Business Ethics as a Field of Training, Teaching & Research in Latin America

Álvaro Pezoa Bissières, PhD
apezoa.ese@uandes.cl

Mysore, India. 25 – 27 April 2010
Latin America

- 26 Countries + islands
- Official Languages: Spanish, Portuguese and English
Participants in Latin America

- 8 main countries
- The Caribbean sub region (16 countries)
Research Team Latin America

- Latin America Research Team
  - Coordinator: Álvaro Pezoa  ESE Business School
  - Assistant: María Paz Riumalló  ESE Business School

- Country / Sub-region Coordinators
  - Argentina: Patricia Debeljuh  IAE Business School
  - Brazil: María Cecilia Arruda  Fund. Gestulio Vargas
  - Caribbean: Anna Perkins  Univ. of West Indies
  - Chile: Álvaro Pezoa  ESE Business School
  - Colombia: Sandra Idrovo  Inalde Business School
  - Ecuador: Wilson Jácome  IDE Business School
  - Peru: Loreto Torres  PAD Business School
  - Uruguay: Álvaro Cristiani  IEEM Business School
  - Venezuela: María Cristina Olivos  Universidad Central
Terminology

- Business Ethics
  - Enterprise Ethics
    - Management Ethics

- Corporate Social Responsibility
  - Environmental Ethics
  - Sustainability

- Conceptual similarity between different languages
Prevalence and distribution of Business Ethics

- BE can be found in all of the covered countries.
- There is training, teaching and research on BE; but relatively low.
- Mostly developed in Brazil, Argentina, Chile and Perú.
- Teaching: mainly in Universities / Business Schools
- Research: mainly in Universities / Business Schools and some NGO’s
- Training: scattered between Business Schools, NGO’s and Consultants.
Focus Areas in Business Ethics

- The concept is broad and includes a variety of subjects: corruption, financial ethics, teaching of ethics, marketing ethics, consumer ethics, etc.

- Business Ethics: within the company which includes: codes, values, culture, management, leadership.
  - Ethical management of businesses

- Corporate Social Responsibility: focus on stakeholder management
  - Sustainability
Training on Business Ethics

- Ethical management and leadership
  - Corporate Values / Ethical Culture
  - Ethics and Leadership
  - Codes of Ethics

- Corporate Social Responsibility
Teaching on Business Ethics

- **Main Themes**
  - Business Ethics (BE)
    - Business Ethics and Personal management
  - Corporate Social Responsibility (CSR)
    - Social Responsibility and community involvement
    - Sustainability

- **Undergraduate versus postgraduate focus**
  - Similar emphasis on BE, but CSR stronger on postgraduate.

- **Elective versus mandatory status**
  - Elective modules are more popular
  - Chile is an exception (compulsory modules)
Research in Business Ethics

Main themes

- Business Ethics of the management and inside the corporations
- Codes of Ethics and tools to strengthen ethics in corporations
- Corporate Social Responsibility
- Teaching and training Business Ethics
- Economic Ethics in the public sector and corruption
- Environment, sustainability, and Business Ethics
Research in Business Ethics

- Most research in Brazil, Argentina, Chile (in order)
- Scarce publication in academic journals, particularly in those outside the region.
- Publications are more common in academic reports, essays and columns of opinion.
- Research in sustainability and environment particularly important in Brazil.
- Research of corruption, until now, less relevant in Chile by comparison.
Major issues over next 5 years

- Corruption
  - Clearly the most mentioned
- Corporate Social Responsibility
- Inequality in wealth’s distribution
- Sustainability
- Business Ethics and globalization
- Ethical issues in human resource management
Conclusions

- Topics and Activities are growing
- They are still underdeveloped
- There is a great gap / difference within countries in the same region:
  - Brazil
  - Argentina, Chile & Perú
  - Other countries
Conclusions

- Corruption: major concern in the near future
  - Social/Political/Ethical context

- Research is still local
  - Both in topics and publications

- Going from micro to macro (BE in companies to CSR)

- There is a need for more Business Schools and NGO’s with dedication to BE and CSR.
Business Ethics as a Field of Training, Teaching & Research in Latin America

Álvaro Pezoa Bissières, PhD
apezoa.ese@uandes.cl

Mysore, India. 25 – 27 April 2010