

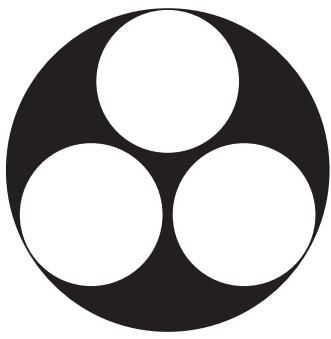
Globethics Repository

The logo for Globethics, featuring the word "Globethics" in white, sans-serif font centered within a solid blue rectangular background.

ISBEE Newsletter [vol.5; no.12; 2006]

This page was generated automatically upon download from the Globethics Repository. More information on Globethics see <https://www.globethics.net>. Data and content policy of Globethics Repository see <https://repository.globethics.net/pages/policy>.

Item Type	Journal
Authors	ISBEE
Publisher	International Society of Business, Economics, and Ethics (ISBEE).
Rights	With permission of the license/copyright holder
Download date	2026-06-28 14:47:28
Link to Item	http://hdl.handle.net/20.500.12424/173856



ISBEE Newsletter

International Society of Business, Economics, and Ethics

Vol. 5 • No. 12 • August 2006

ISBEE Executive Committee
2005-2008

President

DEON ROSSOUW
deon.rossouw@up.ac.za

Vice-President

S. PRAKASH SETHI
Prakash_Sethi@baruch.cuny.edu

Immediate Past President

GEORGES ENDERLE
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

ISBEE Members' Research Profiles



Joanne B. Ciulla

Gerhold Becker, the editor of this newsletter, suggested that ISBEE members write brief bios and descriptions of their recent research for the newsletter. I think this is an excellent idea because it helps us get to know each other. Gerhold asked those of us on the Executive Committee to get the ball rolling, so here I go.

Background

I am Professor and Coston Family Chair in Leadership and Ethics at the Jepson School of Leadership Studies, the University of Richmond. I was one of the founding faculty members who designed the school and its curriculum. The Jepson School was started in 1991 with a \$20 million grant and is still the only degree granting school of leadership studies in the world. Jepson offers an interdisciplinary undergraduate program that is grounded in the humanities and the social sciences. My colleagues and I study leadership as a phenomenon that occurs in a variety of contexts (see <http://oncampus.richmond.edu/academics/leadership/>).

As for education, I have a B.S., M.A. and Ph.D. in philosophy. At first I was interested in doing Ancient philosophy or philosophy of science, but then I decided to go into applied ethics when I studied with R.M. Hare in graduate school. I started my career teaching philosophy at La Salle University and then became a Fellow in Business Ethics at the Harvard Business School in 1984. After two years there, I joined Tom Dunfee and Diana Robertson at the Wharton School where I taught courses in business ethics and management until I went to Richmond in 1991. I have also held the UNESCO Chair in Leadership Studies at the United Nations International Leadership Academy in Jordan.

I serve on the editorial boards of the *Business Ethics Quarterly*, *Leadership*, *The Leadership Quarterly*, and *The Encyclopedia of Leadership Studies*; and I edit the *New Horizons of Leadership* series for Edward Elgar Publishing. As a consultant, I have taught business ethics and leadership ethics courses for business and government organizations in the U.S. and abroad for about 20 years.

Research

My research falls into three overlapping areas: philosophy of work, business ethics, and leadership ethics. My books include *The Ethics of Leadership*, *Ethics: The Heart of Leadership*, and *The Working Life: The Promise and Betrayal of Modern Work*. I co-edited a collection called, *The Quest for Ethical Leaders: Essays in Leadership Ethics* and co-authored a textbook called, *Honest Work: A Business Ethics Reader*.

In the past 15 years, most of my work has been in leadership ethics. Recently, I wrote an overview of the subject called, "The State of Leadership Ethics and the Work that Lies Before Us." *Business Ethics: A European Review*, 2005, pp. 323-335. My research

Continued on page 2

focuses on the relationship between ethics and leader effectiveness. See, for example, my chapter, "Ethics and Leadership Effectiveness." In J. Antonakis, A. T. Cianciolo, & R. J. Sternberg (Eds.). *The Nature of Leadership*, Thousand Oaks: Sage Publications, 2004, pp. 302-327. Currently, I am working on a book about the evolution of ethical leadership (or should I say I am avoiding writing it by writing this!!!). It is an interdisciplinary exploration into the history of the idea of leaders and leadership.

In 2006, I published a business ethics textbook with my friend Robert C. (Bob) Solomon and Clancy Martin called *Honest Work: A Business Ethics Reader* (Oxford U. Press). About four years ago, I did a content analysis of the top 25 business ethics textbooks to find out what they covered and what the most popular articles and cases were. As you might guess, some of the least covered subjects were technology, leadership, the environment, and international business. Clancy Martin, Bob's former student and now Assistant Professor at the University of Missouri Kansas City, developed extensive chapters on technology and the environment for the book. Our text gives these subjects the same amount of pages as topics such as finance and advertising. It also contains some of the most popular business ethics articles and cases.

Bob and I have long lamented the fact that business ethics texts rarely speak to the student personally and seldom help students think about how what they do in business impacts on their ability to lead a good life. Bob has written extensively on the good life. The title of our text was taken from the last chapter of my book *The Working Life*, which is about the place of work in life. Bob, Clancy, and I decided to write chapter introductions that addressed the reader as "you", took a casual tone, and made the issues in the chapters personally relevant. The book has a short chapter on the meaning of work and a full chapter on the good life. Another thing we decided to do to make the book more personal (and hopefully more fun) was to create a fictional character called "The Philosopher" who is "your" former college roommate who occasionally sends "you" emails about historical and philosophic issues. They appear in boxes in each chapter. I can hear some of you groaning as you read this. Yes, it's a little corny, but it gets the job done. The book also has a substantial number of new short cases, many of which were written by Bob and me. At 659 pages, the text offers teachers who don't want to talk about the good life, plenty of other readings from which to choose. We hope that students enjoy reading it as much as we enjoyed writing it.

Now, I had better get back to work. I look forward to hearing about you and your research in this newsletter.

Joanne B. Ciulla
June 28, 2006



Georges Enderle

Having worked in the field of international business ethics for over a dozen years, I am more than ever fascinated by the continuous stream of new emerging challenges, but also humbled by their increasing complexities and concerned by the little progress we have made to meet those challenges. While it seems fair to say that the ethical awareness of global challenges for business has grown over the years, it is more questionable to assume that this awareness has been followed by improved ethical conduct.

As I began my work at the University of Notre Dame in the early 1990s, I described my research interests in rather broad terms. They lie "in understanding the ethical challenges of international business for corporate decision making, how they are to be analyzed in the context of global pluralism and lacking background institutions, and how they can be met by ethical guidelines, corporate culture, and promoting background institutions."

Since then enormous changes in the global environment have occurred, which were unthinkable for me and probably for many others at that time and are now well-known facts. I should mention the multiple waves of globalization causing praise and criticism; the spread of the internet with its increasing flow and speed of information; the rise of China and, in recent years, of India as well; the growth and importance of NGOs in terms of numbers, variety, and impact; and the need for open and thorough discussion about religion and spirituality in business, in particular with regard to Islam.

Against this broad background, I have gradually developed three streams of research interests that will also guide my future research activities: (1) Corporate responsibilities in the process of globalization; (2) global fairness in trade and investment; and (3) developing business ethics in China.

(1) Corporate responsibilities in the process of globalization

Given the intense controversies on this topic, it seems to me crucial to clarify the concepts of "globalization" and "corporate responsibility," which I consider an indispensable task for meaningful empirical and theoretical research. I wrote and updated an article on globalization for the Blackwell Encyclopedia of Business Ethics (ed. by P. H. Werhane and R. E. Freeman 2005) and authored various papers on corporate responsibilities, the latest being "Corporate Responsibility in the CSR Debate" (published in J. Wallacher et al. 2006. *Unternehmensethik im Spannungsfeld der Kulturen und Religionen*. Stuttgart: Kohlhammer). An empirical study on economic changes in the context of globalization Development Reports. To illustrate my conceptual approach to corporate responsibility, I used the concrete examples of Grameen bank (Bangladesh), Rohner Textil (Switzerland), Medtronic (USA), and a few state-owned enterprises in China. While I am critical of the vague term

ISBEE Members' Research Profiles (Continued)

and wide usage of "CSR," I do recognize the need of companies to integrate environmental and social concerns into their business operations. In line with this, I have welcomed the European Union's initiatives since 2001 to promote "CSR," but I criticize its most recent launch of the European Alliance on CSR because the way of how it was developed seems to contradict the very definition of CSR as a multi-stakeholder approach. Influenced by my education in economics, I am also critical of the widespread lack of good economics on both sides of the CSR debate, i.e., of those who just parrot Milton Friedman and of those who treat him as the mouthpiece of economics. Rather, I wish we directed our efforts towards a deeper understanding of wealth creation that I attempted to explore in a recent article (2004). Another emerging research interest I admittedly did not have in the early 1990s is corporate reporting in both financial and nonfinancial terms. With the advancement of the information age and in the wake of multiple business scandals, honest corporate reporting has become an indispensable tool for evaluating companies from outside (i.e., by consumers and investors) and for guiding them from inside (including employees). Hence, I am currently conducting a research project on how companies report on the internet, using the Guidelines of the Global Reporting Initiative (GRI). Although GRI provides useful tools, it does not (and does not want to) engage in normative discussions about the contents of corporate responsibilities, often neglected when focusing on stakeholders alone. However, working in business ethics, we should not avoid normative-ethical questions, but rather struggle with them in the context of globalization. Amartya Sen's capability approach can provide us with valuable guidance. It is increasingly used for public policy issues. So I suggest to apply it to corporate policy as well.

(2) Global fairness in trade and investment

While the first stream of research interests mainly focuses on economic organizations with their freedoms and responsibilities, the second stream is primarily about institutional ethics, that is the ethics of global institutions that shape trade and investment worldwide (which are so-called background institutions). It is proposed by ISBEE as one of two research themes for the upcoming World Congress 2008, which I intend to investigate in cooperation with hopefully several colleagues.

As we know, the last twelve years of international trade have been characterized by the setup and functioning of the World Trade Organization (WTO) that includes the General Agreement on Tariffs and Trade (GATT), the General Agreement on Trade in Services (GATS), and the Trade-Related Aspects of Intellectual Property Rights (TRIPS). It came into effect on January 1, 1995 and has now 149 members. It admitted China in December 2001 and held its last Ministerial Conference in December 2005 in Hong Kong.

Obviously, there is a host of economic, political, legal, and other aspects of WTO that lie beyond the capacities of individuals and groups like ISBEE to be investigated seriously. However, there are a number of projects that are within our reach and were outlined by Geoff Moore in the last ISBEE Newsletter (May 2006). As for me, I am currently analyzing different concepts of global fairness, particularly those limited to the nation-state (Rawls, Nagel, and others) and those with a cosmopolitan view (Beitz, Pogge, and others). Moreover, I am interested in what different faith traditions can contribute to the understanding of global fairness (Rich and others) and I am trying to substantiate global fairness with the capability approach (Sen, Nussbaum).

Of course, issues of fairness in trade are not limited to questions directly related to WTO. Since the late 1980s we have been witnessing the emergence of multiple fair trade initiatives related to coffee, tea, cotton, and other commodities. To name a few: Fairtrade, Product Red, Green & Black's Maya Gold, and Nestle's Partners Blend. These initiatives deserve to be described and analyzed with regard to purpose and motivation, functioning, achievements and failures, potential and limits. In particular, it would be worthwhile to investigate to what extent they may lead to improvements at the industry-level or even within WTO, or if and to what extent they may make broader institutional changes more difficult.

(3) Developing business ethics in China

The third stream of my research interests covers multiple issues of business ethics in China where I have been researching and teaching since 1994. They are discussed in numerous articles and several books. The most recent book *Developing Business Ethics in China* (2006), coedited with Xiaohe Lu and announced in the ISBEE Newsletter of May 2006, deals with foundational questions, macro issues, and perspectives of corporate ethics and is offered as a platform for further dialogue. It is hoped that the upcoming international conference on business ethics in September 2006 in Shanghai will continue that desperately needed dialogue. My paper (with Roger Huang) will address the complex issue, hotly debated in the USA, about what a fair dollar-yuan exchange rate might be. So, here again, the question of fairness arises. Other "Chinese" research perspectives I might pursue in the near future are related to stream (1) and (2): The changing concept of corporate responsibilities in China, the challenges of social and environmental responsibilities for Chinese companies outside China (for instance, in Burma and Sudan), and fairness in the China-WTO relations.

Information about my biography, education, and publications are available at www.nd.edu/~genderle. Questions can be sent to genderle@nd.edu.

Georges Enderle
25 July 2006

Introducing ISBEE International Partner



Japan Society for Business Ethics Study (JABES)

JABES was founded in April 1993 by Professor Masakazu Mizutani together with 28 other founding members.

President: Emeritus Professor Masakazu Mizutani

Members : 463 members (academics, professionals, practitioners and students)
as of June 2006

Aims :

- conduct research on issues related to business ethics,
- publish achievements made,
- develop methods of ethical management,
- promote programs,
- exchange academic achievements with other academic societies both within and outside Japan,
- contribute to the sound development of ethical issues in business conduct and management in Japan.

Activities :

To achieve the aims stated above, JABES is promoting the following activities:

- organizing an annual meeting, which is regularly held in October,
- organizing bi-monthly meetings for presentations by members,
- publishing a Business Ethics Journal once a year as well as reference material on ethical issues in business,
- organizing or joining international conferences on business ethics.

Study Groups :

Currently, there are seven Study Groups within JABES:

- (1) Study Group on business philosophy
- (2) Study Group on auditing
- (3) Study Group on corporate behavior
- (4) Study Group on CSR
- (5) Study Group on teaching business ethics
- (6) Study Group on the institutionalization of business ethics
- (7) Study Group on business ethics of top management

JABES is also promoting research work on business ethics locally covering the Kyoto/Osaka/Kobe area as well as Nagoya.

Business Ethics Research Center (BERC)

It is worth mentioning our cooperation with BERC. BERC is a sister organization of JABES that was founded in 1997 for the purpose of disseminating and promoting business ethics in Japan.

There are currently 94 member corporations such as Fuji Xerox, Shiseido Co., Tokyo Electric Power Co., Matsushita Electric Co., Tokyo Gas Co., NEC Co., Toyota Motor Corporation and others.

BERC holds an international symposium once a year in the fall and has the following four basic programs:

- Business Ethics Program Training Course,
- Ethical Auditing Training Course,
- Case Method Workshop and
- CSR Research Course

Contact email: jabes1993@aol.com

BUSINESS AND ECONOMIC ETHICS. The Ethics of Economic Systems.

by Arthur Rich

with an introduction by Georges Enderle
Peeters Publishers, Leuven, Belgium, 2006

XIV-693 pages, ISBN 90-429-1439-4, 47.00 Euros

This book is a fundamental and unique masterpiece, which reflects the discussions on business and economic ethics over decades in German-speaking countries, and does so by systematically developing an Ethics of Economic Systems from a Christian-theological perspective with a firm foundation in the western philosophical and economic literature. Neither in German-speaking countries nor English-speaking regions has this complex theme been dealt with in such a comprehensive and thorough manner.

Ethics is a matter of doing justice to human beings without twisting the facts and ignoring the constraints. The study introduces seven criteria of human justice that fundamentally relate to the Christian revelation and, at the same time, establish a humanistic and universal approach.

Subsequently it focuses on the concrete economic systems and their problems. It describes and analyses various models of market and centrally-planned economies, and evaluates them in the light of mid-level principles, which are informed by both ethical criteria and economic knowledge. Thus the most legitimate economic system is the one which offers the most potential for reforms and self-critique. The merits of this approach are considerable: if the system of the market economy has the advantage of being thoroughly reformable, it also requires regulations which are equitable and responsible. In this view, one better understands the inescapable failure of Marxism but also the ethical ramifications of savage deregulations.

Arthur Rich (1910-1992) was professor of Systematic Theology and Director of the Institute for Social Ethics at the University of Zurich, Switzerland. He worked in the field of business and economic ethics for nearly 40 years.

Upcoming Business Ethics Conferences

EBEN: European Business Ethics Network: Annual Conference

September 21-23, 2006, Vienna, Austria

For more information visit: www.eben2006.org.

The Second International Conference on Business Ethics

September 21-22, 2006, Shanghai, China.

For more information visit: chinaforum.sass.org.cn.

Sixth International Symposium on Catholic Social Thought and Management Education

October 5-7, Rome, Italy

For more information contact Mary Kay O'Rourke at mkorourke@stthomas.edu

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

October 9-11, 2006, Lima, Peru.

For more information: alene@alene.org.

4th ADERSE Conference: "Is There a Responsibility of Business Schools to Promote Corporate Social Responsibility?"

October 26-27th, 2006, Bordeaux, France.

For more information, please refer to the following websites: www.aderse.org

"World Business Ethics Forum: Does East Meet West?"

November 1-3, 2006 in Hong Kong and Macau.

For more information visit: www.ethconf.umac.mo.

International NGOs commit to greater accountability - including reporting

(06 June 2006)

The heads of 11 of the world's leading human rights, environmental and social development international organizations have publicly endorsed the first global Accountability Charter for the non-profit sector. The organizations created the charter as a response to the recognition that they play an increasingly influential role. Global public opinion surveys show higher trust in NGOs than in government and business. In addition to an internal desire to be transparent and accountable, the Accountability Charter also seeks to demonstrate that NGOs deeply value public trust, do not take it for granted and are committed to sustaining and deepening that trust. In an unprecedented step, international civil society organizations have come together to demonstrate their commitment to transparency and accountability. This initiative builds on the individual, national and sectoral initiatives taken by international NGOs to set standards of accountability and codes of conduct. Although NGOs are subject to national regulations within the countries in which they operate, the International Non-Governmental Organizations Accountability Charter is the first such initiative to set out international, cross-sector standards for the non-profit sector. The Accountability Charter is only the first step. Next steps will involve putting in place a robust system for reporting and review of the Charter so that it can be improved and updated in light of experience. The signatories have contacted GRI to explore the development of a Sector Supplement for non-profits to use when reporting on sustainability impacts in the near future in support of this commitment to greater transparency and accountability. All NGOs globally will be invited to sign. Founding signatories are:

- ActionAid International
- Amnesty International
- CIVICUS World Alliance for Citizen Participation
- Consumers International
- Greenpeace International
- Oxfam International
- International Save the Children Alliance
- Survival International
- International Federation Terre des Hommes
- Transparency International
- World YWCA

For more information on NGO Accountability Charter: <http://news.amnesty.org/index/ENGPOL306062006>

Board unanimously approves the G3 Guidelines for release

The Global Reporting Initiative's (GRI) Board of Directors unanimously approved the G3 Guidelines, which involved a unique multi-stakeholder engagement approach of over two years' consultation and engagement with upwards of 4000 people globally, in formal and ad hoc ways. Major elements in the G3 include a stronger focus on reporting principles, the support of protocols for every indicator, a new architecture to disclose management approach, and greater emphasis on clarity and materiality.

These new G3 innovations respond to the growing sophistication of the sustainability reporting field, stemming from the accumulated intellectual capital and diverse experiences of nearly a decade of sustainability reporting by diverse sectors, worldwide.

The G3 Guidelines - GRI's third generation since the inaugural version in 2000 - build on the globally acclaimed 2002 Guidelines ("G2"), which up to 1000 organizations worldwide used to report on their sustainability performance and have resulted in the GRI being largely attributed as the global de facto standard-setter for sustainability reporting.

Continued on page 7

GRI Chief Executive Ernst Ligteringen reinforces the commitment to increment all improvement in the Guidelines over time in response to the world's experience with them. In the meantime, he asserts that "the G3 reflects two things: the closest the world community could come to consensus on what a sustainability reporting framework should look like; and our best knowledge and experience with reporting on sustainability issues thus far." The G3 Guidelines will be released as part of a major international event on sustainability and transparency on October 4-6, 2006. (This is a slightly abridged version from GRI Newsletter, 21 July 2006).

Reprinted by kind permission of Global Reporting Initiative www.globalreporting.org.

Introducing:

csr-news.net - the international news platform on business ethics

In January 2006, csr-news.net, a new international news platform on business ethics, has been launched. We invite you to get involved in this project and to inform the world community in business ethics about your activities in business ethics. csr-news.net is free, neutral, and independent.

About csr-news.net

csr-news.net aims at posting news on business ethics. It is internationally oriented and brings together debates in academia and practice. csr-news.net is powered by a modern multi-user content management system enabling the platform's main characteristic: a network-like organization allowing an unlimited number of users to post their news in the easiest of ways by simply filling out an online form. Your news contents will be published by a team of editors within 24 hours. The platform is supported by a multi-language interface. You can post news in five languages (English, German, French, Spanish, and Italian). Moreover, csr-news.net includes syndicated news by partner organizations as well as a news overview on business ethics of the worldwide most important newspapers.

csr-news.net is hosted by the University of Oldenburg, Germany, and supported by important organizations in the field of business ethics, such as International Society of Business, Economics and Ethics, Society of Business Ethics, European Business Ethics Network, and Transparency International.

Get involved

Get involved in this project by posting your own news - such as conference announcements, new publications, job postings, etc. - free of charge on csr-news.net. Please, visit our website, register and write your news by using our easy to use content management system. Again, you can publish news in English, Spanish, German, French, and Italian. A qualified team of editors will publish your news within 24 hours.

What happens with my news? Whom do I reach?

The platform is currently visited by more than 40.000 visitors per month from more than 100 countries. In addition, news published on csr-news.net are automatically included in Google News and Google Finance as well as in an increasing number of partner websites.

Moreover and thanks to Thomas Hodel (ISBEE), we have realized that all English news published on csr-news.net are automatically included on the front page of www.ISBEE.org.

Additional service

csr-news.net also offers additional services. Our programs include services such adding your logo to the content of your news (premium memberships, starting at 58 €/ 70 \$ for a one year membership) and translations of your news into one of the languages mentioned above (international premium memberships, starting at 698 €/ 838\$ for a one year membership). We also offer different advertising programs.

Please, contact us for further details and visit our website at www.csr-news.net

We are looking forward to working with you!

Contact: Dr. Thomas Beschorner, University of Oldenburg, Germany and McGill University, Canada, thomas.beschorner@csr-news.net.



**The Joan B.
Kroc Institute
FOR INTERNATIONAL
PEACE STUDIES**



THE GLOBAL
COMPACT



AACSB
INTERNATIONAL



UNIVERSITY OF
NOTRE DAME

MENDOZA
COLLEGE OF BUSINESS

**A Conference
on
PEACE THROUGH COMMERCE
Partnerships as the New Paradigm
University of Notre Dame
November 12-14, 2006**

At the founding of the United Nations in 1945, political and business leaders as well as scholars shared the conviction that commerce could play an important role in fostering peace. Half a century later, with the emergence of the interlocking global economy and the enormous new reach of business, the business community is increasingly forming partnerships with NGOs as an important new avenue for achieving social development. This conference will examine some of those partnerships focusing on what makes a successful collaboration.

This conference will be keynoted by Kofi Annan, Secretary-General of the United Nations (subject to UN schedule) and will bring together academics, corporations, NGOs and government leaders. It seeks to

advance the understanding of the role of business in society and to encourage new and more effective partnerships. The conference also hopes to lay the foundation for new courses in business schools on the subject of peace through commerce.

The conference is being convened by AACSB International (The Association to Advance Collegiate Schools of Business), the United Nations Global Compact Office, the Center for Ethics and Religious Values in Business of the Mendoza College of Business at the University of Notre Dame, and the Joan B. Kroc Institute for International Peace Studies of the University of Notre Dame. For further information and registration details, see the website for the conference: <http://www.nd.edu/~ethics/ethicsConference/>



ISBEE Newsletter

is published by
International Society of Business, Economics, and Ethics.

Editor-in-Chief:

Gerhold K. Becker [gkbecker@hkbu.edu.hk]

Copyright© 2006

Visit our ISBEE website at www.isbee.org

Invite your colleagues and organizations to join ISBEE!

Application form available at www.isbee.org and at: **ISBEE Secretariat**

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