, and encourage both conceptual and empirical (quantitative or qualitative) contributions

that make use of one or another theoretical perspective within business ethics or any other relevant field of inquiry (such as finance, management and organization studies, philosophy, sociology, economics, political science, etc.). Both normative/philosophical/critical and conventionally social scientific manuscripts are welcome. Manuscripts should, ideally, make a new contribution both to our understanding of the credit crisis and related issues, *and* to the theoretical perspective relied upon to address the credit crisis. Manuscripts must be submitted electronically by **July 15, 2009** by using the BEQ submission website (<http://editorialexpress.com/beq>).

Manuscripts should be prepared according to the BEQ guidelines for contributions (see the information for contributors page at <http://www.businessethicsquarterly.org>). When submitting a manuscript for this special edition, please include a reference to Special issue: Credit crisis" in the "comments" box on the submissions website. Manuscripts should not exceed 12,000 words. Manuscripts will receive double-blind review, and acceptance decisions will be made by the guest editors in conjunction with one or more of *BEQ's* regular editors. For further information contact guest editor Denis Arnold ([DenisArnold@unc.edu](mailto:DenisArnold@unc.edu)).



**VIII International Congress of the International Association on Public and Non-profit Marketing (IAPNM 2009)**  
**Hosted by University of Valencia**  
**June 18-19, 2009 in Valencia, Spain**

University of Valencia invites the submission of papers on any aspect of Public and Non-profit Marketing to be considered for inclusion in the congress.

The Congress has a twofold objective, first, to compile and edit the latest developments in the field of research in Public and Non Profit Marketing, and secondly, to gather in a discussion forum professionals and academics interested in this area of the marketing discipline.

The Conference will include, among others, the following topics:

- Marketing in Public organizations
- Marketing in Non-profit organizations
- Social and Political Marketing
- Marketing the arts
- Sports Marketing
- Education Marketing
- Health Marketing
- Ethics and Social Responsibility
- Social Networks
- Other issues relating to marketing in the Public and/or Non-profit areas.

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(Calls for Papers continued from page 6)

The city of Valencia (Spain) is an ideal place for the Congress. The city offers good facilities, pleasant surroundings, a good climate, delicious gastronomy and many cultural activities. Its network of communication makes the city easy to reach from any part of the world. It is also on the Mediterranean coast and is hosting events like the Formula 1 and the America's Cup.

All those wishing to present a paper at the congress must submit their work in English. **Deadline is 28th February 2009.** Authors will be informed of acceptance by 22nd April 2009.

The formats are as follows: 1.- Paper: Maximum extension of 15-din A4, including tables, charts, annexes and bibliography; 2.- Work in progress: Summaries of a maximum of 7-din A4. ; 3.- Experimental Junior Papers: They aim to encourage future researchers and motivate students to perform marketing work. They should be tutored by a teacher with a maximum of 5-din A4.

English is the official language of the congress.  
Official website of the congress: [www.adeit.uv.es/aimpn12009](http://www.adeit.uv.es/aimpn12009).



**Respect and Economic Democracy  
Fifth Annual Conference of the  
European SPES Forum  
Hosted by the University of Catania, Italy  
April 17-18, 2009 in Catania, Italy  
The European SPES Forum**

The mission of the *European SPES Forum* is to open up spirituality as a vital source in social and economic life. The key-word of SPES is an acronym for 'SPirituality in Economics and Society', but it is also the Latin word for Hope, the virtue that sustains our belief in a better future. The European SPES Forum has a focus on experience based spirituality that succeeds in making a connection between day-to-day activities and the inner, pluriform quest for meaning. (<http://www.spes-forum.be>)

**Scientific Committee**

Pasquale Arena – University of Catania & European SPES Forum  
Luk Bouckaert – Catholic University of Leuven & European SPES Forum  
Gianfranco Rusconi – University of Bergamo & Italian Chapter

EBEN

Laszlo Zsolnai – Corvinus University of Budapest & European SPES Forum

**The Topic of the Conference**

The conference is an attempt to conceptualize self respect and the respect for each other as a potential vehicle to reach economic democracy. Can it be achieved to observe the relationships among love, affection, interest and sensitivity harmoniously in an inner equilibrium and to replace the idea of maximization with the optimization one? The conference has the purpose to explore a common sense of respect, which can improve the dialogue between people and to act as a guarantor of an ethically balanced resources allocation. At the same time, the conference directs the attention of academics and practitioners to the gap between stakeholders and individuals and the lack or inefficiency of democratic mechanism in business governance.

**Issues to be Addressed**

What is the meaning of respect? The different aspects and contexts of respect. The balance between self-respect and respect for the others. Respect for nature and future generations. Respect as a basic value driven by spirituality in the context of globalization. The bottom line of respect as the minimum standard needed in transnational relations.

Taking into account the stakeholder model, is it sufficient that the decision-making process fulfils the needs of individuals? Or do private and public governance need to look for new frontiers to utilize the resources effectively and ethically? Is stakeholder democracy a viable option?

What is economic democracy? Could we find a connection among motivation, participation, inner equilibrium and democratic business? How can we achieve a broad consensus among diverse stakeholders in business? How can the ethics of respect and economic democracy support new pathways in business, politics, and society?

**Place and Date**

"Respect and Economic Democracy" Conference will be held at the venue of the Faculty of Economics, in Catania, Italy. The conference will start on *April 17, 2009* and will end on *April 18, 2009* (from Friday morning to Saturday evening).

**Publication**

Selected papers presented in the conference will be published in a book edited for the

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**SBE Service Opportunities**

The Society for Business Ethics needs you! We're forming several new committees including one to determine the best conference paper at our annual meeting, one to determine the best reviewer of our annual meeting, and one to determine a best dissertation award. Serving on one of these committees is a great way to get involved without making a huge time commitment.

If you're interested, please contact Jeff Frooman, SBE Executive Director at: [frooman@unb.ca](mailto:frooman@unb.ca).



Frontiers of Business Ethics series at Peter Lang Academic Publishers in Oxford.

### Participation Fee of the SPES Annual Conference

150 Euros for regular participants

100 Euros for SPES members not having institutional support

50 Euros for students and accompanying persons

Pasquale Arena

University of Catania

Faculty of Economics

Department of Business, Culture and Society

Corso Italia, 55

95129 Catania, Italy

Phone: +39 (0) 95 7537621

Fax: +39 (0) 95 7537510

Mobile: +39 338 8623374

email: [paarena@tin.it](mailto:paarena@tin.it)



### Call for Chapter Proposals:

#### Ethical Issues in E-Business Models & Frameworks

edited by Dr. Daniel E. Palmer

Kent State University, Trumbull Campus

Proposal Submission Deadline: February 15, 2009

### Introduction

The internet has revolutionized business by fundamentally changing the means by which businesses operate and enlarging the opportunities available to them to reach and service customers. However, in doing so, the development and practice of e-business also raises a host of ethical issues, such as those pertaining to information security, privacy, data mining, and intellectual property. Therefore, as e-business continues to grow in significance and scope, it is important to understand and respond to the unique ethical issues associated with e-business. As e-business models become more common in the world of business, there must be an effort to integrate e-business more fully into the field of business ethics so that scholars and professionals working in the field can better appreciate and respond to these ethical issues. There thus exists a clear need for an edited collection of articles that provides a comprehensive and thorough treatment of ethical issues in e-business.

### Objective of the Book

This book will aim to provide a comprehensive overview of the most important ethical issues associated with the expanding world of e-business. Grounded solidly in the most recent scholarship in business ethics, the book will apply the most relevant theoretical frameworks to ethical issues in all significant areas of e-business. The book will be written for scholars, professionals, and students interested in gaining a better comprehension and appreciation of the moral issues encountered in the multifaceted world of e-business. It will provide readers with a clear knowledge of the complex ethical issues involved in e-business and improve their understanding of widely discussed

current issues in e-business such as those of privacy, information management, data mining, intellectual property, and consumer tracking.

Recommended topics include, but are not limited to, the following:

- The importance of ethics for e-business
- The new paradigm of business on the internet and its ethical implications Identifying and responding to stakeholders in e-business
- Applying ethical principles to e-business Ethical issues in e-marketing Consumer identification, tracking techniques, data mining, spam, and pop-ups
- Truth in advertising on the internet Protecting children on the internet Privacy and information management Privacy audits, data storage, online security, and remote access privacy issues
- Managing customer information Disclosing information to third parties Selling and buying consumer data Ethical issues in employee relations in e-business
- Environmental issues in e-business Online auctions, reverse auctions, and other models of e-business
- Outsourcing/offshoring e-business IT projects Intellectual property rights, software privacy, online file sharing New directions in IT development and emerging e-business models Industry codes of ethics/professional standards Legal and regulatory standards governing e-business

### Submission Procedure

Potential authors are invited to submit chapter proposals on or before **February 15, 2009**. Proposals should consist of a 2-3 page chapter proposal clearly explaining the topic matter of the proposed chapter, the author's proposed approach to the topic, as well as the suitability of the topic for the volume. Authors of accepted proposals will be notified by **February 28, 2009** about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by **April 30, 2009**. All submitted chapters will be reviewed on a double-blind basis. Contributors may also be requested to serve as reviewers for this project.

Inquiries and submissions can be forwarded electronically (Word document) or by mail to:

Dr. Daniel E. Palmer

Department of Philosophy

Kent State University, Trumbull Campus

4314 Mahoning Ave., N.W.

Warren, OH 44483-1998

Tel.: (330) 675-8978 • Fax: (330) 675-8878

E-mail: [dpalmer1@kent.edu](mailto:dpalmer1@kent.edu)

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# BOOKS, JOURNALS & MULTIMEDIA

## *Normative Theory and Business Ethics*

Jeffery D. Smith (Ed.),  
University of Redlands

Foreword by Norman E. Bowie,  
University of Minnesota

Since its inception thirty years ago, business ethics has benefited from the interdisciplinary contributions by management, political theory, sociology, and, of course, philosophy. This volume provides an updated examination of the role that moral and political philosophy can play in addressing problems in business ethics. The essays contained within its pages represent the work of new scholars and address a wide array of foundational issues such as distributive justice within firms, human rights, ethical challenges of international business, the role of virtue in business management, entrepreneurship and the relationship of markets and market actors with democratic institutions. In an important sense, this collection traces where philosophy has been and where it is headed within business ethics. Each of the contributions represent new work that, at once, strengthens the theoretical foundations of normative business ethics and provides practical insight for non-philosophers working in the field.

Contributors include Denis Arnold, Norman Bowie, Mitchell Haney, Nien-hê Hsieh, Alexei Marcoux, Christopher Michaelson, Geoff Moore, Jeffrey Moriarty, Jeffery Smith, and Ben Wempe.

This is the first volume in Rowman & Littlefield's new series *New Perspectives in Business Ethics* edited by Denis Arnold of UNC Charlotte. More information can be found at <http://www.rlpbooks.com/>



## *Corporations and Citizenship*

Andrew Crane, *York University, Toronto*  
Dirk Matten, *York University, Toronto*  
Jeremy Moon, *Nottingham University*

The latest title in Cambridge's "Business, Value Creation, and Society"

series, *Corporations and Citizenship* is out now. The book starts from the observation that although it is widely accepted that corporations have economic, legal, and even social roles, the political role of corporations has yet to be fully appreciated. *Corporations and Citizenship* serves as a corrective by employing the concept of citizenship in order to make sense of the political dimensions of corporations.

Citizenship offers a way of thinking about roles and responsibilities among members of polities and between these members and their governing institutions. Crane, Matten and Moon provide a rich and multi-faceted picture that explores the political dimensions of corporations within three relations of citizenship – corporations as citizens, corporations as governors of citizenship, and corporations as arenas of citizenship for stakeholders – as well as through three contemporary reconfigurations of citizenship – cultural (identity-based), ecological, and cosmopolitan citizenship. The book revolutionizes not only our understanding of corporations but also of citizenship as a principle of allocating power and responsibility in a political community.

For more information: <http://cambridge.org/us/catalogue/catalogue.asp?isbn=9780521612838>



## *Ethics and the Business of Biomedicine*

Denis G. Arnold (Ed.), UNC at Charlotte  
Cambridge University Press, 2009

During the last thirty years we have witnessed sweeping changes in health care worldwide, including new and expensive biomedical technologies, an increasingly powerful and influential pharmaceutical industry, steadily increasing health care costs in industrialized nations, and new threats to medical professionalism. The essays collected in this book concern costs and profits in relation to just health care, the often controversial practices of pharmaceutical companies, and corruption in the professional practice of medi-

cine. Leading experts discuss justice in relation to business-friendly strategies in the delivery of health care, access to life saving drugs, the ethics of pharmaceutical company marketing practices, exploitation in drug trials, and undue industry influence over medicine. They offer guidance regarding the ethical delivery of health care products and services by profit-seeking organisations operating in a global marketplace, and recommend pragmatic solutions to enhance organizational integrity and curb medical corruption in the interest of patient welfare. Contributors: Daniel Callahan, Norman Daniels, Paul Menzel, Tom L. Beauchamp, Jason Hubbard, Denis G. Arnold, Carl Elliott, Richard T. De George, Mary V. Rorty, Patricia Werhane, Ann Mills, George Khushf, and Daniel Wikler



## *Business and Society:*

### *Ethics and Stakeholder Management,*

New 7th Edition

Now Available, 2009

Archie Carroll and Ann Buchholtz

The book has four chapters specifically on business ethics. Examples of new cases include: HP, Say-on-Pay, Hiring Illegal Aliens, Chiquita Bananas, Coke & Pepsi in India, the Credit Card Industry, and Tattoo/Body Art as Employee Rights? Exam copies are available from South-Western Publishing/Cengage Learning: <http://academic.cengage.com/management/carroll>



## *Employment Law for Business*

6th Edition

Dawn D. Bennett-Alexander and  
Laura P. Hartman

This book addresses challenging HR dilemmas from a managerial perspective. The text is intended to guide readers on how to manage effectively and efficiently with full comprehension of the legal ramifications and ethical implications of their decisions. Students are shown how to analyze employment law facts using concrete examples of man-

(Continued on page 11)

# Society for Business Ethics Annual Meeting

## Call For Submissions

August 6-9, 2009

Allerton Hotel, Chicago, Illinois

Submission Deadline: March 1, 2009

The SBE cordially invites you to submit electronic copies of your paper, panel proposal, or workshop (MSWord or .pdf preferred) to Joanne Ciulla (sbe.program.chair@gmail.com). We will only consider electronic submissions. To help us match submissions with reviewers, please categorize your paper using a three-letter code from the list below.\* List at least one category from Paradigms, Application Contexts, and Methodologies or as many as apply (e.g., P-5, 11, 13; A-4; M-1, 6). We will also consider submissions that do not “fit” in any of these categories.

**Doctoral Students** are encouraged to submit papers. They should indicate their status and the schools in which they are enrolled on the cover page.

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.

**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. Papers should not be longer than 30 pages (double-spaced).

**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 also include a 150-word abstract for each participant/entry. Panels will normally be comprised of no more than three presenters plus a chair (who may also be one of the three presenters). Panels should not include discussants.

**Workshop Submissions:** Workshops are interactive sessions. Proposals should include a clear statement indicating the rationale for the workshop, why your research and/or expertise qualify you to give this workshop, and how you would run the workshop.

**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.)

### \*Paradigms

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 Org Behavior/Management  
P-8 Religious considerations  
P-9 Post-modernism  
P-10 Contract theory  
P-11 Stakeholder theory  
P-12 Utilitarianism  
P-13 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 fieldwork (including statistical analysis)

# SBE @ APA

The Society for Business Ethics continues its collaboration with the American Philosophical Association with group sessions at the following divisions of the APA:

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## *Central Division*

February 18-21, 2009  
Palmer House Hilton Hotel, Chicago, IL  
February 21, 2009 12:15 to 2:15 p.m.

### **"Side Constraints and the Levels of Moral Discourse: A Modified Shareholder Theory"**

Thomas Carson (Loyola University)

Comments by Ian Maitland  
(University of Minnesota)  
and  
Robert Phillips  
(University of Richmond)

Chaired by Jeff Moriarty  
(Bowling Green State University)

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## *Pacific Division*

April 8 - 12, 2009  
Westin Bayshore, Vancouver BC

April 8, 2009 6:00-8:00 p.m.

### **"Corporate Moral Motivation"**

Chris MacDonald (Saint Mary's University)

Comments by Brian Stevenson  
(Gonzaga University)

Chaired by Jessica Ludescher  
(Seattle University)

(BOOKS, JOURNALS & MULTIMEDIA Continued from page 9)

agement-related legal and ethical dilemmas that do not present clear-cut solutions. The methods of arriving at resolutions are emphasized, so that when the facts of the workplace problem are not quite the same, the student can still reach a good decision based on the legal considerations required by law, which remain relevant.

For more information, contact your McGraw-Hill representative or go to <http://catalogs.mhhe.com/mhhe/viewProductDetails.do?isbn=0073377635>."



### *Journal of Business Ethics Education* *Volume 5: 2008* **Special Issue: Mainstreaming Corporate Responsibility**

The latest Volume of the Journal of Business Ethics Education (JBEE) contains seven case studies that were developed as part of a three-year project on Curriculum Development for Mainstreaming Corporate Responsibility, sponsored by the European Academy of Business in Society (EABIS) and led by London Business School initially and then by the INSEAD Social Innovation Centre. A key goal of the project was to develop – and encourage the adoption of – teaching materials that could be used to address corporate responsibility across business school and executive development curricula. The seven cases are intended for use in courses in accounting, economics, entrepreneurship, strategy and operations management, as well as in courses focused specifically on business and society, business ethics or corporate responsibility. The cases are:

"Unilever and Oxfam: Understanding the Impacts of Business on Poverty (A) and (B)" by N. Craig Smith and Robert Crawford; "IBERDROLA: A Utility's Approach to Sustainability and Stakeholder Management" by Tanguy Jacopin, Serge Poisson-de Haro and Joan Fontrodona; "Illycaffè: Value Creation through Responsible Supplier Relationships" by Francesco Perrini and Angeloantonio Russo; "Innocent: Values and Value" by Robert Brown and David Grayson; "Novo Nordisk A/S: Integrating Sustainability into Business Practice" by Mette Morsing and Dennis Oswald; "Waste Concern: Turning a Problem into a Resource" by Johanna Mair and Jordan Mitchell; and "Revenue Flow and Human Rights: A Paradox for Shell Nigeria" by Aileen Ionescu-Somers and Ulrich Steger.

Abstracts can be viewed by visiting the JBEE web pages at <http://www.neilsonjournals.com/JBEE/jbeev5.html>. From here you can order the Special Issue or order individual case studies for classroom use.

### **Themed Section: Business Ethics Education in China's MBA Curriculum**

Also included in this Volume is a special themed section led by Professor Zhou Zucheng of the Antai College of Economics

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# POSITIONS AND FELLOWSHIPS

## Tenure Track Position in Social Entrepreneurship

The New School seeks an expert in Social Entrepreneurship to create and/or study viable social ventures in the private and non-profit sectors and to teach others how to do the same. The successful candidate will bring knowledge of social finance, social enterprise, corporate social responsibility, capital markets, and/or socially responsible business—either in the U.S. or international settings. He or she should have practical and/or scholarly expertise in creating and sustaining social ventures, including design, implementation, management and deal structuring. The position will be housed in Milano the New School for Management and Urban Policy.

The successful candidate will participate in both 1) the design and launch of an undergraduate management and/or business program strongly shaped by the values inherent in social entrepreneurship and 2) the development of a social finance area of specialization in Milano. We are looking for someone who can provide intellectual and curricular leadership in the area and work collaboratively across disciplines and fields to build bridges to other Divisions in the University, including for example programs in design and management, international affairs, community development, urban studies, and business.

Teaching will include students in Milano's masters programs (Non-profit Management, Organizational Change Management, and Urban Policy Analysis & Management), and newly designed undergraduate management programs housed both in Milano and in other Divisions of

the University. The successful candidate will have demonstrated the ability to work with and understand the complex relations between investors, other funders, students, entrepreneurs, government agencies, and community/advocacy organizations. Understanding how public policies can impact social entrepreneurship is important, too.

Applicants should have a Ph.D. in a relevant field or another terminal graduate degree coupled with significant experience. Preference is for someone whose research, scholarship and/or creative practice would merit consideration for a tenure-track position. Consideration will also be given to those whose careers and significant accomplishments as practitioners would make a renewable term appointment more appropriate. This position is approved at the rank of "Assistant Professor"; senior candidates with outstanding records, accomplishments and reputations may also be considered. This position is dependent on final budget approval from the Office of the Provost.

Applications should include a cover letter, C.V., and the names and contact information for at least three references from whom the committee may solicit letters, and should be emailed to [gersh@newschool.edu](mailto:gersh@newschool.edu) and/or mailed to:

Alec Gershberg, Milano:  
THE NEW SCHOOL for Management & Urban Policy,  
72 Fifth Avenue, 5th floor,  
New York, NY 10011.

Applications will be reviewed as received, and until the position is filled.

The New School, as well as its indi-

vidual academic divisions, is committed to a policy of equal opportunity in all its activities and programs, including employment and promotion. It does not discriminate on the basis of race, color, national or ethnic origin, citizenship status, religion, sex, sexual orientation, age, physical disabilities, veteran or marital status.



## Business Ethics Lecturers

The Carroll School of Management at Boston College invites applications for three (3) full-time lecturer positions in the newly designed and interdisciplinary Portico Program, an undergraduate introduction to business course that is rooted in an ethical framework. A full description, including how to apply, can be found at - [www.bc.edu/portico](http://www.bc.edu/portico).

Interested candidates should contact Ethan Sullivan, Assistant Dean for Curriculum, at 617-552-0459 or by email at [ethan.sullivan.1@bc.edu](mailto:ethan.sullivan.1@bc.edu).

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*(BOOKS Continued from page 11)*

and Management, Shanghai Jiao Tong University, China, which examines the current status of business ethics education in China. There are articles by the five top Chinese business ethics scholars plus reviews of the six most influential Chinese business ethics textbooks. The hope is that the international community will gain a better understanding of China's business ethics education, which will in turn encourage the international exchange and development of business ethics education in China.

For more information on <http://www.neilsonjournals.com/JBEE/>



# ANNOUNCEMENTS

## **The Frances Marlin Mann Center for Ethics and Leadership**

Based in the Brock School of Business at Samford University, the university-wide Frances Marlin Mann Center for Ethics and Leadership serves the schools of business, law, divinity, pharmacy, nursing, education, arts and humanities. It was made possible with an endowment from alumnus Marvin L. Mann, chairman emeritus of Lexmark International, and named in memory of his late wife.

The center's director, John C. Knapp, joined Samford in July 2008 as University Professor and Mann Family Professor of Ethics and Leadership. He previously was professor and director of the Center for Ethics and Corporate Responsibility at Georgia State's Robinson College of Business.

The Mann Center will provide resources for curriculum and faculty development, as well as a number of co-curricular programs including the A. Gerow Hodges Endowed Lecture series. It is online at [www.samford.edu/ethics](http://www.samford.edu/ethics).

Samford University, founded in 1841, is Alabama's largest independent university. The AACSB-accredited Brock School of Business offers a wide range of undergraduate and graduate programs, including a new university-wide minor in social entrepreneurship.



## **R. Edward Freeman Receives Gourlay Professorship of Ethics**

'Probatem Lauda et Bonos Mores Suade' ... 'extol honesty and promote morality'. This is the motto of the prestigious Gourlay Professorship of Ethics in Business at Trinity College, The University of Melbourne, Australia. This unique program places a Visiting Professor as a full member of the residential College community, during which time they also teach courses at the Melbourne Business School.

The endowment of the late John Gourlay AM immerses scholars in business ethics from around the world in the vigorous intellectual life of Trinity College. From this base, the Visiting Professor also engages postgraduate students and the higher echelons of the business community.

Trinity College is proud to announce that Professor Ed Freeman of The Darden School at the University of Virginia will be the Gourlay Visiting Professor in 2009 and **again** in 2010.

Professor Freeman follows in the footsteps of Dean Steve Salbu (Dean and Stephen P. Zelnak Jr. Chair, Georgia Tech) and Professor Laura Hartman (Professor of Business Ethics, College of Commerce, DePaul University) who have previously held the Professorship with great distinction.

More information on the Gouray Professorship is available at the Trinity College website: [http://www.trinity.unimelb.edu.au/academic\\_programs/visiting\\_scholars/gourlay](http://www.trinity.unimelb.edu.au/academic_programs/visiting_scholars/gourlay).



## **Sandra Waddock Receives Galligan Chair at Boston College**

In 2008 Sandra Waddock was appointed as the Galligan Chair in Strategic and Operations Management in the Carroll School of Management at Boston College. This chair was established in 1984 and honors Boston College alumnus and former Chief Executive Officer of the Boston Edison Company, Thomas J. Galligan, Jr.

Professor Waddock is one of the leading scholars and public intellectuals in the world on issues related to social responsibility in management and leadership. As members of the Society for Business Ethics already know, Dr. Waddock's research focuses on corporate citizenship, responsibility management, corporate responsibility, multi-sector collaboration, and management education. Within the Carroll School, Sandra has played a vibrant role by being steadfast in her convictions regarding the social responsibilities of business. Please join the rest of the Society's membership in congratulating Professor Waddock.

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Society for Business Ethics  
c/o Banta Center for Business, Ethics and Society  
University of Redlands  
School of Business  
1200 East Colton Avenue  
Redlands, CA 92373  
USA

FIRST CLASS  
POSTAGE PAID  
PERMIT #1040  
Leesburg, FL  
34748