

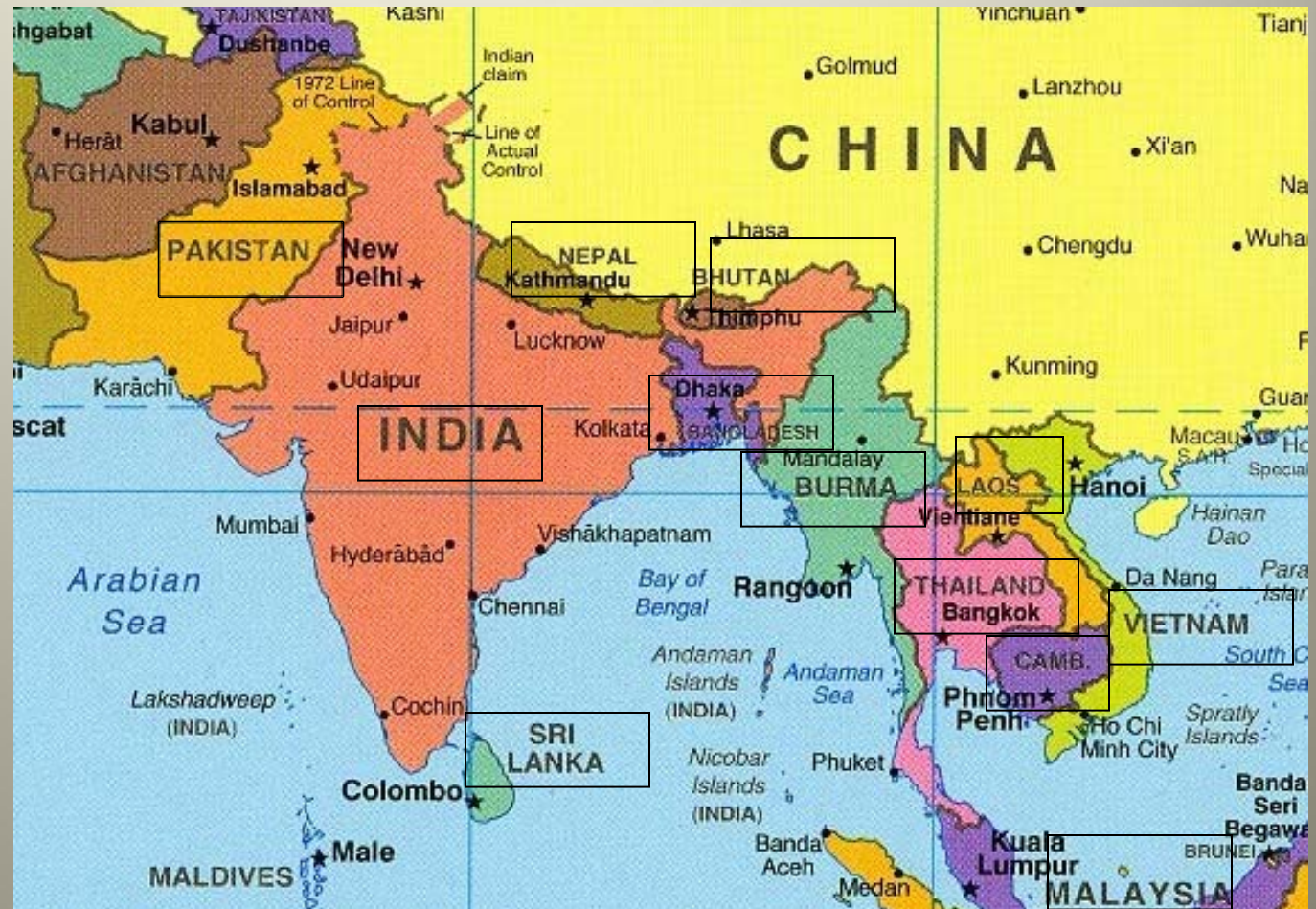
Globethics.net

Business Ethics as a Field of Training, Teaching, and Research in South Asia

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South East Asia

1. Bangladesh
2. Bhutan
3. Burma
4. Cambodia
5. India
6. Laos
7. Malaysia
8. Nepal
9. Pakistan
10. Sri Lanka
11. Thailand
12. Vietnam



South East Asia

12 countries

Official languages:

Dhongkha, Khmer,
Bengali, Nepali,
Urdu +5, Sinhala,
Tamil, Burmese +4,
Lao, Vietnamese,
Thai, Malay, Hindi +
22

Nearly **44** languages

English is a
Recognized language



Research Team

Core team:	Vasanthi Srinivasan Seema Naqvy
Bhutan:	Dr. Sonam Chuki
Vietnam:	Dr. Nguyen Hoang Anh
Sri Lanka:	Dr. Ajantha Dharmasiri
India :	Asha Shivashankar

Terminology

- **English language as the accepted medium of instruction**
- **Business Ethics – also use Professional Ethics, CSR, Corporate Governance, Sustainability**
- **Business Ethics – not used in Bhutan (Ethical Governance/Ethical Leadership)**

Prevalence and distribution of business ethics

- **Found in all countries except Laos and Cambodia, emphasis differs (Bhutan—the term business ethics not used, but ethical governance)**
- **Environment and CSR have become very prevalent (across all countries except Laos and Cambodia)**

Focus areas in business ethics

- Corporate Governance**
- Sustainability**
- CSR**
- Sustainable Tourism – (Thailand)**
- Functional/Professional Ethics (Pakistan, Bangladesh, India)**
- Leadership Ethics (Vietnam, Bhutan)**
- Ethics in Research (Bhutan, Vietnam)**

Training in Business ethics

- Corporate Governance – Board level training, company specific training (India, Sri Lanka)
- Ethical Governance and Gross National Happiness training – Bhutan
- CSR training – Nepal, Malaysia, India, Bangladesh, Pakistan (Industry Association)
- Sustainability and compliance (garment) – Sri Lanka

Teaching business ethics

- Courses offered at Under graduate and post graduate levels – country specific (India – post graduate, Bangladesh, Malaysia, Thailand, Pakistan – undergraduate, Laos, Cambodia – no specific course)
- Offered as a core at the under graduate level (Bangladesh, Thailand, Malaysia); offered as an elective in Post graduate (differs across countries and within universities in the same country)

Teaching business ethics

- Topics:
 - Environment and sustainability
 - CSR and Stakeholder
 - Corporate governance
 - Ethical theories
 - Regulation
 - Managerial ethics
 - Marketing ethics
 - Good governance

Research in business ethics

- Bhutan: Governance and People's participation
- Sri Lanka: Sustainability
- Nepal: Corporate Governance, Hindu & Buddhist ethics, CSR in SME's
- Vietnam: Business ethics
- Thailand/Malaysia: Global compact, CSR Benchmarking, Corporate Governance
- Bangladesh/Pakistan: Weak
- Overall, research emphasis relatively low

Major Challenges

- Receptivity of the Private sector: lack of awareness, sensitivity, short term focus
- Faculty: unaware and ill-equipped to teach sustainability/climate change, update curriculum,
- Divergence in perspective and absence of theories and frameworks for developing countries
- Deteriorating political and social values
- Weak enforcement of regulation and therefore loss of faith in being ethical
- Multi-disciplinary focus to teach, train or research – a key requirement for both individuals and organizations

Overall Patterns

- The field of study of a broad based ethics/CSR and Governance is growing
- Ethics teaching not as prevalent as CSR, Corporate Governance and Sustainability
- Research still weak
- High similarity and convergence across countries on challenges.

India

Individual: 62

Responses for Activities

- Training programmes (practical & vocational training – not for degree purposes) 23
- Undergraduate teaching 14
- Postgraduate teaching in Business School or MBA programme 42
- Research 32
- Consulting / Advisory services for organisations 16
- Advocacy / Campaigning / Activism 13
- Policy making 10

Courses offered

- Christian social ethics
- A critique of development and modernisation
- Church and Society
- Globalisation and Peoples struggles (E)
- Corporate social Responsibility and Business ethics(C)
- International Business Ethics
- Corporate Governance,
- Accounting Disclosures
- CSR
- Management of Human Service Organizations
- Community Development
- Theory and Case Studies on Business Ethics
- Consumer and Advertising Ethics
- Code of Conduct
- Role of Spirituality in Learning
- Sensitizing students to the nuances of Business Ethics in the context of Social Welfare
- CSR with reference to Marketing Context
- Business Ethics and Corporate Governance Issues
Values, concepts and practices of Business Ethics and Management
- Social work and HRM,NGO management and capacity building
- corporate social responsibility and Indian ethos in management
- Application of Ethics in Business
- Sustainability strategy
- Sustainability Reporting
- Business Ethics – approaches, issues.

Major Challenges

Regulating business giants through economic and business ethics

Implementation of Ethics in Pharma companies

The Digital Divide, Responsibility for Climate change, Sharing of resources like Water

Teaching Business Ethics with Indian context

Role of Business in Shaping Society. Role of Business in Environmental Sustainability Issues

Challenge is to educate and inculcate in the minds of the young generation to practice ethics in their personal and professional life

To make aware and appreciate that practice of ethics serves both Self and Society

To practise along with preaching

Full-fledged field work or experimental learning rather than just word of mouth

Social Transformation - just like how Environmental Sciences and Climate Crisis has caught people's attention and reaction

Maintaining Transparency, Standardizing Code of Ethics in business across the globe

a. linking ethics to strategy b. quantifying ethical initiatives and their ROI c. creating incentive structure for building ethical industries d. building ethical managerial pool by focussing more on applied ethical issues e. Developing real life positive case studies of ethics in practice

Pressure from Competitors, consumerism/capitalism/materialism, demographic pressures in few countries, lack of transparency, Implementation and lack of tracking tools

Standardising Ethical values in global context.

Major Challenges

- How to enthuse students for life about ethical values
- Finding and compiling suitable Indian cases
- sustainability of ethics education, Integrating education in environment sustainability and sustainability of business
- Non Availability of Faculty members
- Creating Ethical Standards in Managers
- Members of the organization should feel that they are working with a company which is responsible in Society
- planning a systematic pedagogy through innovative teaching
- Filling the gap between perception and facts of Business Ethics
- We feel there is a need to bridge the gap between western and northern world as under and developing nations are still far away from such practices and policy makers also need to be sensitized on such issues
- Transparency & non corrupt practices, following the law of the land; Relief & Rehabilitation of project affected people, displacement issues; corporate governance, mainstreaming CSR programs & responsible practise, Inclusion & Affirmative Action

Challenges

- Maintaining Transparency
- Standardizing Code of Ethics in business across the globe
- Dilemma regarding ethical practices , social auditing and state intervention ;the role of sme's(the issues mention are keeping the general Indian environment into consideration)
- Disclosing IP by employees leaving organizations, Getting business at any cost. False resumes, experience and expertise, Bribing Govt. Officials
- a. linking ethics to strategy b. quantifying ethical initiatives and their ROI c. creating incentive structure for building ethical industries d. building ethical managerial pool by focussing more on applied ethical issues e. Developing real life positive case studies of ethics in practice
- Right way of leading life. Perception of individuals about the ways and means of achieving success. Able to perceive Universality of Life.
- Pressure from Competitors, consumerism/capitalism/materialism, demographic pressures in few countries, lack of transparency, Implementation and lack of tracking tools
- Standardising Ethical values in global context.
Can ethics be considered as competitive advantage in business
- Convergence of Governance and E&S issues; Common, mandatory platform for reporting
- Transparency and accountability.
How to make Ethics more 'appealing' to corporates? (Linking Ethics to Financial performance , and hence giving it the status of 'strategy')
- How Businesses manage Challenging Business Environment without Compromising their Ethics.
- Breaking the cynicism that students (prospective employees) carry towards ethical conduct in business.
- Environmental and Ecological Issues, Issues of Discrimination at work place, Rights of Consumers, Corporate Governance and Responsible Business will dominate the Economic and Business Ethics in the coming years.

THANKS....