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Item Type	Journal
Authors	ISBEE
Publisher	International Society of Business, Economics, and Ethics (ISBEE)
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IMPROVING GLOBALIZATION



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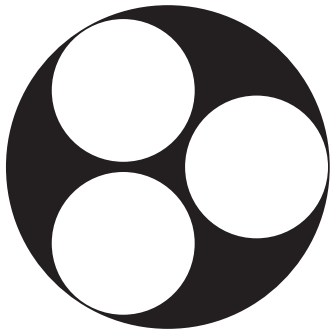
ISBEE Newsletter

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ISBEE Newsletter

International Society of Business, Economics, and Ethics

Vol. 3 • N° 8 • Nov. 2004

Dear ISBEE Member:

This Newsletter is a kind of bridge that leads from the third administrative term of ISBEE with its World Congress in Melbourne into the fourth term of 2005-2008. The prospect looks very promising.

At the helm of ISBEE we will have a highly capable and experienced new President and a truly global, competent and committed new Executive Committee. In the ballot during September-October the ISBEE members elected Deon Rossouw (South Africa) to the Presidency of ISBEE (with 51 votes). The members of the Executive Committee who stood for re-election were elected again: Peter Koslowski (Netherlands, 54), Xiaohu Lu (China, 51), Vasanthi Srinivasan (India, 49), and Iwao Taka (Japan, 49). The following new members join the Executive Committee: Joanne Ciulla (USA, 52), Tony Coady (Australia, 45), Thomas Duntlee (USA, 53), Thomas Hodel (Switzerland, 47), Charito Kruvant (USA, 42), Maria Sañudo (Mexico, 46), Prakash Sethi (USA, 52), and Laura Spence (UK, 53). The elected President and EC members introduce themselves on the pages 6-9.

Furthermore, the Executive Committee will include the immediate past president Georges Enderle (USA, ex officio), Cecilia Arruda (Brazil, as honorary member), and the Vice-President (President-Elect) who will be elected in spring 2005.

In retrospect, the Newsletter also contains a rich bouquet of comments on the Third ISBEE World Congress on July 14-17, 2004 in Melbourne, Australia. A good number of participants who were not involved in the organization of the Congress share their thoughts. It is amazing how complementary these contributions are although they were not planned in any way.

Various photos illustrate this collection of comments, thanks to the Congress participants Dean Maines, a member of the Caux Round Table and ISBEE, Jinian Wang, President of XJ Group, China, and Richard De George. As you know, the Kangaroo symbolizes Australia. It may also stand for our Third ISBEE Congress in Melbourne just as the Mount Fuji became the logo of the First and the Amazon Rainforest of the Second Congress.



Georges Enderle
President of ISBEE

Above: Kangaroo in Melbourne, catered by Ken Goodpaster

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Reflections from around the Globe

World interconnection

With many others, I have grown a bit skeptical about international conferences that end up being mainly USA and European centered, with a couple of "exotic" exceptions: a couple of Latin Americans, a couple of Africans, etc. But standing in the ISBEE conference in Melbourne, amidst a group of academics and business people from Kenya, Argentina, Thailand, China, Hong Kong, Canada, South Africa and Belgium, all of us acknowledging the struggle we each undergo to promote justice, equality of opportunities and peace in our countries, I then realized that the loaded concept of globalization can indeed become more than a marketing tool. What a wonderful insight to experience our world interconnection and the incredible potential of uniting our efforts and learning from each others' proposals.

What I share now with my students of Northern Mexico has certainly a much wider perspective, a world perspective. I congratulate ISBEE for the efforts of alternating continents when designating the country to host each international conference, for this time was, for me, the perfect means to grasp the polyphony of our one world.

Dr. Marta Sañudo
Humanities Department
University of Monterrey
MEXICO

My First ISBEE Congress

The Melbourne meeting was a first ISBEE Congress for me to attend and I was impressed by wonderful presentations done by distinguished scholars and speakers from various countries. It was pity, however, that the number of audiences for some late afternoon sessions that I attended was rather small. I wish more audiences could come to those sessions, because most of the presentations in those sessions were as impressive as those done in plenary sessions. I learned a lot from Melbourne meeting and I thank the organizing committee members who made tremendous efforts to make the meeting a great success.

Takao Inukai
Associate Professor
Reitaku University
JAPAN

ISBEE has done it again!

ISBEE III has come and gone. For a third time it has successfully managed to put together theory and practice, by getting distinguished scholars, businesspersons, and other leaders to share their expertise and experiences in the field of Business Ethics. It will take some time to read and assimilate the rich material which was made available to us in Melbourne but the discourses we participated in 'live' still resound in our minds and we recognize that the conference has bequeathed any one interested with a rich academic resource for consultation as we carry out our different tasks in different countries round the globe.

In Melbourne one understood clearly why this conference had been dubbed the 'Olympics' of Business Ethics. The variety of the backgrounds of the participants was a clear inspiration of hope for a better world through global ethics. One may or may not agree with all the ideas tabled during the plenary and concurrent sessions of the conference, as to what counts as ethical in certain instances and issues. Nevertheless, no one can doubt that all those academicians, businesspersons and civic leaders were drawn together by one common ideal: their commitment, personal or corporate, to Business Ethics, with the conviction that ethics still remains the basic authority towards fair relations among people and the key towards bridging the gap between the developing and the developed countries and the hope of a better life for all. The topics of the various papers bespeak this hope as they focus on issues such as 'fairness in international business', 'indigenous participation in business', 'reform of corporate governance', 'accountability', 'political commitment', 'developing responsible global leaders', 'elimination of corruption', 'understanding ethical problems of a continent', 'meeting needs', 'ethics and social justice', etc. These and other similar concerns point to a common desire to live up to the objectives of ISBEE.

I wish to thank those who initiated this international project. Thanks to them, ISBEE is today a truly international forum where members and friends from different continents can sit down together to share common concerns on how to take ethics to business, -strategize together on what it takes to do that, and map a way forward, each within their own field of operation. I wish particularly to commend Prof. Georges Enderle and the Mendoza School of Business of the University of Notre Dame for their part in the success of ISBEE cause. Georges has always been helpful and encouraging to participants from the developing

- (2) Globalization and Global Ethics
By Professor Georges Enderle, University of Notre Dame, Indiana, USA
- (3) Fairness in International Trade and WTO
By Dr. Marta Sañudo Velázquez, Universidad de Monterrey, Mexico
- (4) Place of Institutional Actors
By Emeritus Professor Henk van Luijk, Amsterdam, The Netherlands
- (5) Ethical Implications of Contemporary Technologies
By Professor Richard T. De George, University of Kansas, USA

Congress Volumes

In line with the three topic areas of the Third ISBEE World Congress, the Congress organizers are planning three publications:

- (1) Global Prosperity and Global Justice
Edited by Tom Campbell, Peter Koslowski, and Thomas Pogge
- (2) Ethics and Corporate Governance
Edited by Deon Rossouw and Alejo Sison
- (2) Ethics and Information Technology
Edited by Richard De George, Thomas Hodel, and John Weckert

Papers currently posted on the ISBEE website will be evaluated for publication in these volumes. In addition, those who wish to submit their papers for consideration may contact Tom Campbell (Tom.Campbell@anu.edu.au), Deon Rossouw (gjr@lw.rau.ac.za), or Thomas Hodel (hodel@ifi.unizh.ch), respectively.

Caux Round Table- Global Dialogue

As one of the ISBEE representatives, I attended the Global Dialogue held on October 22-24, 2004 in Japan. It was a very interesting and thought-provoking conference. Business leaders and experts all over the world got together and discussed various issues such as how to integrate CSR and profit-making activities. An interesting point for me was that a number of Japanese business leaders have a strong belief that corporations are inherently and fundamentally good. They call it the innate goodness of corporations. Therefore, they suggested that CSR and profit-making activities could get along together and there was basically no conflict. But many non-Japanese participants believed that there was some conflict between them and thus, keeping balance was a major issue for business. I cannot conclude which way of thinking is better (I personally want to support the innate corporate goodness). But as far as Japan is concerned, if Japanese business leaders strongly believe in the innate goodness of corporations, someone has to explain why the number of consumer grievances in Japan has been consistently increasing. The Global Dialogue gave us opportunities to think over such issues very seriously. (Submitted by Iwao Taka)

Window to Business Ethics Discussions in China

In October 2004, the China Society for Ethics is planning to celebrate the two-year anniversary of its journal, *Studies in Ethics*, which is co-edited by the Society and the Institute for Ethics of Hunan Normal University. The journal is a window that opens the view on important business ethics discussions in China. Since its initiation in 2002, the editors have encouraged the broadest possible scope. It has published hundreds of original articles from a wide variety of cultural resources and disciplinary perspectives concerning ethical issues related to business, government, and civil society. The topics include: Chinese traditional business ethics and contemporary market economy; ethical issues related to government's regulation of economy, systems of production, consumption, marketing, advertising, labour relations, market economy, moral rights and ethics of property; corporate responsibility and integrity, etc. The journal has attracted many experts and students of ethics from all over the country to contribute to the journal. It has become an important and influential forum for business ethics in China. Though the English abstracts of the articles are available now, the journal announced recently that it is planning to publish its English version of full articles next year. *(Submitted by Xiaohu Lu)*

“I am pleased to bring attention to this high-quality journal.”

Georges Enderle
President, ISBEE



Above: Ken Goodpaster, Harry Halloran, Dean Maines, Hiroshi Ishida (Caux Round Table) at the ISBEE Congress.

The purpose of the Agenda 2004 is to identify and describe the major global challenges for business ethics from 2004 to 2008 and to guide the activities of the International Society of Business, Economics, and Ethics (ISBEE) in these upcoming years.

Agenda 2004 is a work in progress. It was launched with the ISBEE Task Force for Global Challenges in 2002 that consisted of Richard De George, Georges Enderle, Kenneth Goodpaster, Bryan Husted, Peter Koslowski, and Henk van Luijk. Based on the newly established affiliation between the Caux Round Table (CRT) and ISBEE, preliminary findings on emerging ethical challenges in international business were presented by Bryan Husted and Kenneth Goodpaster at the 2002 CRT Global Dialogue in Mexico and by Georges Enderle and Kenneth Goodpaster at the 2003 CRT Global Dialogue in Caux-sur-Montreux, Switzerland. Five topic areas were identified in the Interim Reports, which were further explored in consultation with the ISBEE Business Executive Advisory Board.

In order to continue this process and elaborate these challenges in more depth, five colleagues prepared the document "Agenda 2004" that is now posted on the ISBEE website. It was 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 parts drafted by the colleagues mentioned below:

- (1) Corporate Governance and Trust in Business
- By Professor G. J. (Deon) Rossouw, Rand Afrikaans University, South Africa

world. I wish to thank Prof. Cecilia Arruda too for her very major role in the success of ISBEE III. We shall miss her. Thanks to the Executive as well as the Organizing Committees and very specially the University of Melbourne for making participants feel so much at home in your university.

Christine Wanjin Gichure, Ph.D.
Department of Philosophy
Kenyatta University
Nairobi, KENYA

Musical Highlight

The Third World Congress in Melbourne was my first. I was very excited to participate in an event with scholars and businesspersons from around the globe. Even more than the very important and useful intellectual activity, I was struck by the kind treatment offered by our hosts. The concert was a highlight. The music has stuck with more than anything else over the last few months.

Earl Spurgin, Ph.D.
John Carroll University
University Heights, OH
USA

Cross-Cultural Dialogue

What's the benefit of going to Melbourne in the Australian winter when everyone else is thinking about his or her summer vacation? Well, one of the great benefits this year was certainly the Third ISBEE World Congress, held at the University of Melbourne where one could experience not only the warm hospitality of the host organization but once again dive into what is a unique experience in the field of business ethics: a true cross-cultural dialogue with yet again, friends and colleagues from all around the world, many of them from the Asia-Pacific region. What makes an ISBEE congress special is something one doesn't necessarily experience at other meetings. That is, the specific global blend of cultural perspectives on business ethics. It was not only rewarding to host a session with speakers from Australia, Malaysia and Switzerland, but also to talk to participants from South Africa, Spain, Thailand and the U.S., e.g., in the hallways of Melbourne University's Economics and Commerce Building and discover that a lot of them see similar ethical challenges in today's business world and have similar ideas about how to meet them while emphasizing different, sometimes culturally infused solutions. In my experience this is unique to the ISBEE meetings. And I'm glad to admit that I'm already looking forward to 2008.

Dr. Thomas Maak
University of St. Gallen,
SWITZERLAND

Moving Beyond the Boundaries

This international event reflects in some way the community scope that results from the search for truth and which is shown

in the work in teams, in the interdisciplinary approaches and in the comparative studies of the countries which were introduced to the academic community in Melbourne. Participating in this congress was an excellent opportunity to share with colleagues and businesspersons all over the world the issues that we have been dealing with at the UADE University. In some way, through my lectures, the two foundations on which my job at the University rests were made clear: research and lecturing. Against the big challenge of instilling moral values in our society, these congresses show us that we are not performing an isolated or separate task, but working within an academic community the purpose of which is to go beyond the boundaries in order to encourage ethical values in the business world.

Prof. Patricia Debeljuh
Universidad Argentina
de la Empresa (UADE)
ARGENTINA

‘Freedoms and Responsibilities’

The Melbourne Congress was successful. It not only continued the main topics of ISBEE Congresses in the past 12 years: Ethics and Global Challenges, Ethics and Information Technology, but also met and addressed the new challenge: Ethics and Corporate Governance. In the complicated global context, faced by ethical challenges associated with economies, technologies and cultures, as an international organization, ISBEE under the leadership of Georges Enderle didn't blench, nor move back, but held high the flag of 'Freedoms and Responsibilities.' The Congress highlighted the cooperation of various actors on different levels, from governments, corporations, and individuals, to international organizations and civil societies. All bear the responsibility of improving the ethical quality of their actions and decision-making. ISBEE is performing its mission to guide and promote the movement of international business ethics.

Prof. Xiaohu Lu
Shanghai Academy
of Social Sciences
Shanghai., P. R. CHINA

A Sign of a Vigorous Society

The International Society of Business, Economics, and Ethics met again at the University of Melbourne, Australia to deal with the most burning issues within our global context. Far from focusing on old challenges and well-known theoretical debates, we attended a refreshing, innovative and 'great vision' conference. The quality of the program was a valued success, but this value was increased by the first-class and excellent works presented at the conference.

There are many things that I could outline about the perspectives and topics tackled during the four-day conference. However I will choose just one that is urgent from the Spanish context. The issue is the definition of "responsible leadership", its relationship with the corporate governance system, and the

development of ethical structures and procedures inside the companies.

In my experience, the capacity of the ISBEE community is without equal and was demonstrated at Melbourne for three reasons, firstly ISBEE is capable of showing the complexity of the challenges, secondly it is able to reflect and to offer practical guidelines to answer those challenges and, thirdly ISBEE is making an effort to establish a theoretical and practical agenda to its members. That means that we are involved in a vigorous Society.

Dr. Elsa Gonzalez Esteban
Universitat Jaume I
(Castellon-Spain)
SPAIN

Lasting Impressions

The outstanding features of the three ISBEE World Congresses that I have attended are the wide range of countries from where the delegates come and the healthy mix of economists, philosophers and business ethicists. Their pooled wisdom on issues affecting corporate conduct at various levels has helped to clarify a number of complex issues. Perhaps the most disappointing aspect of all three occasions has been the lack of participation by those who are responsible for applying ethics policies at different levels of a company.

One representative from business, Charles Goodyear, CEO of BHP Billiton, was particularly open on the ethical problems faced by his company when he spoke at the recent Melbourne Congress and it was well worth hearing about the experience of ethical banking from the multinational banking company, JING, from its recently retired CEO, Ewald Kist.

The well-organized Melbourne Congress benefited immensely from the large number of delegates from countries in Southeast Asia: their contribution at different sessions was always challenging to us from a European or North American background.

Some lasting memories of the Third ISBEE World Congress include the deference paid by some Australian speakers to the land rights of their Aboriginal forebears on which they were standing, the exposition by Peter Singer of Princeton of common problems facing all nations and the need for an ethical approach to their resolution; the exquisite playing of the "erhu" by Ma Xiaohui from China at the Congress concert. And finally, there was the friendliness and courtesy of the 260 or so delegates which made the four days a very worthwhile occasion.

Simon Webley
Research Director
Institute of Business Ethics
London, UK

A Cultural Mix

My fondest memories of ISBEE conferences are of the rich cultural mix of participants. This year was no exception. The Australian venue succeeded in drawing an especially good group of Asian ISBEE participants. Where else but at ISBEE could you hear a paper about corporate governance with responses afterwards from corporate governance specialists in Asia, Africa, Latin America, Europe, and North America?

Thomas Donaldson
Mark O. Winkelman Professor
The Wharton School
Philadelphia, PA
USA

Expanding our Academic Community

This was my first ISBEE Congress, but for sure it is not going to be the last one. The trip to Australia was exhausting and at the end of the week I realized that I expended as many hours traveling as being in Melbourne. But it was worthwhile: the organization of the Congress was excellent, the University of Melbourne very nice, time was respected scrupulously, discussions were very acute and serious, and there were high level panelists. We had a special Congress dinner and the speaker, The Honorable Justice Michael Kirby from the High Court of Australia, made a long but pleasant speech. On Thursday we attended a beautiful and unexpected concert. Everything was excellent and people, the best.

In sum, my expectations were highly surpassed. This was my first attendance of a congress with English as the official language, I met many scholars that I knew before through books and emails, and I brought from Australia a full set of business cards from all over the world. New friends, old colleagues.

In addition, my paper and presentation had very good repercussions, and many professors asked me for a copy of my article. Also we had the ISBEE meeting to build the future directive commission. Cecilia Arruda, the pioneer scholar in Latin America in business ethics, was designed President. Unfortunately, she had to resign. I hope she can be fine soon. From my Latin American perspective, we have to work harder, strengthen the regional branches of ISBEE and promote and spread business ethics in our countries. It is certain that this is a small academic community, but it seems to me that it is possible - and also imperative - to make it greater.

Miguel Alzola, CPA, M. in Applied Ethics
University of Buenos Aires
ARGENTINA



Congress participants after presentation of Unian Wang

The future:

I would like to support Private Sector involvement in ISBEE with a focus on encouraging wider implementation of best ethics practices in the business community. As a bridge between scholars and practitioners, I see my role as reaching the business community with the best of ethics research and reaching scholars with the practical concerns of the business community to encourage useful ethics research. Being a member of both ISBEE bodies, i.e., the Executive Committee and the Business Executive Advisory Board, I will support communications in both directions.

MARTA SAÑUDO (new member)
Professor of Philosophy
University of Monterrey, Mexico

Brief bio statement:

Marta Sañudo is a Professor of Philosophy at the University of Monterrey, Mexico, where she also coordinates various programs on ethics. She works as advisor in various grass-root projects and is interested in the promotion of gender equality in Latin America. She has been invited to publish and contribute to her state's newspaper, radio and television. She has contributed to the understanding of business ethics in her city by imparting conferences and work shops for companies and NGOs. As a lay woman theologian she works for a transformed understanding of Christian spirituality as a call to bring about social justice. She is advisor to the Monterrey branch of the International Christian Union of Business Executives (UNIAPEC).

Past Activities:

Sañudo was invited to participate in the ISBEE Congress 2004 in Melbourne, Australia, by outlining "Agenda 2004," which discussed the five key areas of international business ethics that could guide the work of ISBEE for the future. In particular, she explored the global challenge regarding "Fairness in International Trade and WTO."

The future:

I would like to promote the interest of ISBEE, namely having ethics permeating the work and thought of business and economics, throughout Latin America. I would like to help create a database of those in Latin America that are working in the field of Business Ethics and raise the profile of the work done in this respect, with view to affecting the public consciousness, culture, and the legislations of our countries. I will like to serve as link between ISBEE and the upcoming VII Congress of ALENE (Asociacion Latinoamericana de Ética, en los Negocios y Economía) in Chile, August 2005.

S. PRAKASH SETHI (new member)
Professor, Zicklin School of Business
Baruch College, The City University of New York, USA

Brief bio statement:

Dr. Sethi is University Distinguished Professor at the Zicklin School of Business, Baruch College, The City University of New York. He holds a Masters degree in Economics from Delhi University, India, and MBA and Ph.D. degrees from Columbia University, New York. Sethi has published 24 books and over 135 articles in professional and scholarly journals. His latest book is entitled *Setting Global Standards: Guidelines for Creating Codes of Conduct in Multinational Corporations* (New York, 2003). He serves on the boards of directors/advisors for a number of NGOs. He is also a member of editorial boards of nine academic and professional journals. He is the President of International Center for Corporate Accountability, Inc. (ICCA), an independent, university affiliated, not-for-profit research organization, which conducts research on codes of conduct and develops and implements external corporate monitoring systems. Sethi currently serves as an advisor to the Executive Office of the Secretary General on the U.N. sponsored code of

conduct called the UN Global Compact. He regularly advises and consults with multinational corporations, national governments, and NGOs.

Past activities:

Sethi has been a member of ISBEE since its inception. He has regularly presented papers at its various conferences. He has also been active in seeking new members for the ISBEE and bringing the organization to the attention of faculty members, international corporations, and NGOs.

The future:

In addition to activities listed in (2), I would like to encourage ISBEE to create a publication vehicle for research and scholarly activities of its members. In case this is economically not possible because of the small size of ISBEE's membership, I would encourage the organization to explore possible cooperative publishing activities with like-minded organizations.

Even more important, I would like to see ISBEE become a truly multi-stakeholder organization by expanding its membership to corporations (individual and institutional members) and NGOs.

LAURA J. SPENCE (new member)
Senior Lecturer
Brunel University, UK

Brief bio statement:

Dr. Laura J. Spence is a senior lecturer in Business Ethics at Brunel University, UK. She is an active member of Brunel Research in Enterprise, Sustainability and Ethics (BRESE), of which she was a founding member. Dr. Spence has served on the Executive Committees of both the European Business Ethics Network (EBEN) and EBEN-UK. She is proud to have been instrumental in establishing the EBEN Ph.D. Workshops and to have been involved in organizing a number of international conferences.

Dr. Spence has published widely on comparative European business ethics and her specialist subject of ethics in small firms.

Past activities:

To date, Dr. Spence's main activities for ISBEE have been through her involvement with its sister network EBEN. She was invited to present a paper comparing business ethics in the United States and Europe at the ISBEE 2000 Congress in Sao Paulo as part of a European track plenary session.

The future:

Laura is particularly concerned to encourage the improvement of standards of published work in business ethics, and to see inclusion beyond a focus on Western multinationals. She is keen to promote the field in the mainstream management and organization studies arenas and to help further the development of links around the world in the field of business ethics.



Above: Deon Rossouw (far right) with Georges Endele and Richard De George at the meeting of the Executive Committee in Melbourne.

C. A. J. (Tony) COADY (new member)
Professorial Fellow in Applied Philosophy
University of Melbourne, Australia

Brief bio statement:
Professor C.A.J. (Tony) Coady is Professorial Fellow in Applied Philosophy in the Centre for Applied Philosophy and Public Ethics at the University of Melbourne. He has published extensively in both academic and more general venues and is a frequent commentator on public issues in the media. His book, *Testimony: A Philosophical Inquiry* (Oxford, 1992) was widely and enthusiastically reviewed internationally.

Professor Coady founded the Centre for Philosophy and Public Issues (CPPI) at the University of Melbourne in 1990 and helped create the Centre for Applied Philosophy and Public Ethics in 2000 into which the CPPI was absorbed. He has been a pioneer in business ethics in Australia, having arranged and conducted numerous business and professional ethics in-house workshops with major Australian companies and public bodies and co-edited (with Charles Sampford) the book *Business, Ethics and the Law* (Federation Press, 1993). He has also published articles on business ethics in newspapers and non-academic journals and been interviewed on the topic on radio and in the press.

Past activities:
For ISBEE, he played a major role in securing the right to hold the Third ISBEE World Congress in Melbourne in 2004, helped organize the conference, and acted as co-chair of the Congress. During the Congress, he gave a welcoming address and presented a panel paper on "Corruption." The preparation for the Congress involved him in a key planning role in association with the various committees, especially the international committee for the Congress.

The future:
If elected, Professor Coady would participate vigorously in ISBEE activities and would contribute his experience of the Melbourne Congress to the planning for the next Congress. He has a particular interest in the development of business ethics in the Asian region and has given addresses on business ethics to two major conferences in China: in Beijing in 1997 and in Wuhan this year. He would use this experience to help promote the work of ISBEE in the region.

THOMAS W. DUNFEE (new member)
Kolodny Professor of Social Responsibility, Department of Legal Studies
The Wharton School, University of Pennsylvania, USA

Brief bio statement:
Professor Dunfee is the Founding Director of the Zicklin Center for Business Ethics Research at Wharton as well as the Founding Director of the Wharton Ethics Program. He is a former President of the Society for Business Ethics, a staff editor for the Academy of Management Review, and a member of the Advisory Board of the Business Roundtable's Business Ethics Institute. Professor Dunfee has served as a consultant to numerous global corporations, e.g., Glaxo SmithKline, General Motors, Honda. He has published many articles and books, e.g., *Ties That Bind*, Harvard Business School Press, 1999, with Tom Donaldson. Professor Dunfee has written recently on guanxi, corporate social initiatives, anti-corruption strategies and corporate governance.

Past activities:
Professor Dunfee served on the International Organizing Committee of the ISBEE Congress 2004 in Melbourne. He has reviewed manuscripts for the ISBEE Congress.

The future:
Professor Dunfee will explore how ISBEE can expand its web presence: Options include virtual conferences, list serves, web data bases, and so on.

THOMAS B. HODEL (new member)
Senior Research Fellow, Database Technology Research Group
University of Zurich, Switzerland

Brief bio statement:
Dr. Thomas B. Hodel has been the Senior Research Fellow of the Database Technology Research Group at the University of Zurich, Switzerland, since 2002. He received a Master in Theology and a Master in Computer Science from the University of Fribourg (Switzerland). He earned his Ph.D. in Computer Science on "Privacy Enhancing Technology and Collaborative Communication Systems" in 1998 at the University of Fribourg (Switzerland). He won the InterSystems Caché Innovator Award, evaluated by IDC, in Las Vegas, Nevada, USA. On several occasions he was invited as Ethics Advisor for ethical review panels by the Ethics in Science and Research Department at the European Commission in Brussels. Two main areas of Dr. Hodel's research and publications cover computer ethics and database technology. Selected computer ethics articles are: "Informational self-determination databases in an intercultural perspective," presented at the International Center for Information Ethics (ICIE04), Karlsruhe (Germany), 2004 and "Designing databases that enhance people's privacy without hindering organizations," presented at the Third (ISBEE) World Congress, 2004.

Past activities:
Thomas Hodel has served as the webmaster of the ISBEE website since 1995. He designed and installed its website in 1995. He took care of the posting of the papers and abstracts of the First, Second, and Third ISBEE Congress. He maintained and developed the website over the years. In July 2000 the ISBEE website won a Key Resource award by "awards@links2go.com." The highly sophisticated website contains a great deal of information about ISBEE and can also be used, with security device, for credit card payments. Dr. Hodel attended the First ISBEE Congress in Tokyo and the Third Congress in Melbourne.

The future:
First, I will host, maintain and further develop our ISBEE website. Second, I will promote ISBEE within the International Center for Information Ethics, where I am a member too. Third, together with Prof. Richard De George and Dr. John Weckert, I will edit the volume *Ethics, Information and Technology* of the Third ISBEE Congress for publication.

CHARITO KRUVANT (new member)
Founder and President, Creative Associates International, Inc.
Washington, D.C., USA

Brief bio statement:
M. Charito Kruvant is founder and President of CREATIVE ASSOCIATES INTERNATIONAL, Inc. (CAID), a professional and technical services firm with specialty in education and communities in transition. In addition to promoting a strong values orientation within Creative Associates, Kruvant has worked to foster the practice and implementation of business ethics globally through her involvement with the Caux Round Table (CRT). Kruvant currently serves on the CRT's Global Governing Board and Chairs the Oversight Committee for the Caux Round Table Principles for Business. She also works actively to promote a strong and ethical business community through her regular participation as member of various Boards of Directors, including the Calvert Group, the Greater Washington Board of Trade, MEDSTAR Healthcare Group, Acacia Federal Savings Bank, and as Chair of the Advisory Board of the US Small Business Administration Washington District Office.

Past activities:
Charito Kruvant is a member of ISBEE's Business Executive Advisory Board. She attended ISBEE's World Congress 2004 in Melbourne and made a presentation at the Plenary Session "The Caux Round Table Self Assessment and Improvement Process: A Transcultural Tool for Creating Corporate Conscience."

Intellectual Rigor and Participative Thinking

The Third ISBEE World Congress devoted to the theme of 'Freedoms and Responsibilities in Business: Ethics, Leadership and Corporate Governance in a Global Economy' was the first ISBEE World Congress that I attended. Quite apart from the professional manner in which the Congress was organized, I was happy with the arrangement of plenary sessions, special sessions, and concurrent sessions. This gave me the opportunity of participating in discussions of general interest as well. The lecture by Justice Michael Kirby at the Congress dinner on the second day was a treat. Also, I thought it was admirable the manner in which a serious effort was made to put together the deliberations of the Congress in the concluding session chaired by Professor Georges Enderle which was devoted to the task of defining the Agenda 2004 for further work. It was a productive session which combined intellectual rigor with participative thinking. I have no doubt that ISBEE will continue to provide leadership in an area that is important to all of us.

Surendra Munshi
Professor of Sociology
Indian Institute of Management,
Calcutta, INDIA

The “Olympics of Business Ethics”

The ISBEE World Congress is sometimes described at the “Olympics of Business Ethics.” It stands to reasons that if this is the case then world class scholars in business ethics should appear on the program. In this regard, the Melbourne conference organizers did not disappoint. Scholars such as Richard De George and Thomas Donaldson gave stimulating keynote lectures. Also memorable were the keynote address by speakers from outside the field of business ethics. Thomas Pogge, a political philosopher noted for his work on global justice, gave an original and exciting presentation that included an innovative solution to the vexing issue of how to support research for pharmaceuticals aimed at curing diseases that occur mainly in the developing world. Peter Singer, perhaps the most prominent consequentialist philosopher since Mill, provided an overview of his chapter on the global economy from his 2002 book “One World.” In any Olympics, one of the most stimulating parts of the games is when athletes break new ground by, for example, performing a heretofore never seen moves on the ice rink, the uneven bars, or the field of play. Pogge’s presentation struck me as having that quality. If the ISBEE World Congress is to live up to the title of “The Olympics of Business Ethics,” organizers might wish to encourage even more in the way of groundbreaking presentations at the 4th Congress. After all, most participants must travel great distances at significant expense to attend the Congress. Having highly original and innovative keynote lectures that have not previously been seen or heard should make the ISBEE World Congress experience even more worthwhile.

Denis G. Arnold, Ph.D.
Department of Philosophy
University of Tennessee, Knoxville
USA

Globalization and the Widening Gap

Sub-Saharan Africa (SSA), the poorest region in the world, is the most hit by the wave of globalization. The problems of diseases, foreign aid, debt, corruption, de-industrialization, corporate malpractices and mass poverty affecting poor countries have been extensively discussed. Contrary to orthodox market solutions, it is observed that ethics in global institutions and businesses that engenders fairness in international trade and investment is a key to addressing crisis in poor nations. Again, the need for global efforts to combat corruption and re-examine corporate social responsibility is buttressed in many sessions. Being from SSA, I found the presentations and the discussions very instructive and challenging. Also, my conception about ‘global economy and ethics’ has been greatly reshaped. In view of the widening gap between rich and poor nations, future conferences should give more attention to the global practices that contribute to crisis in the developing countries. Again, vital information regarding the activities of ISBEE could be widely disseminated by publishing conference proceedings and communiqué.

Dr. Muratala S. Sagagi
Dept. of Business Administration
Bayero University
Kano, NIGERIA

Joining Academics and Practitioners

I found the Third ISBEE World Congress to be a rewarding experience. From the perspective of an academic conference, the Congress was a success. Not only was there wide exposure to relevant research beyond one’s own field, but there was also ample opportunity to discuss one’s research. What made the Congress truly exceptional was that the Congress brought together academics and practitioners into conversation in a way that is not always easy to accomplish. The presentations and opportunities for individual interaction certainly were helpful to this end. More fundamentally, there was the sense that the entire Congress was motivated by the belief in the value of conversation between academics and practitioners. Continuing this conversation beyond the Congress is something to which I look forward and I am grateful to ISBEE for providing a forum for that conversation.

Nien-hé Hsieh
Assistant Professor
Legal Studies Department
The Wharton School
University of Pennsylvania
USA



Charito Kruvant, Bill Kruvant, Georges Enderle

Elections for the ISBEE Executive Committee were held through the end of October. Congratulations to our newly elected ISBEE President, Deon Rossouw, as well as the four returning and eight new members of the Executive Committee. You may now get to know our new leaders, who share their respective backgrounds and visions for the future of ISBEE:

President of ISBEE 2005-2008

DEON ROSSOUW
Professor, Department of Philosophy
University of Pretoria, South Africa

Brief bio statement:

Deon Rossouw has been teaching and researching in the field of business ethics for the last 14 years at Rand Afrikaans University, where he is Professor and Head of the Philosophy department. Besides a list of articles, he has published four books on business ethics: *Business Ethics: A southern African perspective* (1994), *Business Ethics in Africa* (2nd ed) (2002), *Developing Business Ethics as an academic field* (2004), *Business Ethics* (3rd ed) 2004. Rossouw is the founding president of the Business Ethics Network of Africa and has served since 1996 on the Editorial Board of the Journal of Business Ethics. He was a member of the research team for the Second King Report on Corporate Governance for South Africa where he contributed to the business ethics and sustainability reporting sections of the report. During 2000 he was a research fellow at the Judge Institute of Management Studies at Cambridge University. Currently he is a visiting professor in Business Ethics and Corporate Governance at the New Castle Business School in the UK.

Past activities:

Rossouw prepared a report on the status of business ethics in academia and business in Southern Africa for the first ISBEE Congress 1996 in Tokyo. He served on the international advisory committee for the second ISBEE Congress (Sao Paulo, 2000) and also coordinated and facilitated the plenary African track at the same congress. For the third ISBEE Congress (Melbourne, 2004) Rossouw served on the international organizing committee and also co-ordinated the global research reports on Business Ethics and Corporate Governance. He has also written contributions for the ISBEE newsletter. Since 2000 Rossouw has been serving on the Executive Committee of ISBEE.

The future

I would once more like to be involved in the global research projects in preparation of the Fourth ISBEE World Congress. During this period I will also edit a book on Ethics and Corporate Governance consisting of papers on this topic presented at the Melbourne Congress. Should I be elected as President of ISBEE, I would focus on closer co-operation between ISBEE and continental or regional business ethics networks. Ongoing interaction between business ethicists and business leaders on determining the challenges that has to be met, will also be a priority. In this regard, I will become more involved in our relationship with the Caux Round Table group of business leaders and would promote the inclusion of developing countries into the ongoing quest for truly global standards in business.

PETER KOSLOWSKI (second term)

Professor of Philosophy
Free University Amsterdam, Netherlands

Since 2004

Professor of Philosophy, especially Philosophy of Management and Organizations and History of Modern Philosophy, Free University Amsterdam, Netherlands; 1987-2004 Adjunct Professor, University of Witten/Herdecke, Germany; 2003-2004 Fellow, International Center for Economic Research (ICER), Turin, Italy; 2002-2003 Visiting Scholar-in-Residence, Liberty Fund, Inc., Indianapolis, Indiana, USA; 1987-2001 Founding Director, The Hannover Institute of Philosophical Research, Hannover, Germany; 1996-2001 also of its Center for Ethical Economy and Business Culture; 1997-2003 Director, A Discourse of the World Religions at the World Exposition EXPO 2000 Hannover. Since 1995, Chair, Committee for Economic Ethics, German Philosophical Association (DGPhil). Since 2002 Chair, Working Group Compliance and Ethics in Financial Institutions in the German Business Ethics Network. Since 2000 Member, Executive Committee, International Society for Business, Economics, and Ethics (ISBEE). Central books on business ethics: *The Ethics of Capitalism and Principles of Ethical Economy*; Editor, book series *Studies in Economic Ethics and Philosophy* since 1991.

Past activities:

Kosowski is a member of the executive board of ISBEE and attended the Congresses in Sao Paulo and Melbourne. He helped in the planning of the Melbourne meeting, in the deliberations about the Agenda 2004 of ISBEE in the last years and in the planning of the future of ISBEE.

The future:

I can contribute to the discussions on ethics and economics and in business ethics, to the field of finance ethics and ISBEE's competence in this field of growing importance. Due to my being the chair of the committee on business ethics of the German Philosophical Association, I can strengthen the philosophical element in ISBEE. Due to my being professor at Amsterdam in the Netherlands, I am interested in Europe's presence in ISBEE and should understand myself as a Pan-European voice in the ISBEE executive committee.

XIAOHE LU (second term)

Executive Director of the Center for Business Ethics
Shanghai Academy of Social Sciences, China

Brief bio statement:

Ms. Xiaohu Lu is a Professor at the Institute of Philosophy and Executive Director of the Center for Business Ethics at Shanghai Academy of Social Sciences (SASS.) She is also a Member of the Council for the China Association of Ethics. Since 1994 she has focused on business ethics and has published many writings, such as "On Economic and Ethical Value," "Globalized Economy and Orientation of Corporations in China," "Ethical Issues in the Globalization of the Knowledge Economy", "On Business Ethics in China: Its Characteristics, Dilemmas, and Trends," and "New Internet Technology and its Ethical Issues." She received the National Fund Project for Business Ethics Studies (2003), Special Scholar of SASS (2000-), Excellent Book Reward of Shanghai United Association of Social Sciences (2000-2001), Excellent Dissertation Reward of SUASS (2000). In 1999, she co-created the Center for Business Ethics of SASS, organized many conference for the Center, and co-edited two book series on business ethics: *Translation Book Series on*

Business Ethics, and *New Studies on Business Ethics*. In 2003, she updated the Center and increased its members from other cities in order to develop joint projects and enhance cooperation with these experts.

Past activities:

She wrote the country-report "Business Ethics in China" for the First Congress in 1996; participated in and contributed "Ethical Issues in the Globalization of the Knowledge Economy" to the Second Congress in 2000; attended and presented "On P2P: A Worldwide Problem-from a Chinese perspective" to the Third Congress in 2004. She disseminated a Chinese version of the ISBEE brochure in China; helped Chinese colleagues and business people to participate in the ISBEE Congresses; provided news about business ethics in China for the ISBEE Newsletters. In 2002, she was instrumental for the collaboration between SASS and ISBEE at the International Conference on "Developing Business Ethics in China" 2002 in Shanghai, and co-edited the post-conference book in Chinese and English.

The future:

In the next four years, she plans to: (1) continue to help more people to participate in ISBEE, meanwhile actively facilitating the creation of a business ethics network in China; (2) continue the "International Forum on Business Ethics" for experts from ISBEE and Chinese scholars and business people to exchange and share their experiences and ideas on the topics of concern to the field and the society (already underway); (3) work for the Second International Conference on Business Ethics in China in 2006 to be held by SASS and coordinate it with ISBEE and other local and national organizations; (4) organize joint research projects on the problems that are key to the field and pressing to the society. She hopes to further create the infrastructure for an ISBEE Congress in the future.

VASANTHI SRINIVASAN (second term)

Assistant Professor, Human Resources Management
Indian Institute of Management of Bangalore, India

Brief bio statement:

Vasanthi Srinivasan is an Assistant Professor at the Indian Institute of Management Bangalore in the area of Human Resources Management. Her areas of interest are organizational character, codes of conduct and sustainability challenges related to quality of work life in the business process outsourcing industry in India. She is currently a member of the Center for Corporate Governance and Citizenship at the Institute. She is also on the Board of Directors of the AME Foundation, International Development Enterprises, Entrepreneurship Development Foundation, India and Oxfam India.

Past activities

Srinivasan has been member of the ISBEE executive committee since 2001. She had an opportunity to bring an awareness about ISBEE within the Institute. At the Congress in Melbourne, a doctoral student and a colleague were present from the Institute. At a workshop held on Business Ethics in September 2003 with 40 teachers from management schools across the country, she spoke about ISBEE and its activities.

The future:

There is an urgent need within India to network all persons interested in business ethics and corporate social responsibility. An earlier attempt to do this was not successful. I hope to pursue this agenda more seriously. I will also build a critical mass of faculty who will champion issues which are of interest to ISBEE more strongly. I believe that in the near future India should host one regional conference.

IWAO TAKA (second term)

Professor
Reitaku University, Tokyo, Japan

Brief bio statement:

Dr. Iwao Taka is a professor at Reitaku University. From 1991 through 1993, he studied business ethics at the Wharton School in the United States. In 1999, he led a CSR initiative to issue the Ethics Compliance Management Systems Standard (ECCS2000). In 2001, with the help of 21 experts, he also published Japanese SRI screening framework (R-BEC001). Until June 2004, he had worked for the Strategic Advisory Group on CSR established by ISO. His publications include "Business Ethics: A Japanese View" (Business Ethics Quarterly).

Past activities:

As one of the editors for ISBEE Newsletter, Taka has provided information on activities related to business ethics to the newsletter, especially information over Japanese movement of business ethics and corporate social responsibility. In the past four years, as a business ethicist, he has worked for a number of national councils of the Japanese Government, including those of the Cabinet Office, the Ministry of Economy, the Ministry of Labor and the Ministry of National Land and Transportation.

The future:

I would continue to work as a member of ISBEE Newsletter group. In late October 2004, Caux Round Table and ISBEE will have a conference in Japan. I plan to attend this conference and give a presentation there. In addition to this, in December 2004, I would hold a business ethics conference in the Osaka area, and in February 2005, another in the Tokyo area. Each conference will have about 300 participants, with the support of business roundtables and the Japanese government. Although I have not decided in details what I would do for ISBEE in the next four years, especially I want to contribute to the development of business ethics in Asia.

JOANNE B. CIULLA (new member)

Professor & Coston Family Chair in Leadership and Ethics
Jepson School of Leadership Studies, University of Richmond, USA

Brief bio statement:

Joanne B. Ciulla has taught and published in business ethics for over twenty years. She held the UNESCO Chair in Leadership Studies at the U.N. Leadership Academy, was a fellow in business ethics at the Harvard Business School, and taught business ethics at The Wharton School. She has a B.A. M.A. & Ph.D. in philosophy. Currently, Professor Ciulla is co-authoring a text called *Honest Work: A Business Ethics Reader* (forthcoming Oxford University Press). She serves on the editorial board of the Business Ethics Quarterly and was the book editor for the Journal of Business Ethics. Professor Ciulla edits a series called "New Horizons in Leadership" (Edgar Elgar) and has published a number of business ethics scholars in the series.

Past activities:

Professor Ciulla joined ISBEE at its inception. Over the years, she has refereed papers for ISBEE conferences. Professor Ciulla wrote an article for the collection that came out of the Japan conference called, International Business Ethics: Challenges and Approaches, edited by Georges Endertle. She has been a regular donor to the ISBEE fund.

The future:

As a member of the ISBEE executive committee, I would like to help expand our reach to academics in countries where business ethics is very new. I'd also like to foster work that looks at the ethics of leadership in business.