



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

*Spring, 2009*

*Volume XIX, Number 4*

## **Report from the Executive Director**

Jeff Frooman  
University of New Brunswick

The Society for Business Ethics has a new treasurer! We welcome Robert Krug, and his impressive expertise, to the organization's Board. Bob has a PhD from Case Western Reserve, and is a management professor at St. Joseph's College in New York City. Prior to his academic career, Bob served as Assistant Controller of Loral Corporation for five years and then served in a variety of capacities at JP Morgan Chase Bank for 23 years. And what made him especially attractive to the Board is that Bob is also a CPA in the State of New York. We feel lucky to have him on board (pun intended) especially as we head into these troubled economic times.

Of course as we welcome Bob to the Board, we must also say a farewell to Joe Desjardins. Joe served as our newsletter editor (1999-2005), as our executive director (2004-2008) and then, as if all that weren't enough, served as our first treasurer (2008-2009). (The treasurer position was approved at last year's business meeting in Anaheim.) Now that the 2008 books have been closed and the tax statements filed, Joe departs--we hope only temporarily--from his leadership roles within the organization. Joe, this or-

ganization owes you a lot: Thank you for all your years of service!

Now as you all know, we're going to be meeting in Chicago this summer, August 6-9. Joanne Ciulla, SBE Program Chair, is busy coordinating the review process for what looks to be an exciting and stimulating set of presentations and symposiums. Submissions are up considerably from last year and notifications to people regarding their submissions should occur in early May .

Registration for the annual meeting will be opened around the middle of April. It's done electronically, so look for a link on the SBE website (under the "Annual Meeting" button) to the Philosophy Documentation Center, the organization that handles our conference registrations.

Finally, there's an election underway! Six members graciously put their names forward for the Board Position that opens every year in August. Let me thank each one of the six: Andrew Crane, Ron Duska, Kevin Gibson, Robert Kolb, Andreas Georg Scherer, and Alan Strudler. We do very much appreciate your willingness to serve the organization, and in fact, further appreciate your willingness to put your names out in front of the membership for a vote. Since at the time of writing I don't yet know the outcome of the balloting, I wish you all the best. (And

*(Continued on page 2)*

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## **Society for Business Ethics**

[www.societyforbusinessethics.org](http://www.societyforbusinessethics.org)

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should a runoff between the top two candidates become necessary, we'll be sending out a second ballot around mid-April.)

Cordially,  
Jeff Frooman, Executive Director

## **Message from the Program Chair**

This year's SBE meeting in Chicago is shaping up to be an exciting one – never has our field been more relevant to what is going on in the world. Perhaps that is why we had a record number of paper and panel submissions, with over a quarter of them submitted from outside the U.S.

The conference will be held at the Allerton Hotel, which is a short pleasant walk to the Academy of Management conference venue. Except for Saturday afternoon, most of the meeting will take place on the 23<sup>rd</sup> floor in a set of sunny elegant rooms that offer spectacular views of the Chicago skyline and the lake. In response to comments from last year's participants, I have varied the length and the formats of the sessions. I also tried to ensure that we have plenty of time to interact with each other in and between sessions.

Papers will be given in either the typical panel format with 2-4 presenters or as paper roundtables. The roundtables allow for single paper presentations to a group of 10-15 people. Where possible, I have lengthened the breaks in between sessions and, of course, continued the SBE tradition of evening receptions. For planning purposes, here is an outline of the conference. (Page 11) The final schedule will be on the SBE website later in the summer. Until then, you may register and book your room through the SBE website [www.societyforbusinessethics.org](http://www.societyforbusinessethics.org). I look forward to seeing you in August.

Joanne B. Ciulla

## SBE MENTORSHIP PROGRAM

The Society for Business Ethics is proud to announce the establishment of the **SBE Mentorship Program**. The Mentorship Program pairs faculty of all ranks who are interested in any of the following activities or discussions with SBE faculty who have distinguished records in related arenas:

- Enhancing their scholarship skills
- Enhancing their teaching skills
- Broadening their scholarly agendas
- Further developing their pedagogy
- Examining their balance of teaching, scholarship and service
- Exploring administration opportunities

The SBE Mentor shall provide assistance and constructive guidance to those who desire such direction in a given substantive area.

Historically, many business ethics faculty remain the sole professor in their discipline within their units or schools. In order to gain the wisdom of colleagues' experiences, they usually have to wait until the annual SBE meetings, if that. The ultimate goal of the SBE Mentorship Program is the establishment of a community of faculty on whom our rising faculty can call when they seek support. This program represents a unique opportunity for professional development in a collegial, collaborative and developmental environment.

**If you would like to participate in the program and to become associated with an SBE Mentor, *or* if you would enjoy servicing as a Mentor, please contact Laura Hartman at [L.Hartman@depaul.edu](mailto:L.Hartman@depaul.edu).**

I will look forward to working with you to find the most effective fit with a mentor in the Society.

For those interested in mentoring, please accept in advance my gratitude for your pledge of the most valuable "commodity" that any professional can offer — one's time — as well as your support of this promising SBE initiative.

## BOOKS, JOURNALS & MULTIMEDIA

*China 2020: How Western Business Can - and Should - Influence Social and Political Change in the Coming Decade*

Michael A. Santoro

Cornell University Press, 2009

"In this great book, Michael A. Santoro adds in significant and important ways to the dialogue over the economic reforms in China and how these reforms give rise to many complexities in the areas of politics and human rights."-Doug Guthrie, Stern School of Business, New York University

Drawing on knowledge gained through personal interviews, documentary sources, and almost two decades of visits to China, Michael A. Santoro presents a fresh and innovative way of thinking about two questions that have preoccupied Western observers for decades. What will be the effect of economic reform and prosperity on political reform? How can companies operate with moral integrity and ethics in China? In *China 2020*, Santoro unifies these hitherto separate questions and demonstrates that moral integrity (or lack of it) by Western business will have a profound impact on whether economic privatization and growth usher in greater democracy and respect for human rights. *China 2020* describes various tectonic social and political battles going on within China. The outcomes of these struggles will depend on a number of powerful indigenous forces as well as the decisions and actions of individual Chinese citizens. Santoro strongly believes that Western businesses can-and should-influence these developments.

# CALL FOR PAPERS AND CONFERENCES

**Center for Business Ethics and Bentley Alliance for  
Ethics and Social Responsibility  
Building Responsible Global Cultures: The Role of Ethics,  
CSR and Sustainability**

BENTLEY UNIVERSITY AND  
STATE STREET FOUNDATION PRESENT  
The Fifth Bentley Global Business Ethics Symposium  
**Monday, May 18, 2009**  
**8:00 a.m. to 5:00 p.m.**

*(reception immediately following)*

**Executive Dining Room, LaCava Campus Center,  
Bentley University**

Established in memory of **Timothy B. Harbert '76**,  
Chairman and CEO of State Street Global Advisors and Trustee  
and alumnus of Bentley College

This year's Bentley Global Business Ethics Symposium, sponsored by the State Street Foundation, is the fifth in a multi-year partnership. The event brings together international experts, corporate leaders, academics and media to explore best practices and challenges in business ethics and ethics education.

Interested faculty also have the opportunity to participate in the annual Faculty Development [Business Ethics Teaching Workshop](#) that follows the Symposium and runs from Tuesday, May 19 through Friday, May 22, 2009. Interested faculty should contact Tony Buono at [abuono@bentley.edu](mailto:abuono@bentley.edu).



**Ethics and Compliance Officer Association (ECO)  
Annual Business Ethics & Compliance Conference  
September 23-25, 2009**

The ECOA is calling for presentations at its 2009 Annual Business Ethics & Compliance Conference to be held at the Hyatt Regency O'Hare in Rosemont, Illinois, from September 23-25, 2009. Proposals should be submitted on-line at [www.theecoa.org/Content/NavigationMenu/CallforSpeakers](http://www.theecoa.org/Content/NavigationMenu/CallforSpeakers) by May 31. For additional information, please contact Bob Olson, PhD, director of Member Services and Education, at (781) 647-9333 or [bolson@theecoa.org](mailto:bolson@theecoa.org).

The ECOA is a non-consulting, member-driven association exclusively for individuals who are responsible for their organization's ethics and compliance program. The only organization of its kind, it is the largest group of business ethics and compliance practitioners in the world. Its annual conference this year will draw approximately 500 attendees.

Most of the 50 presentations at the conference will be delivered by practicing ethics and compliance officers or other subject-matter experts. The ECOA seeks to improve the value of the event by hosting several academicians who can address issues

confronted by ethics and compliance officers in their daily work and offer research-based solutions to their very practical problems. More-theoretical presentations are welcome if they have real-world applications. While no papers will be accepted, if they are transformed into engaging, interactive presentations, they will be considered.

Academicians whose proposals are accepted will be reimbursed for travel up to \$750 (domestic) or \$1,000 (international). The ECOA's goal with this reimbursement policy is to make it possible for anyone to offer an excellent proposal without regard for expense. If, in addition to speaking, an academician wants to attend the rest of the conference, registration is \$1,200, which is a 35 percent discount over the standard speaker registration.



**Fourth Annual Summer Symposium  
2009 IBE3  
International Business, Economics, Environment and  
Education:  
The Future of Globalization:  
Challenges and Opportunities  
in the Current Economic Environment**

**Regional Conference: JUNE 19 & 20, 2009  
on the IONA COLLEGE Campus in New Rochelle, N.Y.**

The Sponsoring Institutions invite your submission (Papers, Cases, or Panel Discussion Proposals) to be emailed to: [jmanley@iona.edu](mailto:jmanley@iona.edu).

**Submission Deadline: May 8th** & Status Notification: (NO LATER THAN) May 29th All submissions will be blind reviewed for the acceptance decision.

For travel considerations, all submissions will be reviewed and authors notified on a rolling basis as soon as review recommendation is received.

Sponsoring Institutions:  
Hagan School of Business of Iona College  
International Business & Economy Conference 2010  
New England Business administration association  
San Francisco State University  
University of Connecticut CIBER



**SUMMIT ON THE FUTURE OF THE CORPORATION:  
RESTORING THE PRIMACY OF THE  
REAL ECONOMY  
Hosted by Corporation 20/20  
JUNE 9-10, 2009  
Historic Faneuil Hall, BOSTON**

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Join leaders from business, civil society, finance, labor, and law for two days of visioning, debate and agenda-setting. Space is limited

Contact: Nina Smolyar, nsmolyar@tellus.org  
For further information and registration visit  
[www.summit2020.org](http://www.summit2020.org)



### CALL FOR PAPERS

#### Annual Conference:

#### *Risk Management and Corporate Governance*

Conducted by:

**Center for Integrated Risk Management and  
Corporate Governance,  
Loyola University Chicago  
October 1-2, 2009**

We seek academically oriented, high quality studies of issues related to any aspect of risk management or corporate governance. All disciplines are welcome to participate as we seek to create a multi-disciplinary perspective on this timely topic. We welcome a wide variety of papers, from the most technical risk management models to policy-oriented discussions. We are especially interested in attracting contributions from finance, economics, management, law, business ethics, psychology and sociology.

Submission Procedure: Please submit a two-page abstract by **July 15, 2009**. Acceptances will be based on the submitted abstract, but the abstracts must be followed by complete papers by **September 8, 2009**.

There is no conference registration fee, and the Center for Integrated Risk Management and Corporate Governance will provide entertainment and most of the meals during the conference. Travel and accommodation remain the responsibility of participants.

Please submit your abstract via e-mail (rkolb@luc.edu) to:  
Robert W. Kolb, Professor of Finance  
Considine Chair of Applied Ethics  
School of Business  
Loyola University Chicago  
Chicago, IL 60611

**Please see our Web site for additional details:  
[www.LUC.edu/risk](http://www.LUC.edu/risk).**



### CALL FOR PAPERS

Sponsored by the Vincentian Universities in the  
United States:  
**DePaul University, Niagara University,  
St. John's University**  
**Oct. 28-30, 2009**  
Hosted by Niagara University  
at the Conference Center, Niagara Falls, NY

The annual international conference promoting business ethics encourages a very broad-based approach to the discussion of ethical theory and practice and seeks contributions to that discussion from business and academic professionals who are promoting business ethics through:

- The traditional business disciplines: accounting, finance, marketing, advertising and management
- Other related areas of interest: philosophy, theology, psychology, and sociology

In addition to the general theme for keynote and plenary sessions, the conference will be organized in broad topical areas based on proposed submissions. Formal academic sessions will be interspersed with panel discussions, interactive conversations, keynote addresses and debates for dynamic participation among conference attendees.

#### Format for Proposals

We are looking for business professionals and academics who have an interest in business ethics (in its broadest and widest sense) to submit formal proposals. (Final proposals will be selected through a blind referee process.)

We require only a one-page proposal, including an abstract. We will also need contact information (e-mail, mailing address, phone and fax numbers).

We invite proposals that:

- Reflect timely, cutting-edge insight
- Represent collaboration between academic professionals and business professionals

Since we will be facilitating the publication of select conference manuscripts, we expect the highest research quality and/or greatest business application from all papers. Following the conference, participants will be invited to submit finalized papers for consideration for publication in *The Journal of Business Ethics*. Submissions will be due Feb. 2, 2010.

#### E-mail or mail hard copies of proposals to:

Dr. Marilynn Fleckenstein  
Associate Vice President for Academic Affairs  
Alumni Hall  
Niagara University  
Niagara University, NY 14109-2014  
mpf@niagara.edu

#### Important Dates

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(Calls for Papers continued from page 5)

**Proposal due:** June 1, 2009

**Decision date:** July 1, 2009

**Completed paper due:** Sept. 1, 2009

Please submit an abstract that will be included in conference materials along with your completed paper.

### Conference Registration

The special conference registration fee (\$300) will include two breakfasts and three lunches, a welcoming reception, daily morning and afternoon refreshments and conference materials.

### Conference Arrangement

The conference will begin with a special luncheon at 11:30 a.m. on Wednesday, Oct. 28, and conclude about 4 p.m. on Friday, Oct. 30. The conference will be held at the Conference Center, Niagara Falls, across from the conference hotel, the Crowne Plaza, 300 Third St., Niagara Falls, NY. The hotel is conveniently located a short five-minute walk from the falls, the Seneca- Niagara Casino and other area attractions. The hotel has an on-site restaurant, an indoor pool and convenient parking.

We have arranged a special conference rate of \$129 per night (single or double). You must make your reservation by phone at 1-800-2CROWNE or online at [www.crowneplaza.com/niagarafalls](http://www.crowneplaza.com/niagarafalls). Be sure to indicate that you will be attending the Niagara University business ethics conference and use the reference code "NBE." Reservations should be made by Sept. 30, 2009, in order to secure the conference rate.

### Conference Committee

Alexander Bertland, *Niagara University*  
Patrick Flanagan, C.M., *St. John's University*  
Marilynn Fleckenstein, *Niagara University*  
Victoria Shoaf, *St. John's University*  
Patricia Werhane, *DePaul University*

### Questions?

Contact Dr. Fleckenstein at 716-286-8352



## CASE RESEARCH JOURNAL

### CALL FOR CASES:

### Special Issue on Corporate Social Responsibility and Business Ethics

The *Case Research Journal* will publish a *special issue on corporate social responsibility and business ethics*, to be guest-edited by Professor Anne T. Lawrence of San Jose State University.

The deadline for submission to this special issue is **December 1, 2009**, for publication in 2010.

The *Case Research Journal*, published quarterly by the North American Case Research Association (NACRA) and XanEdu

Custom Publishing, is dedicated to enhancing case research and publishing exceptional teaching cases. Founded in 1980, the *CRJ* is double-blind refereed and accepts about fifteen percent of manuscripts submitted. Further information about the journal is available at [www.NACRA.net](http://www.NACRA.net) by selecting the *Case Research Journal* link.

### Domain of the Special Issue

The domain of the special issue is broadly defined as teaching cases in corporate social responsibility and ethics. Appropriate topics include (but are not limited to):

- Socially responsible or irresponsible actions by business firms
- Ethical or unethical behavior by individuals or organizations
- Accounting fraud
- Business law and business ethics
- Codes of ethics and ethics policies
- Conflicts of interest
- Corporate citizenship
- Corporate governance
- Corporate social responsibility in a global or comparative context
- Corrupt practices
- Crisis management
- Customer rights
- Employee rights
- Ethical and social aspects of new technologies
- Ethical aspects of corporate environmental impacts
- Ethics in accounting and finance
- Ethics in information systems
- Ethical marketing; deceptive advertising; advertising to children
- Human rights impacts of corporate behavior
- Interactions between firms and nongovernmental organizations
- International issues and ethical concerns
- Political influence by business
- Shareholder rights
- Shareholder activism; socially responsible investment
- Social and environmental auditing
- Social and environmental responsibility in supply chains
- Social entrepreneurship
- Stakeholder dialogue and engagement

### Focus and Methods

For this issue, the *CRJ* will publish only decision or issue-focused cases based on original, primary research.

*Focus:* Cases should be focused on a decision, issue, or prob-

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lem facing an individual, an organization, or a group of organizations. After studying the case, students should be able to put themselves into the situation and formulate and defend alternative courses of action.

*Methods:* Cases should be based on original, primary research. Examples of such research include (but are not limited to):

- Field research in the organization;
- Interviews with key decision-makers in the organization;
- Interviews with stakeholders impacted by an organizational decision, issue, or problem;
- Review of primary materials, such as legal proceedings, congressional testimony, or internal company or stakeholder documents.

The *CRJ* does not publish cases based solely on secondary sources, such as journalistic accounts. It also does not publish fictionalized, composite, or hypothetical cases. Occasionally, the *CRJ* publishes papers about case writing and teaching. Such papers will be considered for this issue if they are relevant to the special topic domain.

An Instructor's Manual (teaching note) must accompany each case submission. The IM should follow the guidelines outlined at: [www.nacra.net/crj/Pages/edpol.php5](http://www.nacra.net/crj/Pages/edpol.php5).

#### North American Case Research Association

Authors are encouraged (but not required) to submit cases to the North American Case Research 2009 annual meeting, to be held in Santa Cruz, California, at the Chaminade Resort & Spa, on October 29-31, 2009. This will enable authors to receive and respond to feedback on their case prior to submission to the special issue. For details, visit: [www.nacra.net/meeting2009](http://www.nacra.net/meeting2009). At the time of submission, at least one author must be a member of NACRA. (Membership information is available at [www.NACRA.net](http://www.NACRA.net).)

#### Further Information

For further information regarding this issue or a potential submission, please contact:

Anne T. Lawrence, Guest Editor for the Special Issue  
[lawren\\_a@cob.sjsu.edu](mailto:lawren_a@cob.sjsu.edu) or (408) 924-3586

Tupper Cawsey, Editor, *Case Research Journal*  
[tcawsey@nacra.net](mailto:tcawsey@nacra.net) or (519) 747-9147



**CALL FOR PAPERS**  
**10th IFSAM World Congress**  
**International Federation of Scholarly**  
**Associations of Management**  
**July 8 -10, 2010**  
**Chair: Yvon PESQUEUX**

## **Conservatoire National des Arts et Métiers** **PARIS, FRANCE**

### **Conference Theme: Justice and Sustainability in the** **Global Economy**

Since the 15th century, colonization has been an important issue in the world, with de-colonization being a key event of the 20th century. The consequences of colonization and subsequent de-colonization have been enormous in economic, social and political terms. In particular, de-colonization has opened the door to today's globalization. The theme of "Justice and Sustainability in the Global Economy" fits with the mission of IFSAM, the 'United Nations of the Academies of Management'. This theme is of particular significance to developing countries, especially those in Africa, one of the key areas of development interest for IFSAM. Our theme also raises the question of the significance and contribution of managerial activities and management in relation to justice and sustainability, especially after the financial crisis.

#### **Call for Papers**

Although all contributions will be considered, we especially welcome papers addressing the conference themes of justice and sustainability in each track. Some other specific tracks have been organized by the French Academy of Management ([www.ifsam2010.org](http://www.ifsam2010.org)).

IFSAM tracks:

1. Accounting, Audit, Control and Finance
2. Corporate Social Responsibility & Sustainability and Social Issues in Management
3. Critical Management Studies
4. Entrepreneurship and Small Business
5. Gender and Diversity
6. Governance
7. Human Resource Management and Development
8. Information Technology
9. Innovation and Knowledge Management
10. International Management
11. Management Education and Development & Teaching Material
12. Marketing, Service Management and Communication
13. Organizational Behavior and Organizational Change
14. Oriental Management Forum
15. Public Sector and Non-profit Management
16. Research Methods & Teaching
17. Strategic Management
18. Technology, Quality and Operations Management

Papers should be submitted as Microsoft Word documents and formatted as detailed in the guidelines available on the conference website: [www.ifsam2010.org](http://www.ifsam2010.org). Papers selected for the conference will be included in the conference proceedings. Papers must be submitted no later than December 31, 2009.

Early bird registration (by April 30, 2010) is 300 euros. After April 30, 2010, the registration fee is 350 euros. For PhD stu-

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(Call for papers Continued from page 7)

dents, the registration fee is 150 euros. Subsidized registration fees are available upon request from delegates from developing countries. Payment should be made to IFSAM ([www.ifsam2010.org](http://www.ifsam2010.org)). NB: participants will be included in the program as soon as they have paid their registration fee. Lodging opportunities can be found at [www.Abotelinternational.com](http://www.Abotelinternational.com).



### CALL FOR PAPERS

We invite contributions in the form of papers for an edited book volume *Responsible Investments in Times of Turmoil* to be published by Springer (Issues in Business Ethics Series)

Editors: Wim Vandekerckhove (Ghent University), Jos Leys (Catholic University of Leuven), Kristian Alm (BI Norwegian School of Management), Bert Scholtens (University of Groningen), Silvana Signori (University of Bergamo), Henry Schäfer (University of Stuttgart).

Just before the current economic and financial turmoil, the Responsible Investment (RI) phenomenon was said to be entering the mainstream of financial intermediation. From a fairly marginal practice promoted or campaigned for by NGOs and religious groups and at odds with financial practice and orthodoxy it grew into well formulated policy adopted by a wide range of investors. Academic literature on RI has also boomed on the assumption that mainstreaming is taking place.

However, little thinking has been carried out on questions specifically arising from this alleged 'mainstreaming'. This book, addressed to those with a scholarly or practitioner's interest in RI, starts filling this neglected dimension. Today, one cannot ignore the difficulties of main stream financing. The financial spheres are trembling globally in one of the worst crises since the 1930's. As a response to the crises, the intermediation of "financial responsibility" will undoubtedly be the subject of new regulation and scrutinizing. This book looks into what these turbulences will imply for RI.

In view of these circumstances, we must ask ourselves whether the phenomenon was not an empty fad during the exuberant high of financial euphoria that came abruptly to an end with current financial crises. Are financial intermediaries that promote "sustainability" credible, while it is obvious that some developments in financial intermediation -predictably, as some say- were unsustainable? Further, is the current turmoil an opportunity for enhancing RI because of the strength and superiority it has developed or will it disappear due to a return to financial myopia?

This book is the first to question the future of RI in such a radical way.

The book will encompass 5 blocks of chapters:

1. Knowledge about RI
2. Lessons from RI
3. Ethics of RI
4. Politics and RI
5. Global Worries for RI

Further details about the invited content and submission guidelines are available on: [www.cevi-globalethics.ugent.be/index.php?id=14&type=content](http://www.cevi-globalethics.ugent.be/index.php?id=14&type=content)

**Deadline for the submission of draft papers is July 15, 2009**  
Potential authors are advised to contact the lead editor, Wim Vandekerckhove, to discuss their paper ideas. [wim.vandekerckhove@gmail.com](mailto:wim.vandekerckhove@gmail.com) (office tel): +32 9264 3951



### CALL FOR PAPERS

The *Business Journal of Hispanic Research* is a peer reviewed research journal focusing on topics that relate to Hispanic business professionals, managers and executives as well as diversity professionals and others who manage or work with Hispanic business professionals. Our journal serves to act as a conduit between academic research and practice.

Our journal has several sections. The academic scholarly section manuscripts can be empirical (quantitative or qualitative) or conceptual. Although data based manuscripts are preferred. All manuscripts must include implications or guidelines for practice.

Manuscripts submitted to the executive section can include case studies, organizational research, executive insights, best practices, etc. Regardless of which section to which manuscripts are submitted all papers will be double blind peer reviewed by scholars and subject matter experts. Also included are an executive summary section, a book review section, and a research in progress section.

The *Business Journal of Hispanic Research* is seeking academic papers. Executive papers, book reviews, and executive summaries. We encourage a broad range of topics, including, but certainly not limited to:

- Employment: Talent acquisition, retention, performance
- Marketing
- Corporate Governance
- Education
- Best practices in organizations
- Entrepreneurship
- Strategic Management
- Women in the workplace
- Professional/executive development

Deadlines:

**March 23, May 22, July 27, September 21, and November**

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23. You could submit your manuscript online at [bjhr.nshmba.org](http://bjhr.nshmba.org) or email it to [mtapia@nshmba.org](mailto:mtapia@nshmba.org)

**For content related questions or comments, please contact:**

Donna Maria Blancero, Ph.D., Editor  
[dblancero@nshmba.org](mailto:dblancero@nshmba.org)  
(214) 524-7539

**For more information on submission guidelines or deadlines to submit, please contact:**

Maru Tapia, MBA, Managing Editor  
[mtapia@nshmba.org](mailto:mtapia@nshmba.org)  
214-524-7530



**Food Marketing and Ethics Today**  
**First European Conference**  
**Dec. 3-4<sup>th</sup>, 2009**  
**Paris (France) - [Collège des Bernardins](#)**

The 2009 joint IREMAS-LaSalle Beauvais Conference Committee invites submission of competitive abstracts. All abstracts accepted for presentation following the formal review competitive process will be published in the Conference Proceedings. These proceedings will be provided to all conference delegates, and will be available for sale to the general public.

Scholars and Professionals are invited to expose their research, analyses and field experiences, and to propose answers and solutions.

**Because the theme is complex and needs innovative thinking, original approaches will be expected with much interest: *Papers in all disciplines will be considered.***

**Focus 1 Food marketing ethics: From principles to implementation**

- **Food marketing and ethics: An historical perspective** - Where are we heading to now?
- **Transferring corporate codes of ethics / professional codes into the daily practice** of field managers / affiliates - **What Key Performance Indicators? What rules? What policies?**
- **Can self-regulation work** out alone the necessary trade-offs that the pursuit of the common interest requires, against competition and crisis?

**Focus 2 Food marketing and ethics in developing countries**

- **Development and impact of Multinational corporations' marketing policies** in these countries: Impact on the health status of people, on their economic status, on local economic development.
- **Adapting food marketing ethics policies for MNCs**

**“going abroad”.**

- **Experiences and analyses of local marketing of local products and local development as an ethical approach**, focussing on their specificities: Gives value to local and specific resources, projects are driven by food producers themselves, modern marketing, with a view to middle-term economic successes

*Nota Bene: Fair trade issues may be addressed insofar as they relate to the above aspects of Focus 2*

**Focus 3 Food marketing and ethics in developed countries**

- **How do consumers perceive and rate food companies' ethics?**
- **Ethical marketing to vulnerable consumers: Children, disadvantaged, etc.** Codes and practice.
- **Role and influence of service firms (communication...) on marketing ethics.** Codes and practice.
- **Paths to a fruitful dialogue** between consumer's organizations, governmental authorities and food professionals: **Experiences, successes and failures.**

**HOW TO SUBMIT**

Visit [www.iremas.org/food-marketing-and-ethics-today/submit-an-abstract/](http://www.iremas.org/food-marketing-and-ethics-today/submit-an-abstract/) to submit electronically an abstract of 800-1,000 words by the **deadline of Sunday, May 24<sup>th</sup>, 2009.**

**CALENDAR**

The evaluation procedure will follow the calendar underneath: **Deadline for SENDING IN ABSTRACTS: Sunday May 24<sup>th</sup>, 2009.** The Conference Committee will review abstracts for suitability for presentation at the Conference, based on scientific validity and subject matter.

All abstracts must be prepared as per the guidelines provided. Incomplete or incorrect submissions will be returned to the author and must be resubmitted correctly by the deadline to be considered for presentation.

- June 30<sup>th</sup> - Reply to authors with the advice of the Peer Review Board (see below):
- September 13<sup>th</sup> - Deadline for sending in the complete text of the paper:
- October 15<sup>th</sup> - Advice from the peer review board.
- November 1<sup>st</sup> - Deadline for sending in the final text of the paper:

This text will take into account the remarks of the peer review board and will be sent in by e-mail to: [guillon@iremas.org](mailto:guillon@iremas.org). You must submit a final paper: Do not assume that your accepted abstract will be used as your final paper.

Presenting authors will register and pay for their attendance at the Conference at “Students” price (100 Euros). For each accepted paper, at least one author must register. Completed registration is required for all accepted papers and presentations that are to be included in conference proceedings.

# CALL FOR PROPOSALS – DUE MARCH 1, 2010

## BUSINESS ETHICS QUARTERLY 2011 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 2011. 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, 2010.

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:

1) 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. Other topics also are under consideration for 2010 publication; authors might wish to check with the journal to determine if their topic of interest already is under consideration.

2) Organization: The proposal should be clearly organized, well-argued, and engage the relevant existing research well.

3) 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:

March 1, 2010 Proposals due to *Business Ethics Quarterly* by email to [BEQmanagingedit@easternct.edu](mailto:BEQmanagingedit@easternct.edu).

April 15, 2010 Decisions on proposals provided to authors, including feedback for use in developing the initial draft of the review.

September 1, 2010 First draft of the review due.

November 1, 2010 Feedback to authors regarding first draft.

December 15, 2010 Revised second draft due, followed by publication in an annual review section of *Business Ethics Quarterly* during 2011.

## Society for Business Ethics Annual Meeting

August 6-9, 2009

Allerton Hotel, Chicago, Illinois

### Draft Schedule

#### Thursday, August 6

8:00-4:00	Registration
10:00-2:00	Board Meeting
3:00-3:45	General Session
4:00-5:00	Plenary Session 1
5:00-6:30	Welcome Reception for Foreign Guests (all are welcome)

#### Friday, August 7

7:30-8:30	Breakfast
8:30-9:40	Concurrent Sessions I
9:40-10:00	Break
10:00-11:10	Concurrent Sessions II
11:10-11:30	Break
11:30-12:40	Concurrent Sessions III
12:40-2:00	Lunch (on your own)
2:00-3:10	Concurrent Sessions IV
3:10-3:30	Break
3:30-4:40	Concurrent Sessions V
4:40-6:00	Plenary Session 2
6:00-7:00	Reception

#### Saturday, August 8

7:30-8:30	Breakfast
8:30-9:30	Concurrent Sessions VI
9:30-9:45	Break
9:45-10:45	Concurrent Sessions VII
10:45-11:00	Break
11:00-12:00	Concurrent Session VIII
12:15-2:00	Presidential Lunch
2:15-3:45	Joint SBE/ SIM Teaching Session
3:45-4:00	Break
4:00-5:15	Plenary Session 3 (open to SIM members)
5:30-7:00	Joint SBE/SIM Keynote
7:00-8:00	Joint SBE/SIM Reception

#### Sunday, August 9

7:30-8:30	Breakfast
8:30-9:40	Concurrent Sessions IX
9:40-10:00	Break
10:00-11:10	Plenary Session 4
11:10-11:30	Break
11:30-12:40	Concurrent Sessions X
12:40-2:10	BEQ Editorial Meeting and Lunch

# ANNOUNCEMENTS

## RISK MANAGEMENT RESEARCH REPORT

Introducing a new publication, *Risk Management Research Report (RMRR)*, a FREE quarterly publication providing extended summaries of the most important currently published research in risk management. Each quarter *RMRR* delivers to you a pdf summarizing the most important recent research in risk management, with considerable coverage of corporate governance as well.

*Risk Management Research Report* is published by the School of Business at Loyola University Chicago and is edited by Robert W. Kolb, Professor of Finance at Loyola University Chicago. Kolb also writes each summary in *RMRR*. Please visit <http://www.RMRR.com> now to subscribe and to download the current issue.



## THE LONDON CENTRE FOR CORPORATE GOVERNANCE AND ETHICS

Despite the proliferation of codes of best practice in corporate governance and ethics around the world since the Cadbury Report was published in 1992, there is no globally recognized and enforceable standard. Rather, companies and organizations are self-regulating, if regulated at all. As a result, short term individual interests tend to dominate longer-term objectives, both individual and collective.

The figurative vision of Jack Welch, CEO of GE, is illustrative: "Ideally you'd have every plant you own on a barge,"<sup>1</sup> prepared to relocate in the event that any restraints were imposed on the factories' operations. Just as it shifted work between its U.S. plants in the 1980s and 1990s, GE subsequently moved work between low-wage countries. Although there were short-term benefits in terms of profits for GE, some would argue that these were far outweighed by the longer-term costs to the countries and socio-economic systems involved.

No single national or regional governmental entity has the power to counter this type of approach. What is required is a global network of academic institutions, businesses and organizations in the public, private and third sectors which recognize the benefits of an approach that involves all of the relevant stakeholder groups, with sustainability at its core.

The London Centre for Corporate Governance and Ethics (LCCGE) is at the forefront of this way of thinking, with a focus on facilitating the establishment of a global network of organizations and institutions with a similar ideology. Having received approval from Birkbeck, University of London, in May 2008, the LCCGE will provide a strong academic foundation for the development of new theories, techniques and approaches to corporate governance and ethics with practical application in the private, public and third sectors.

By engaging with outside organizations, we will respond to their needs as well as help to expose problems and development areas that would benefit from targeted and rigorous academic research. In this, whilst it is essential that the academic team's research not be constrained by the requirements of individual organizations, a substantial output of the Centre's work will have direct and practical application in the 'real world.' One of the key tools at our disposal is the continuous stream of high quality Postgraduate and PhD students, many of whom already hold high level positions in organizations in the private, public and third sectors.

Although our initial work programme is in the process of being finalized, there is substantial scope for the inclusion of additional projects, particularly of an international nature with links with partner organizations. At present, our work programme includes research and publications; events; consultancy, facilitation and training (CFT).

### Research and Publications

- The LCCGE Working Paper Series, edited by Frank Wilkinson (University of Cambridge)
- Relevant and current Case Studies
- Position Papers and Reports on topics of current interest and relevance
- Productive Systems, a book outlining the framework behind the LCCGE's approach
- Conference sessions, papers and presentations relating to the Centre's work

### Research

- Academic Research Projects
- Commissioned research
- MSc and PhD students' research

### Events

- LCCGE Seminar Series
- Inaugural LCCGE Event: Challenging the Status Quo in Corporate Governance and Ethics
- Joint Conferences with partner institutions in other parts of the world

### CFT

- Short Courses
- Facilitation and advice
- Bespoke training
- Consultancy

If you or your organization would like to join this network, contact the Director, Dr Sue Konzelmann ([s.konzelmann@lccge.bbk.ac.uk](mailto:s.konzelmann@lccge.bbk.ac.uk)) or Administrator, Ms Andrea Rabe ([a.rabe@bbk.ac.uk](mailto:a.rabe@bbk.ac.uk) tel +44 (0)20 7631 6767). Web address: <http://www.lccge.bbk.ac.uk>

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