

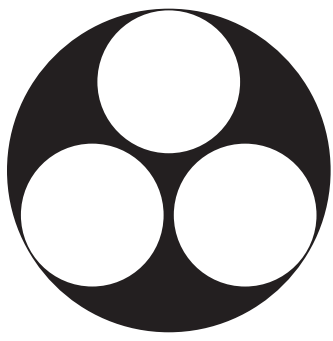
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## ISBEE Newsletter [vol. 5; no. 11; May 2006]

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# ISBEE Newsletter

International Society of Business, Economics, and Ethics

Vol. 5 • No. 11 • May 2006

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DEON ROSSOUW  
deon.rossouw@up.ac.za

### Vice-President

S. PRAKASH SETHI  
Prakash\_Sethi@baruch.cuny.edu

### Immediate Past President

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genderle@nd.edu

### Members

M. CECILIA ARRUDA  
carruda@fgvsp.br

JOANNE B. CIULLA  
jciulla@richmond.edu

C. A. J. (Tony) COADY  
t.coady@unimelb.edu.au

THOMAS W. DUNFEE  
dunfeet@wharton.upenn.edu

THOMAS B. HODEL  
hodel@sipo.gess.ethz.ch

PETER KOSLOWSKI  
Peter.Koslowski@t-online.de

CHARITO KRUVANT  
charito@caii-dc.com

XIAOHE LU  
zionlu@online.sh.cn

MARTA SAÑUDO  
msanudo@etika.com.mx

LAURA J. SPENCE  
Laura.Spence@brunel.ac.uk

VASANTHI SRINIVASAN  
vasanthi@iimb.ernet.in

IWAO TAKA  
itaka@reitaku-u.ac.jp

## Global Fairness – Local Integrity A Worthy Cause

The Fourth ISBEE World Congress will be held from 15 – 18 July 2008 in Cape Town, South Africa. The theme of the Congress will be: “Global Fairness — Local Integrity”. The main conference sessions will take place on the campus of the University of Cape Town with majestic views of Table Mountain and the Cape Town Harbour. The Business Ethics Network of Africa (BEN-Africa) will host the event.



The Fourth **ISBEE** World Congress  
2008

After Cape Town was chosen as the location of the Fourth ISBEE World Congress during 2005, a long process of consultation was followed to decide on the most appropriate date and theme for the congress. A Global Programme Committee was formed consisting of representatives of major continental business ethics network organisations. They together with the Executive Committee of ISBEE came to the conclusion that mid-July would be the best date for the Fourth ISBEE World Congress in 2008.

The same consultation process was followed to determine the overarching theme of the Congress. The theme of *Global Fairness - Local Integrity* gained enthusiastic support since it combines a focus on global economic fairness with a focus on business ethics in smaller local enterprises. Both these themes are relevant on all continents, but particularly relevant to the continent of Africa where the Congress will be hosted.

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In preparation of the 2008 Congress, ISBEE's Executive Committee has approved two global research projects. The first research theme is "*Fairness in international trade and investment*" and the second one is "*Ethics in small and medium enterprises*." ISBEE's research team is currently in the process of compiling a team of researchers with representatives from each of the continents to conduct the research in time for the 2008 Congress. You can read more about these two research projects below in the newsletter. Persons interested in volunteering their services for either of these research projects should please contact Prof Geoff Moore at Durham University, U.K. [geoff.moore@durham.ac.uk](mailto:geoff.moore@durham.ac.uk).

The Congress logo has been designed to very exact specifications. It had to be something that depicts the continent of Africa, have a little bit of Cape Town shining through, and have a moral message.

- In Ancient hieroglyphic symbols the feather is a symbol of truth, justice, morality and balance - a sense of re-writing established ideas.
- Table mountain, water, air and sun represents South Africa and thus symbolizes the African context in which the Congress is held.
- An African flavor is introduced by the triangular pattern on the side and by the letter type used in the word "ISBEE".

The Congress will be supported by a number of significant role players in the field of Economic and Business Ethics. Thus far a number of continental partners and global partners have pledged their support for the Fourth ISBEE World Congress. Continental partners include:

- Strathmore University, Kenya
- Institute for Professional Ethics, Nelson Mandela Metropolitan University, South Africa
- Centre for Business and Professional Ethics, University of Pretoria, South Africa
- University of Stellenbosch Business School, South Africa
- UNISA Centre for Corporate Citizenship, South Africa
- Ethics Institute of South Africa (EthicSA), South Africa

Confirmed global partners at this stage include:

- CSR-Net
- Caux Roundtable
- Global Corporate Governance Forum
- International Business Ethics Institute
- Institute of Business Ethics in London

The Fourth ISBEE World Congress will offer some unique features to participants. Amongst others it will offer an opportunity to international practitioners to share their practices and experiences regarding business ethics in a special cinema track – where speakers can showcase their projects via video/DVD. Furthermore the 2008 Congress will be a green event. This entails hosting the event in a responsible way by making environmentally, socially and economically responsible decisions in organising and managing the event. Finally there will be interesting sight-seeing activities planned around the event for participants and their spouses/partners. These include visits to Robben Island where Nelson Mandela spend 27 years in prison, the spectacular Cape Winelands and the vibrant Cape Town townships.

Staging the Congress requires a financial injection from local and global organisations. The event offers a wide variety of opportunities for market exposure. Companies and organisations interested in branding, building a network, gathering new leads or just associating their organisation with the mission and objectives of ISBEE can contact either BEN-Africa or the event organisers, Rouge Communiqué, at:

**Saret Britz**  
Managing Director  
Rouge Communiqué  
SOUTH AFRICA  
Email: [saretbritz@telkomsa.net](mailto:saretbritz@telkomsa.net)  
Phone: +27 82 468 3140

**Prof. Piet Naudé**  
President  
BEN-Africa  
(Residing in SOUTH AFRICA)  
[Piet.Naude@nmmu.ac.za](mailto:Piet.Naude@nmmu.ac.za)  
+27 83 235 3566

# ISBEE Global Research Projects

In preparation for the 2008 ISBEE World Congress, the ISBEE Executive Committee has agreed to focus on two global research projects. While these two projects should in no way restrict research in other areas (see the Agenda 2004 paper on the ISBEE web-site for a wider set of research issues), one of the key contributions that ISBEE makes is by co-ordinating loose but global networks of academics working on related areas with the World Congress as a focal point for the dissemination of that research. The ISBEE book series (see the ISBEE Newsletter Vol. 4, No. 9, June 2005) will provide one outlet for the research that emerges from these projects.

## Fairness in international trade and investment

The concept of fairness is fundamental to some conceptions of ethics and its application to international trade and investment is generally under-researched. Micro to macro level and philosophical to empirical issues arise including:

- What do different philosophical conceptions of fairness mean in practice in relation to international trade and investment?
- Are there philosophical and practical differences depending upon which part of the world is taken as the starting point?
- In what senses is free trade fair?
- How fair are the workings and outcomes of the World Trade Organisation?
- How can fairness in international trade and investment contribute to the achievement of the Millennium Development Goals?
- How does the Fair Trade movement contribute to our understanding of fairness in international trade and to what extent is it a transferable and scalable model?

## Ethics in small and medium enterprises

Taking micro enterprises as less than 10 employees, small as up to 50 and medium as up to 250 (but all generically known as SMEs), it is generally recognised that Business Ethics / Corporate Social Responsibility research has been directed at large enterprises. Given the significance of the economic, employment, social and environmental impacts of SMEs, attention is now turning to consideration of responsible business practice in these organisations. Micro to macro level and important theoretical issues arise including:

- What do we know of responsible business practice inside SMEs – owner-manager / entrepreneurial and employee perspectives, SME tools and criteria, business and values cases, differences between micro, small and medium-sized enterprises?
- What difference does responsible business practice make to external stakeholders such as the local community, ecological environment, customers and in supply chains?
- What sectoral differences are there and how influential are SME intermediary and industry level organisations in promoting responsible business practice?
- What impact does responsible business practice in SMEs have in macro level terms such as competitiveness, sustainable development, or social exclusion?
- What theoretical perspectives enable us to understand this activity – social capital, stakeholder theory, entrepreneurship, virtue ethics / excellence?

The aim is to establish small teams of researchers from each region (Japan, Asia-Pacific, Africa, Europe, Latin America, North America) working on different aspects of these two projects. Co-ordination (*not* direction) will be provided in an attempt to maximise the benefits of different teams working on related areas. It may be possible to link teams to enable international / global research to take place. It is quite in order to contribute from existing research projects although new research is equally welcome.

Initial expressions of interest should be sent to **Geoff Moore**, Professor of Business Ethics, Durham University, U.K.  
geoff.moore@durham.ac.uk.

These should consist of the name(s) of the academics, identifying the corresponding person, and the area(s) of interest. Please send these by the end of June 2006.



**Geoff Moore**

# Corporate Responsibility Education in Business Schools and Universities - a special free report from *Ethical Corporation*

With calls for greater accountability by companies with regard to their social and environment impacts, more and more business schools and universities are offering courses to meet the demand for greater corporate responsibility and sustainability.

*Ethical Corporation* has produced a one stop publication reporting on the rise of business ethics teaching in business schools and academic institutions. Featuring guest pieces from London Business School and Haas School of Business, the report covers the major trends and developments in CSR education, and analyses the world's leading academic institutions offering CSR related courses.

Designed especially for people considering a Masters in a sustainability-type course, an MBA with a CSR focus, or executive education courses for their CSR team, the report features articles on the following:

- The rise of business ethics in academic institutions
- Development of sustainability education over past 20 years
- Mainstreaming CSR education
- Business Schools in Europe offering CSR courses
- Business school initiatives around CSR
- Teaching ethics to European MBA's
- Business Schools in North America teaching sustainability
- Guest pieces from leading corporate responsibility academics
- MBA's and Beyond Grey Pinstripes: what does it all mean?
- Business Schools in Latin America teaching sustainability
- Business Schools in Asia teaching sustainability

To download your copy of the free report, please visit [www.ethicalcorp.com](http://www.ethicalcorp.com)

If you have any queries please don't hesitate to contact **David Embelton** on +44 20 7375 7174

## Call for Contributions

### Frontiers of Business Ethics

Series Editor:

Laszlo Zsolnai, Business Ethics Center, Corvinus University of Budapest

This series is dedicated to alternative approaches that go beyond the literature of conventional business ethics and corporate social responsibility. It aims to promote a new ethical model for transforming business into humanistic, sustainable and peaceful forms. The series publishes monographs and edited volumes with fresh ideas and breakthrough conceptions relevant for scholars and practitioners alike.

#### VOLUME 1

Laszlo Zsolnai and Knut Johannessen Ims (eds): *Business within Limits: Deep Ecology and Buddhist Economics*. 2005

The series is published by *Peter Lang Academic Publishers* in Oxford. Project proposals should be sent to

Laszlo Zsolnai  
Professor and Director  
Business Ethics Center  
Corvinus University Budapest  
Budapest 5, P.O. Box 489  
1828 Hungary  
Email: [laszlo\\_zsolnai@interware.hu](mailto:laszlo_zsolnai@interware.hu)

# Editorial Profile

It is the **mission of ISBEE**

- to provide a forum for the exchange of experiences and ideas;
- to enhance cooperation in cross-functional and cross-cultural projects; and
- to discuss the ethical dimension of economic, social, and environmental issues which affect companies nationally and internationally.

In keeping with these objectives the Newsletter could offer a platform for debate and the dissemination of ideas, research initiatives, and cooperative activities across disciplines and continents. Thus it could stimulate novel approaches to familiar problems and enhance the research momentum of a globally active network of researchers in business and ethics.

As new editor-in-chief, I understand my role above all as a facilitator of such exchange among ISBEE members and of a broad-based ethical discourse on business and economics in all their various facets. While the Newsletter cannot and should not be a full-fledged academic journal, its foremost purpose is to stimulate and further enhance members' intellectual connectivity.

In order to succeed with these ambitious aims, I need members' active support. I will take the liberty to directly invite members to identify important issues for research and debate, to share information on ongoing research projects, and to report on the results of their own research as well as on research under their supervision. I hope that future thematic Newsletter issues could be generated from the responses to this initiative. A major emphasis will be placed on information about members' most recent publications, which will be regularly listed in the Newsletter and could become a valuable information resource for colleagues in business, teaching, and research.



**Gerhold K. Becker**

When Georges Enderle asked me to consider taking up the editorship of the ISBEE Newsletter, I hesitated. After my retirement as Chair Professor of Philosophy and Founding Director of the Centre for Applied Ethics at Hong Kong Baptist University after almost twenty years of service I had vowed to keep my back free from work unrelated to my immediate research interests. Well, in the end I succumbed to Georges' famous persuasive skills and took up this new challenge. I thank ISBEE President Deon Rossouw and the members of the Executive Committee for their trust and look forward to a fruitful and close cooperation.

Although business ethics has always been an integral part of my work in applied ethics, it had to share space with bioethics and philosophy proper. Nevertheless, I have been an ISBEE member since my participation in the congress in Tokyo in 1996 and I am also a research fellow of the *Centre for Business Ethics* at the Academy of Social Sciences, Shanghai, since 1999. My overall interest in business ethics can be illustrated by the book *Ethics in Business and Society: Chinese and Western Perspectives*, published in

1996 as a volume in the Springer series *Studies in Economic Ethics and Philosophy* with Peter Koslowski as Series Editor. Since 2004 I teach as a regular visiting professor in the winter semesters at the Graduate School of Philosophy of Assumption University Bangkok, Thailand. I can be contacted at: [gkbecker@hkbu.edu.hk](mailto:gkbecker@hkbu.edu.hk)

## *Developing Business Ethics in China*

Edited by Xiaohe Lu and Georges Enderle  
Published by Palgrave Macmillan, 2006. ISBN 1-4039-7253-2

For many China watchers, business ethics seems necessary but hardly possible. This book shares the concern for business ethics in China, but goes beyond sound bites and analyzes multiple challenges for the years to come: the role of different ethical traditions, the creation of ethical corporate cultures, corruption and the lack of confidence, consumption patterns and income distribution, globalization, WTO, and information technology, to name a few. Nearly two dozens scholars and business leaders from China and around the world investigate these issues, making the first steps for a desperately needed dialogue for China as well as for the world community.

### Contents:

Introduction: *Georges Enderle, Xiaohe Lu*  
Foundational Questions

*Yiting Zhu*: On China's Traditional Business Ethics and its Modern Transformation; *Zeying Wang*: The Ethics of an Ecological Economy; *Kit-Chun Joanna Lam*: Confucian and Christian Market Morality; *Xiuyi Zhao*: Economic Motivation and its Relevance for Business Ethics; *Huizhu Gao*: On Moral Principles of Contract Ethics; *Zhenping Hu* and *Kaifeng Huang*: Fundamental Issues Concerning Business Ethics in Contemporary China; *Jane Collier*: Business Ethics in China: A Systemic Perspective; *Yukimasa Nagayasu*: Towards an Integrative Theory of Business Ethics. With Special Reference to the East Asian Region; *Richard De George*: Business Ethics, Globalization and the Information Age.

### Macro-Issues

*Xiaoxi Wang*: China's Ethical Challenges after Joining the WTO; *Zhongzhi Zhou*: Comparing Ethical Concepts of Consumption in China and the West in the Context of Globalization; *Jianwen Yang*: Ethical Evaluation of the Income Distribution in China and Its Five Income Sources; *Dajian Xu*: Business Corruption in China's Economic Reform and its Institutional Roots; *George Brenkert*: Rules, Roles, and Moral Disparity: The Problem of Corruption; *Georges Enderle*: Confidence in the Financial Reporting System: Easier to Lose than to Restore; *Peter Koslowski*: Speculation and Insider Trading as a Problem of Business Ethics; *Koichi Matsuoka*: The Problems of Declining Birth Rate and Aging in the Japanese Welfare State and its Implications for Business and Economic Ethics.

### Perspectives of Corporate Ethics

*Lanfen Li*: "Moral Reticence": Corporate Management's Tendency to Avoid Addressing Ethical Issues; *Xiuhua Zhou*: The Necessity and Prospects of Promoting Ethics in Chinese Enterprises: Experiences of Dazhong Transportation Group; *Fareng Qiao*: The Moral Values of "Joint-Forces Culture": The Example of Xuchang Relay Group; *Han Long Lu* and *Chi Kwan Warren Chiu*: Corporate Citizenship Behavior in a Transitional Economy: An Exploratory Study in the People's Republic of China; *Lynn S. Paine*: The Corporation's Evolving Personality; *Horst Steinmann*: Corporate Ethics in Germany. A Republican View and Its Practical Consequences; *Deon Rossouw*: Corporate Governance and Ethics in Developing Economies. Light from the Tip of a Dark Continent? *Urs Baerlocher*: "Global Corporate Citizenship" for a Globalization with a Human Face.

**Xiaohe Lu** is Professor at the Institute of Philosophy and Executive Director of the Centre for Business Ethics, Shanghai Academy of Social Sciences (SASS), China; Prof. Lu is a member of the ISBEE Executive Committee.

**Georges Enderle** is Arthur and Mary O'Neil Professor of International Business Ethics at the Mendoza College of Business, University of Notre Dame (Indiana, USA), and the Immediate Past President of ISBEE (2001-2004).

## *Translation Series in Business Ethics* *Peking University Press*

The translation series of books in business ethics offers the different aspects of business ethics to the Chinese public. Each year the Editorial Committee suggests the translation of books that could be of greatest significance for Chinese readers in their specific context.

1. Richard T. De George: *Business Ethics* (7th edition) 7-301-05055-0; 38 RMB
2. John R. Boatright: *Ethics in Finance* (2nd edition) 7-301-05780-6; 16 RMB
3. Joseph R. Des Jardins: *Environmental Ethics*, 7-301-05809-8; 18 RMB
4. Georges Enderle (ed.): *International Business Ethics*, 7-301-06031-9; 28 RMB
5. Daryl Koehn: *Local Insights, Global Ethics for Business*, 7-301-06941-3; 18 RMB
6. Richard T. De George: *The Ethics of Information Technology and Business*, 7-301-06942-1; 20 RMB
7. Ronald F. Duska & Brenda Duska: *Accounting Ethics*, 7-301-08099/F.0963, 22 RMB
8. Patricia H. Werhane, Tara J. Radin and Norman E. Bowie: *Employment Rights*, 7-301-09824-3/F. 1251, 18 RMB

### ***Forthcoming books:***

9. Prakash Sethi: *Setting Global Standards. Guidelines for Creating Codes of Conduct in Multinational Corporations*, NY: John Wiley 2003
10. Colin Fisher & Alan Lovell: *Business Ethics and Values*, NY: Prentice Hall, 2006, 2nd edition
11. Patrick Murphy, Gene R. Laczniak, Norman E. Bowie and Thomas A. Klein: *Marketing Ethics*, NY: Prentice Hall, 2005
12. John R. Boatright; *Ethics and the Conduct of Business*, NY: Prentice Hall, 2006, 5th edition

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*For more information, please visit the website of Peking University Press: [www.cbs.pku.edu.cn](http://www.cbs.pku.edu.cn)*

# Upcoming Business Ethics Conferences

## **Europe-Asia Dialogue on Business, Ethics, and Spirituality: Annual Conference of the European SPES Forum**

30 June - 2 July 2006 in Budapest, Hungary.  
For more information email Laszlo Zsolnai  
laszlo\_zsolnai@interware.hu.

## **BEN Africa: The Business Ethics Network of Africa: Sixth Annual Conference**

26-28 July 2006 in Cape Town, South Africa.  
For more information contact Saret Britz at  
saretbritz@telkomsa.net.

## **Society for Business Ethics: Annual Meeting**

10-13 August 2006 in Atlanta, Georgia, USA.  
Visit [www.societyforbusinessethics.org](http://www.societyforbusinessethics.org) for more information.

## **European Academy of Business in Society's 5th Annual Colloquium**

### **"Corporate Sustainability, Strategic Management & the Stakeholder View of the Firm"**

11- 12 September 2006, Milan, Italy.  
The Call for Papers is available at  
[www.eabis.org/csrplatform/colloquium/2006/](http://www.eabis.org/csrplatform/colloquium/2006/)

## **EBEN: European Business Ethics Network: "Ethics in and of Global Organisations" Annual Conference**

21-23 September 2006 in Vienna, Austria.  
For more information visit [www.eben2006.org](http://www.eben2006.org).

## **Reporting: A Measure of Sustainability**

### **The Amsterdam Global Conference on Transparency and Sustainability**

Featuring the release of GRI's G3 Guidelines  
4-6 October 2006, Amsterdam, the Netherlands.  
For more information: [www.grig3.org/conference.html](http://www.grig3.org/conference.html).

## **ALENE: Latin American Business Ethics Network VIII Congreso Latinoamericano de Etica, Negocios y Economia**

9-11 October 2006 in Lima, Peru.  
For more information: [alene@alene.org](mailto:alene@alene.org).

## **Conference on Competitiveness and Social Responsibility**

Center for International Business Ethics and Peking University Press  
20-21 October 2006 in Beijing, China.  
For more information: [stephan.rothlin@gmail.com](mailto:stephan.rothlin@gmail.com).

## **Association pour le développement de la responsabilité sociale de l'entreprise (ADERSE): Fourth ADERSE Conference**

26-27 October 2006 in Bordeaux, France.  
For more information visit [www.aderse.org](http://www.aderse.org) and  
[www.bordeaux-bs.edu](http://www.bordeaux-bs.edu).

## **Business and Technology Innovation for Poverty Alleviation: A Development Approach for China.**

Hosted by World Resources Institute, Cornell University and Tsinghua University  
27-29 October 2006 in Beijing, China.  
For further information about the event in Chinese and English, visit: [www.BellInnovation.org/ChinaConference](http://www.BellInnovation.org/ChinaConference)



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Editor-in-Chief:

Gerhold K. Becker [[gkbecker@hkbu.edu.hk](mailto:gkbecker@hkbu.edu.hk)]

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Mendoza College of Business 393 - University of Notre Dame - Notre Dame, IN 46556 USA Fax: ++1-574-631-5255