

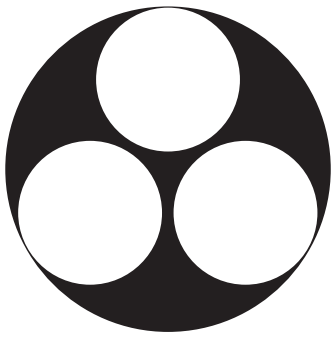
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ISBEE Newsletter [vol. 3; no. 7; May 2004]

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ISBEE Newsletter

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Challenges to our Discipline

It might interest the members of ISBEE to get an idea where someone coming from the German speaking tradition of business ethics and ethics&economics sees the major challenges to our discipline. I see three such challenges: the challenge that business ethics holds a balance between the disciplines of philosophy and of economics, that it holds the balance between the task of the management of ethics and the ethics of management, and the challenge that it integrates business ethics in to a wider subject of a philosophy of business or management.

In the German speaking countries, business ethics is still experiencing certain difficulties as an academic discipline. The economists and management scholars look at it as an alien import from philosophy, the philosophers take it for an overly pragmatic and applied field of applied ethics with the suspicion that it only serves to ornate business interests with ethical decorum. It is still a task for the discipline of business ethics to establish itself as a discipline on its own merits.

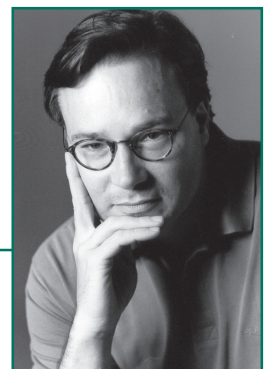
As in other countries, there is a strong interest of firms to get institutional control over the soft issues of corporate ethics and deviant behavior in the firm. Ethics management systems are in high demand. This demand is not to criticize. It should be an aim of business ethics to develop systems of ethical improvement in firms. The development is questionable, however, when it implies a total instrumentalisation of business ethics for the firm. Ethics must keep an element of critique of the over-institutionalisation and the totalization of the organization characteristic of the present global economy. It must open new perspective on the habitual ways in which business is done and cannot be just another instrument of "controlling" in the firm. The critical question of the ethics of management must be linked to the attempts to establish ethics management systems.

Ethics is not the only philosophical discipline relevant for business. The philosophy of business and management should complement the field of business ethics since the philosophy of business cannot be reduced to the normative ethical questions only. Business leader are interested in the foundations of management and of thinking, in new heuristics and in general philosophical orientation. Problems of business culture and business aesthetics also transcend the primarily normative questions of business ethics. A new field of interaction of business ethics, philosophy of management, and corporate culture opens up here.



• Peter Koslowski

Professor of Modern Philosophy and Philosophy of Management at Free University of Amsterdam, Amsterdam, Netherlands. His book Principles of Ethical Economy has been translated into six languages (English paperback edition 2001).



Source: Dr. Laszlo Zsolnai

The Business Ethics Center of the Budapest University of Economic Sciences celebrated its 10th Anniversary in December 2003. The Center was established in 1993 by József Kindler and Laszlo Zsolnai. Business ethics is practiced by the Center as a *post-modern* kind of scientific *inquiry* where *normative* and *descriptive* elements are not separated but intermingled. The Business Ethics Center has an active interest not only in *business ethics* but also in *environmental ethics*, *information ethics*, *public service ethics*, and *international ethics*. We try to create a practical synthesis of interdisciplinary ethics focusing on the new reality of business and society in the 21st century.

The Director of the Business Ethics Center is *Laszlo Zsolnai*. Members are Assistant Professor *Zsolt Boda* and *Laszlo Fekete*, who holds the MOL Chair in Business Ethics. *Zsuzsanna Nyerges Bognár* is a Ph.D. student at the Center. *Emese Boros* serves as Secretary for the Center. A number of well-known scholars are members of the *International Advisory Board* of the Center. They include *Professor Edwin M. Epstein* (Berkeley), *Professor Stefano Zamagni* (Bologna), *Professor Henk van Luijk* (Amsterdam) and *Professor Peter Koslowski* (Hannover).

The Center organizes the activities of the *Business Ethics Interfaculty Group* of the *Community of European Management School* (CEMS). This is a collaborative enterprise in which business ethics professors from top European schools work together in teaching and research projects. Represented schools include Erasmus University Rotterdam, Bocconi University Milan, Helsinki School of Economics, Stockholm School of Economics, University of St. Gallen, University College Dublin, ESADE Barcelona, Norwegian School of Economics – Bergen, Warsaw School of Economics, University of Economics – Prague and Budapest University of Economic Sciences. The group already published two books and organized business ethics blocked seminars in Nice, Bergen, Copenhagen, Stockholm and Helsinki.

The Center held the *16th Annual Conference* of the *European Business Ethics Network* (EBEN) on August 29-31, 2003 in Budapest, Hungary. The title of the conference was “*Building Ethical Institutions for Business*,” and it enabled the

participants to reflect on and debate the role of institutions in the transformation of business into a more human and ethical form.

The Center has initiated the *Transatlantic Business Ethics Meetings* whose function is to provide a forum for leading American and European scholars to explore the background theories and value bases of business ethics from a 21st century perspective. The first Transatlantic Business Ethics Summit was held in September 2000 in *Budapest*. The second Transatlantic Business Ethics Conference was held in September 2002 in Georgetown University in *Washington D.C.* The third Transatlantic Business Ethics Conference will be held in October 2004 in *Barcelona*.

The Center is active in fostering a *Europe – Asia dialogue* focusing on *spirituality* and *ethics*. Laszlo Zsolnai has edited a book “*Spirituality and Ethics in Management*” for the *Kluwer Series in Business Ethics* to be published in 2004. The volume is a collection of scholarly papers, which focus on the role of spirituality and ethics in renewing the contemporary management praxis. The basic argument is that a more inclusive, holistic and peaceful approach to management is needed if business and political leaders are to uplift the environmentally degrading and socially disintegrating world of our age. Contributors include *Peter Pruzan* (Copenhagen Business School), *S.K. Chakraborty* (Indian Institute of Management Calcutta), *Luk Bouckaert* (Catholic University of Leuven), *Robert Allinson* (Chinese University of Hong Kong), *Alpár Losoncz* (University of Novi Sad), *Ole Fogh Kirkeby* (Copenhagen Business School), *Kerry Cochrane*

(University of Sydney), *Wojciech W. Gasparski* (Polish Academy of Sciences), *Tibor Héjj* (A.T. Kearney, Budapest), *Mike Thompson* (The Good Brand Works, London), *Yazdi Jehangir Bankwala* (Singapore), *William Miller* (Global Dharma Center, USA & India), and *Josep M. Lozano* and *Raimon Ribera* (ESADE, Barcelona). The Europe-Asia dialogue is continuing with planned conferences in Leuven and Kuala Lumpur, Malaysia.

Since 1993, the Business Ethics Center and its members have published nine books and more than 100 papers. The most important publications are the following.

The book *The European Difference – Business Ethics in the Community of European Management Schools* (Laszlo Zsolnai ed., 1998. Kluwer Academic Publishers, Boston, Dordrecht, London) collects the business ethics visions, programs and experiences of member universities of the Community of European Management Schools (CEMS). Chapters of the book include contributions by *Peter Pruzan* (Copenhagen Business School), *Hans De Geer* (Stockholm School of Economics), *Nel Hofstra* and *Luit Kloosterman* (Erasmus University Rotterdam), *Yvon Pesqueux* (HEC Paris), *Josep M. Lozano* (ESADE Barcelona), *Peter Ulrich* and *Thomas Maak* (Universität St. Gallen), *Lidmila Nemcova* (University of Economics Prague) and *László Zsolnai* (Budapest University of Economic Sciences).


In 2002, a new book entitled *Ethics and the Future of Capitalism* was published by Transaction Publishers in New Brunswick and London. *Laszlo Zsolnai* edited the book in cooperation with *Wojciech Gasparski*. This volume addresses the ethical problems of the capitalist economy with special reference to globalization. Contributors include *George Soros* (Quantum Fund & Open Society Foundation); *Olivier Giscard d'Estaing* (INSEAD); *Andrew Brody* (Hungarian Academy of Sciences), *Ferenc Rabár* (former minister of finance in Hungary), *Lubomir Mlcoch* (Charles University, Prague), *Stefano Zamagni* (University of Bologna); *Jörn Rüsen* (Kulturwissenschaftliches Institut, Essen); philosopher *Peter Koslowski*, and *Edward R. Freeman* (Darden Business School, University of Virginia), *Wojciech W. Gasparski* (Polish Academy of Sciences), and *Laszlo Zsolnai* (Budapest University of Economic Sciences). The book suggests that business ethics and the future of capitalism are strongly connected. Capitalism is sustainable only if a less violent, more caring form of it is created.

The latest book *Ethics in the Economy: Handbook of Business Ethics* (Laszlo Zsolnai, ed., 2002. Oxford, Bern & Berlin, Peter Lang AG Academic Publishers) presents a *non-instrumental approach* to business ethics, arguing that there is a chance to improve the general quality of our economic activities only if our motivation is *genuinely ethical*; that is, only if we want to realize ethical conduct for its own sake.

Contributors include *Peter Ulrich* and *Martin Büscher* (University of St. Gallen), *Hans De Geer* (Stockholm School of Economics), *Aloy Soppe*, *Muel Kaptein* and *Johan Wempe* (Erasmus University Rotterdam), *Eleanor O'Higgins* (University College Dublin), *Albert Bandura* (Stanford University), *Gian-Vittorio Caprara* (University of Rome "La Sapienza"), *Josep Lozano*, ESADE Barcelona, *Antonio Tencati* (Bocconi University Milan), *Mette Morsing* and *Peter Pruzan* (Copenhagen Business School), and *Zsolt Boda* and *Laszlo Zsolnai* (Budapest University of Economic Sciences).

The Business Ethics Center has a new research project supported by the Norwegian the Ministry of Foreign Affairs entitled "*Deep Ecology and Buddhist Economics*". The project aims to explore the Deep Ecology perspective and Buddhist Economics for transforming business toward a more ecological and human form. Business is an existential enterprise since its decisions and policies greatly influence the fate and survival of nature, society and future generations. Ecology and ethics provide limits for business within which business is legitimate and productive. However, by transgressing ecological and ethical limits business activities become destructive and self-defeating. The project is directed by *Laszlo Zsolnai* (Budapest University of Economic Sciences) and *Knut Johannessen Ims* (Norwegian School of Economics & Business Administration). A number of international scholars contribute to the project including *Arne Naess* (University of Oslo), *Helena Norberg-Hodge* (International Society for Ecology and Culture), *Simon Zadek* (AccountAbility, London), *Ove Jacobsen* and *Stig Ingebrigtsen* (University of Bode), *Janos Vargha* (Danube Circle, Budapest), *John Gowdy* and *Pamela Smith* (Rensselaer Polytechnic Institute, Troy, New York), *Peter Daniels* (Griffith University, Brisbane), *Nel Hofstra* and *Aloy Soppe* (Erasmus University Rotterdam), *Zsolt Boda* (Budapest University of Economic Sciences), *Larry Ackerman* (Siegel & Gale Consulting, New York), *Julie Nelson* (Tufts University, Boston), *Margit Osterloh* (University of Zurich) and *Richard Welford* (Hong Kong University).

A new plan of the Business Ethics Center is to develop an *Interdisciplinary Ethics PhD Program* in English which would provide opportunities for younger scholars to specialize on the fields of business ethics, environmental ethics, information ethics and public service ethics while working together in a value-community. Professors with background in *economics*, *business* and *public administration*, *law*, *politics*, *environmental sciences*, *information sciences* and *philosophy* will be invited from Hungary and abroad.

Further information about the activities of the Business Ethics Center can be found at <http://ethics.bkae.hu> or can be obtained on request from *Laszlo Zsolnai* at laszlo_zsolnai@interware.hu. 



Marie Bohata runs the Center for Leadership & Governance at CMC Graduate School of Business. In her professional career, she has served as President of the Czech Statistical Office, senior research fellow at the Economics Institute in Prague and as member of governing bodies of various international organizations including EBEN, ISBEE, IACC and IIPE, as well as Czech ones.

ISBEE | What were the first insights of Business Ethics in your work?

I heard the term Business Ethics first in connection with the EBEN conference “Business Ethics and Company Size” (Milan, 1990) when I was working on industrial policies aiming at economic transformation in my country and was eager to learn what this strange concept was about. In 1991, Professors Henk van Luijk and Georges Enderle, with whom I had some communication, invited me to speak at the EBEN Research Centres Meeting in Hannover and this was the real beginning of my deep interest in the field. Listening to presentations and discussions there I realized the crucial importance of ethical aspects of political, social and economic transformation that countries of former Eastern block were facing. For an economist with a background in mathematical modelling it was a totally new and challenging perspective, as you can imagine!

ISBEE | How did you meet other business ethicists throughout the world?

I was very fortunate indeed. After Hannover, an invitation to London followed and at my first EBEN conference I was elected a new EXCOM member. Logically, my responsibility was to disseminate information about EBEN’s activities in new democracies in Central and Eastern Europe. Believe it or not, in 1992 Dr. Paul Minus, President of the Council for Ethics in Economics, invited me to comment on Prof. Amartya Sen’s speech given at the conference on Ethics of Business in a Global Economy held in Columbus, Ohio. In 1994, USAID sponsored my one-month study trip to the US and the European Commission awarded me a grant for a short stay at London Business School. I benefited a lot from the leadership of Prof. Jack Mahoney and soon had a chance to meet Dr. Peter Eigen, founder of Transparency International.

ISBEE | How did Business Ethics influence your career, either academically or professionally?

Not only Business Ethics but also people working in this field have influenced my life very profoundly. With a group of friends we set up an association called Society for Ethics in Economics, started to organize various fora, develop courses and initiated research in Business Ethics. Later when I held a top managerial position in our civil service I had a chance to implement ethics in practice something from what I have learnt and experienced a series of ethical dilemmas. Being in the education and training business now, I can draw some useful lessons from this “real world” exposure.

ISBEE	The Czech Republic has been leading the development of Business Ethics in Eastern Europe. How do you see its trajectory over these past 10 years?
	<p>Many top Business Ethics representatives came to events organized in the Czech Republic, for example the EBEN Research Centres Meeting in 1994, CEE meeting in 1995, EBEN conference in 1997 and TI conference in 2001. Their lectures, papers and talks were very influential and stimulated interest in the subject. Not only their willingness to share experience, but also help in accessing literature were extremely important. Then it was our task to study, disseminate new knowledge and ideas and to work in order to enhance ethical awareness and present concrete models and tools. Since the early 90s, business ethics activities in my country were driven mostly by academia. Later on growing market experience and increasing inflows of foreign investments augmented these "academic" efforts and contributed significantly to an improvement of business standards. Membership in the OECD and preparations for the EU accession were other crucial factors positively influencing the quality of local business environment.</p>
ISBEE	What would you consider the real challenges of Business Ethics in the Czech Republic or in the Eastern European countries at this moment?
	<p>Former state owned enterprises were privatized, however some people do not understand the purpose of private business and/or the importance of "social licence to operate".</p> <p>ISBEE – How do you see the role of women in Business Ethics so far? In some countries they have been required for Corporate Social Responsibility, but not so much for Business Ethics. Do you agree with these trends?</p> <p>I have several female colleagues who engage in Business Ethics teaching. In our environment, Corporate Social Responsibility is understood as a component of Business Ethics and not as a separate theme. There is no evidence in the Czech Republic confirming your thesis.</p>
ISBEE	What would you consider a real driving force for Business Ethics in Europe nowadays? Would this become a global trend or is it characteristic of a region?
	<p>Since former communist countries of Central and Eastern Europe have already completed their political and economic transformation and are now entering the European Union, there are no more substantial differences in the Business Ethics agenda Europe- wide. In my view, after World War II, Europe lost its domination and has been struggling to successfully compete an international and later on a global level. With respect to ever growing expectations of society from business, I see competition -closely monitored by the general public- as the real Business Ethics driving force all over the world.</p>
ISBEE	According to your experience, are there issues or topics that ISBEE members have dealt with properly and have effectively contributed for Business Ethics in global terms?
	<p>I think that for example the main subject of the third ISBEE congress represents such a contribution in the period characterized by global crises of trust.</p>
ISBEE	What would you suggest to new ISBEE members? What would you tell them that others did not say to you at first and that came out to be very important to you?
	<p>Don't give up even if people around you will persuade you that you are naive.</p>



News from the regions

Business Roundtable Institute For Corporate Ethics

A group representing Fortune 500 chief executives announced Wednesday that it has teamed with a prominent business school to study and enhance the ethical behavior of business leaders. The Business Roundtable Institute For Corporate Ethics has been established. It will be located at and run by the Darden School of Business at the University of Virginia, USA, and will receive an estimated \$2.7 million over three years for research and education programs. The institute will conduct research, create a business-ethics curriculum, lead seminars on business ethics and develop best practices in the area of corporate ethics. The institute will also seek to influence public opinion and ethics education in business schools. Professor R. Edward Freeman of the Darden School will serve as a co-chair on the advisory council to the new institute.

(Source: Phil McCarty, Dow Jones Newswires, Jan. 14, 2004: Phil.McCarty@dowjones.com)

Second International Conference - St Anne's College, Oxford, UK, 7-11 July 2004

Practising Philosophy Of Management. Information on speakers, papers and provisional programme with Nigel Laurie, Editor and Publisher - Philosophy of Management (formerly Reason in Practice) Tel/fax +44 (0)1883 715419. For details, see the website at www.managementphilosophers.com

Sustainability Report – Novo Nordisk

Novo Nordisk has included the first-hand views of six stakeholders in its latest Sustainability Report. The healthcare multinational's 2003 report gives them a page each to put their views on what they want out of the company and to say how they feel it is performing in the social and environmental field. Among those who voice their opinions are an Indian nurse, a socially responsible investment analyst, a 17-year-old US student who has diabetes, and a programme co-ordinator in the Danish chapter of the global environment network WWF.


The document, issued together with Novo Nordisk's Annual Financial Report, focuses on how the company can improve access to healthcare around the world.

The web version of the report enables visitors to conduct detailed data searches on the company's social, environmental and ethical performance and to generate customized graphs to their own specifications. The report is at <http://www.novonordisk.com/sustainability>

There is also an index in accordance with the GRI's 2002 Sustainability Reporting Guidelines as well as Novo Nordisk's response to the Global Compact principles.

(Source: Ethical Performance: www.ethicalperformance.com)

Responsibility in Action – RMC Group

The international building materials group RMC has released its first corporate responsibility publication. Entitled 'Responsibility in action', the brochure provides an overview of how RMC is attempting to fulfill its commitment to act responsibly in terms of environmental protection, and employee and community relations. The document describes an ongoing initiative on health and safety benchmarking, allowing a comparison of rates for fatal incidents, major injuries and lost-time injuries. The benchmarking initiative has been led by RMC, in collaboration with more than 20 other companies both within the construction sector and beyond. The review also includes accounts of how RMC is working to protect biodiversity on and near its sites across Europe and the US. A copy of the Corporate Responsibility Overview is available on RMC Group's website at <http://www.rmc-group.com>. 

(Source: Ethical Performance: www.ethicalperformance.com)

ISBEE Congresses Publications

1996

Keynote speeches in *Business Ethics Quarterly*, July 1997 and in *Enderle 1999*, special section.

Country- and Region Reports on Business Ethics: *Journal of Business Ethics*, October 1997, special issue.


Congress Volume with keynote addresses and presented papers focusing on four topic areas: "International Business Ethics" ed. by G. Enderle, University of Notre Dame Press, 446 pages, May 1999. Hard cover. Paper back (US\$ 27.00) (It was supposed to be published in summer 1998, but the Press was slow.)

2000

"The Ethical Challenges of Globalization: Proceedings Latin America" (mostly in Spanish and Portuguese), edited by M. Cecilia Arruda, 324 pages, São Paulo, Brazil, Fall 2000. US\$30 (incl. shipping); for ISBEE members: US\$15 (incl. shipping).


"Moral Leadership in Action" edited by Heidi von Weltzien Hoivik, 334 pages, Edward Elgar Publishing House, 2002. This volume includes European papers presented at the ISBEE Congress. 50% Discount for Members of ISBEE and EBEN.

"Religious Resources for Business Ethics," edited by Georges Enderle, with contributions of G. Arroyo S.J., M. Bonino, E. Epstein, P. Hutchison, E. Fiorelli, and P. Nadas. Special issue of *Latin American Business Review*, Vol. 4, No. 4 (December 2003). Not yet published.

"Improving Globalization," edited by M. Cecilia Arruda and Georges Enderle, including the keynote speeches of M. Yunus, C. Lloyd, M. Moody-Stuart, L. C. Bresser Pereira, and S. Fukuda-Parr as well as the panel discussion with A. M. Caviglia, J. C. Paiz, and R. T. De George. Foundation Getulio Vargas Press. In English: June 2004. In Portuguese: summer 2004. 

ISBEE Congress 2004

The Congress Program is being finalized and looks very attractive: see website www.conferences.unimelb.edu.au/ISBEECongress and www.isbee.org.

There was submission of 109 full papers and 95 abstracts from all over the world, 22 of which were considered outstanding. They were blindly reviewed. With the permission of the authors, the accepted papers and abstracts will be posted on the ISBEE website in early June. There were many applications from scholars in developing countries who submitted papers and asked for financial support. So far, a partial contribution could be offered to 26 of them. 

Members' Initiatives

Agenda 2004

In less than two months we will have our Third ISBEE World Congress of Business, Economics, and Ethics in Melbourne, Australia. It is a major event for our Society that we have been preparing vigorously and persistently over the last three years.

Soliciting the cooperation of both the Executive Committee and the Business Executive Advisory Board of ISBEE, let me first introduce the members of either group:

The ISBEE Executive Committee consists of 15 members elected in fall 2000 for 2001-2004:

Cecilia Arruda (Brazil), Marie Bohata (Czech Republic), Richard De George (USA), Thomas Donaldson (USA), Georges Enderle (USA), Kenneth Goodpaster (USA), Heidi von Weltzien Hoivik (Norway), Bryan Husted (Mexico), Peter Koslowski (Germany), Xiaohe Lu (China), John Milton-Smith (Australia), Deon Rossouw (South Africa), Iwao Taka (Japan), Henk van Luijk (Netherlands).

The ISBEE Business Executive Advisory Board, formed in 2002, includes until now eight members: Bill George (USA), Toru Hashimoto (Japan), Minoru Inaoka (Japan), Ary Kahan F. (Mexico), Reuel J. Khoza (South Africa), Ewald Kist (Netherlands), Charito Kruvant (USA), Srinivasaraghavan (India).

Now attention has to be drawn to the preparation of the document "AGENDA 2004" that identifies and describes the major global challenges for business ethics from 2004 to 2008. It is based on the discussions in the ISBEE Task Force, the consultation of the

ISBEE Business Executive Advisory Board, and the reports by Bryan Husted/Ken Goodpaster and by Georges Enderle. The first draft of 20-plus pages will be posted on the ISBEE website at the beginning of June, included in the ISBEE Congress packet for all participants and publicly discussed in the concluding Congress session on July 17, 2004 in Melbourne.

AGENDA 2004 includes five topic areas that will be drafted by the colleagues mentioned below:

- (1) Corporate Governance and Trust in Business: Deon Rossouw, South Africa: gjr@lw.rau.ac.za
- (2) Globalization and Global Ethics: Georges Enderle, USA: genderle@nd.edu
- (3) Fairness in International Trade and WTO: Marta Sañudo Velázquez, Mexico: msanudo@udem.edu.mx
- (4) Roles of Various Institutional Actors with Regard to the Ethics of Globalization: Henk van Luijk, Netherlands: h.vanluijk@worldonline.nl
- (5) Ethical Implications of Information Technology and Biotechnology: Richard De George, USA: degeorge@ku.edu

Participation is welcome in the drafting process, providing thoughts, comments, and suggestions on any of these five topic areas. Considerations can be sent directly to the colleague(s) mentioned above, or to Georges Enderle (genderle@ne.edu), ISBEE President.



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