The Business Ethics Center of the Corvinus University of Budapest is launching a Law & Business Ethics Research Initiative to gather the representatives of business ethics as well as legal scholars and practitioners with a view to mobilizing legal instruments. The aim of the initiative is to assist corporations and other businesses in becoming more ethical and humane, and less environmentally destructive. Topics include:

1. Considerations of Business Ethics
2. Legal Perspective
   (I) Contract of business association versus public registration
   (II) Company law and the law of enterprises (shareholder versus stakeholder)
   (III) Form and type of enterprises
3. A Need for Law & Business Ethics

Scholars and practitioners interested in the Law & Business Ethics Research Initiative are welcome to contact the organizers:

Professor Daniel Deák
Institute of Business Law, Corvinus University of Budapest
email: daniel.deak@uni-corvinus.hu

Professor Laszlo Zsoldas
Director, Business Ethics Center, Corvinus University of Budapest
email: laszlo.zsoldas@interware.hu
My own work in this area has dealt with environmental issues in the UK and the Netherlands (with Jeurissen and Burtlesford in Business Ethics Quarterly), social capital in the UK and Germany (with Schmidpeter and Habisch, Journal of Business Ethics and in our book Responsibility and Social Capital: The World of SMEs, Palgrave), and most recently supply chains (funded by the Institute of Business Ethics), entitled Supplier Relationships in the UK: Business Ethics and Procurement Practice. We lack a theoretical basis for small business ethics and that is something I am currently working on, along with encouraging high quality empirical work, both qualitative and quantitative. There is still much work to be done, but I am hopeful that we are finally entering the mainstream of CSR and business ethics (see Journal of Business Ethics special issue on Responsibility and Small Business, Moore and Spencer 2006). In every country I am aware of small businesses are by far the majority. Organizational form in the private sector, usually around 90% or more. So it is high time that research on small firms has as high a profile as that done on large multinationals.

I have covered many topics other than small business in my career to date, and continue to have an interest in ethics in relation to competitor intelligence (and competitors as stakeholders), recruitment interviewing, and teaching business ethics. I am a strong advocate of employing ethnographic techniques in ethics research and have learnt much myself by using participant observation as a means of gathering data and symbolic interaction approaches to analysis, in particular Erving Goffman’s Frame Analysis. There are so many ways that we could be strengthening the array of research approaches in ethics, taking care to use techniques appropriate to the research question. I wish we would all be a little more creative in this respect in the future.

I always think that we should look to our research students to see how our field will develop in the future. Through my PhD students I have been learning recently about the influence of different religious perspectives on business practices, particularly Christian traditions in Germany and the UK (Andrea Werner), and Islam and the Work Ethic in Turkey (Selcuk Uygur). Social capital in the construction industry (Paul Manning) and marketing to children (Steve Hogan) are further fascinating topics that students of mine have studied.

For the future, in addition to continuing existing studies, I would like to pursue research on topics such as reciprocity in organizational life, the ethics of social entrepreneurs, and corporate social responsibility in family firms. The complexity of overlapping family and work commitments is a fascinating one to me, not least because I have two young children of my own who make it impossible to compartmentalize life into discrete units. Family firms remain one of the missing links in our field, and one I think we should be addressing with some urgency.

Norman E. Bowie

There is a lot of serendipity in a professional career. In the mid 1970s I had just finished a book with Robert Simon on political philosophy for Prentice Hall. Tom Beauchamp had been one of the reviewers and I wanted to meet him. At this time medical ethics was becoming well established thanks to the Hastings Center and the leadership of Daniel Callahan. My doctoral dissertation had been on economic justice and that intellectual interest in conjunction with the practical experience of being a director of the American Philosophical Association at that time led me to business ethics. At our initial meeting, Tom and I agreed to co-edit a text in business ethics. That text, The Kantian Turn, first published in 1978, is now in its eighth edition.

In 1989 I assumed the Elmer L. Andersen Chair in Corporate Responsibility at the University of Minnesota. For the first 15 years that position was a joint position with Philosophy and the Carlson School of Management. The Carlson School of Management is a theory based business school rather than a case based school. I decided to apply my life-long interest in Immanuel Kant’s ethical theory to issues in business ethics. I received a fellowship to Harvard’s Center for Ethics and the Kantian Turn

Continued on page 3
Every once in a while people ask how Eben got started. The answer is simple: it started as usual, somebody being at the right place at the right time. This time, the somebody happened to be me. Appointed in 1983 as professor of business ethics at Nyenrode Business University, The Netherlands, I wanted to know whether I had any colleagues in Europe. With the help of the EFMD, the European Foundation of Management Development, an association of European business schools located in Brussels, a questionnaire was sent out to 75 addresses. Twenty five people responded positively. Arbitrarily we fixed a date for a meeting to get to know each other. Ten people showed up, who decided to organise a ‘European meeting on business ethics’, autumn 1987 in Brussels. At the end of the conference the 35 participants decided to set up a European Business Ethics Network. That was Eben’s birth date. An executive committee of six or seven volunteers took up the job and arranged a fully fledged Eben conference, to be held in 1989 at IESE in Barcelona, and repeated since then on an annual basis.

Many Eben members remember the Barcelona conference for the newness of it all, the hospitality, the informal atmosphere, and for the speech given by Jack Mahoney from King’s College, London. As chairman I had asked him to shortly address the audience at dinner. ‘About what?’ Nothing special, just a speech’. So Jack started by saying, ‘Henk asked me to give a speech about something. But you never should ask a philosopher to give a speech about nothing. There will be no end to it’. And using the well-known philosopher’s trick of answering a question by changing the subject, he started giving a speech about giving a speech, especially a boring one. So then the story about the speaker who all of a sudden noticed a clock on his right hand, and asked the audience: ‘That clock, is it correct? Am I speaking that long already?’ and somebody answering: ‘Don’t worry about the clock. Look behind you, there is a calendar’, or another one who, noting some unrest in the room and, thinking that it was his fault (what in fact it was), asked: ‘Am I speaking loud enough? Can you hear me, right over there in the back?’ whereupon somebody replied: ‘Sure I can hear you, but I am perfectly happy to change with somebody who can’t’. That day, Eben was born in laughter. For a network that is a solid basis.

Let me recall another member from pristine days, the French Jean Mousse. Jean was far from fluent in English, the lingua franca we had decided to use among ourselves. Although being in his early sixties, Jean started to learn the language and to speak it even. For years, a fair knowledge of French proved helpful to understand his Flemish. But a deep commitment shone through all his efforts. The story goes that Jean, being a young student pastor in Paris during the Second World War, heard that a group of students had been arrested for politically unacceptable behaviour, and was on the edge of being sent to a concentration camp. He approached the occupying authorities and said: ‘These kids need support. I am prepared to go with them to where they go’. It turned out to be in Dachau. Fortunately, they all returned home safely. Later I thought: When he joined Eben in the founding days, Jean again may have said to himself: ‘These guys need support. I’ll join them’. Some years ago, Jean passed away. Now it seems fair to say: if Eben were a cathedral rather than a network, then at least one of its stained-glass windows would be dedicated to Jean Mousse.

Right from the beginning, American colleagues participated in the Eben conferences. We learned a lot from them, about taking part in a public discussion, for example. I remember the occasion when an American colleague, whose plane was late, entered the conference hall while the keynote speaker was pronouncing the last three sentences of his address. Opening the floor for discussion I saw the American being the first to raise his hand. Obviously, three sentences are sufficient, as long as you know what you want to say: sure it was a bit disturbing in a culture where people use to think more and say less, especially in public.

A sensitive professional historian might be able to evoke properly the birth and development of the European Business Ethics Network. He will do a good job, once he succeeds in making visible that, for many of us, Eben not only became a network in which we felt stimulated to meet and work with each other, but, above all, a home in which we found friends for life. For that, it deserves to be continued.

Dinner Speech (Extracts)

by Henk van Luijk,
Eben chairman 1987-1997
20th Annual Conference Eben,
18-20 September 2007, Louvain, Belgium

Interdisciplinary Collaboration

Good business ethics research is truly interdisciplinary. In addition to the insights of traditional ethical theory, one needs to collaborate with those with expertise in economics, psychology, sociology, and the management disciplines. Much of my recent research has been interdisciplinary and collaborative in nature. Teaching in a doctoral institution has enabled me to work on my students and colleagues on business ethics topics. Co-authored research papers include in 2006 “An Ethical Analysis of the Trust Relationship” with Sanjay Banerjee and Carla Pavone in Handbook of Trust Research edited by Reinhard Bachmann and Abkar Zaeber, another 2006 piece, “Privacy Rights on the Internet,” with Karim Jamal, Business Ethics Quarterly, July, pp. 323-342; an earlier piece with Karim, “Theoretical Considerations for a Meaningful Code of Professional Ethics,” Journal of Business Ethics, Vol. 14, (1995), pp. 703-714 and a paper that provides an argument for international companies using universal standards discussed below, “Some Arguments for Universal Moral Standards” with Paul Hoster in International Business Ethics: Challenges and Approaches edited by Georges Enderle (1999). I also collaborated with several professors of marketing on a marketing ethics textbook, Ethical Marketing, with Patrick E. Murphy, Gene R. Lazznka, and Thomas A Klein, Pearson Prentice Hall (2005). I have had the opportunity to collaborate with three of my outstanding doctoral students, Scott Reynolds; “Kantan Perspective on the Characteristics of Ethics Programs,” Business Ethics Quarterly, 14,2, (2004), pp. 275-292; Denis Arnold (see below), and Jarred Harris, “The Heart of the Matter: Mechanisms and Moderators of Corporate Misconduct” (under review).

The International Dimension

Almost from the beginning, serious scholars have been involved in international business ethics issues. Indeed the agreement establishing the Andersen chair at the University of Minnesota requires that the chair holder include international issues in his or her research. I have written articles and encyclopedia entries on relativism and on business use of international standards. In teaching in our Warsaw Executive MBA program, I was struck by the fact that my Polish students reported that European and US multinationals attempted to have universal standards system-wide. Thus reality fit with expressed doctrine since firms in Minnesota like 3M and Medtronic indicated that they did not practice the policy of “When in Rome do as the Romans do?” In my research I try to show how the distinction between high and low asset specificity from transition cost economics shows how that policy on the part of firms like 3M and Medtronic makes economic sense. In collaboration with Debus Arnold, I have also defended a Kantan and human rights approach to argue against the legitimacy of sweatshops. Our “Sweatshops and Respect for Persons,” Business Ethics Quarterly, 13,2 (2005), pp. 291-242 resulted in a number of critical reviews and replies and has been widely reprinted in business ethics texts. I am delighted that a number of my articles and books have been translated into other languages, and that I have been invited to read papers at a number of conferences and universities in Europe and Asia. Business ethics research has become truly international and I am indebted to my international colleagues for their support.

Transitions

Although I shall be retiring from the University of Minnesota in 2009, I look forward to continued collaborative interdisciplinary research including research with my international colleagues. I am currently pursuing a number of individual research ideas in leadership and in corporate governance. This has been an exciting time to be engaged in business ethics research.
In Memoriam

Yukimasa Nagayasu (1941 - 2007)

On September 6, 2007, Reitaku University and the Institute of Moralogy jointly held a farewell ceremony for Prof. Yukimasa Nagayasu. Over 400 people attended the ceremony and remembered him and his contributions. At this occasion, his friends, colleagues, and students read farewell letters to him. Since I was one of them, I would like to share my letter with ISBEE members:

I never thought that I would read a farewell letter to Prof. Yukimasa Nagayasu at the eternal parting. I feel that his life was always extraordinary and unconventional. Up until the last moment, he had consistently carried out his philosophy: unconventionality.

Before his death, he suggested to his family, “I don’t want a funeral service, I don’t like you to burn incense, I don’t want to have a pious Buddhist name. Don’t wear black clothes when I die. If anybody wants to do something, just tell them to come in ordinary clothes, say good-bye, and offer me roses. That’s enough.”

It was 1977 when I first met Prof. Nagayasu. He was 37 years old, and was actively studying and teaching economics and social sciences at Waseda University. I took his economics class, and got an unforgettable impression of his passionate and powerful lectures. In this year, he was simultaneously writing two books: Ecology of Modern Economy and Civilization (published in 1978) and Formation Principles of National Economy (published in 1978).

On Prof. Nagayasu’s advice, I intensively studied business and economics so as to enter a doctoral course. Although he was extremely busy, he kindly found time for me. But I clearly remember that he always kept uncompromising academic standards. After passing the entrance exam in 1979, I started to work with him at the Institute of Moralogy when he was head of the Economics Research Section of the institute. Since then I worked with him for almost 30 years and had many wonderful and unforgettable moments. I and my colleagues learned from him how to work hard and live modestly. He never cut corners in his work, or compromised his academic integrity. He published many books including Political Economy: Systems Theory at the Age of Globalization (1990), Cosmology of Economics: Economic Principles at the Age of Global Environmental Protection (1991), Business Ethics at the Age of Globalization (1991), Hearts of Social Sciences (1989, 2005), and Traits of Moralogy (2007). All of them are very challenging in fields of economics, business, social sciences, and philosophy. In addition, he also translated a number of books by Richard T. De George, Tom L. Beauchamp, Amitai Etzioni, Mark Pastin, and Joseph Migga Kizza, for the purpose of making it easier for Japanese scholars to study Western approaches to ethics of business and economics.

Of his many achievements, two international conferences held in Japan stand out. In December 1989, the Institute of Moralogy and Reitaku University organized a conference under his leadership with the support of the Ministry of International Trade and Industries (MITI) as well as the Ministry of Foreign Affairs (MFA). This was the first time Japan held a business ethics-related international conference. After this inspiring event, Prof. Nagayasu concentrated on studying business ethics far more seriously than ever, and together with Prof. Richard T. De George and Prof. Georges Enderle, organized the First World Congress of ISBEE, which was held in July 1996 on Reitaku Campus. As the Fourth ISBEE Congress will be held next year in South Africa, I encouraged him every time I visited him in hospital by saying: “Let’s go to Cape Town together next year.” Yet, we could not make that wish come true.

During his time in hospital he never complained and always tried to cheer us up instead of comforting himself. After surgery this summer, I visited him with Prof. Nakano on August 17 believing he was recovering. This was the last day we could meet him alive. Even on that day, he cared about us and encouraged us to study harder. On September 2, although I heard that he was in a dangerous situation, I could not visit him immediately since I was out of town. The next day, when I got to hospital, he had, unfortunately, passed away just 30 minutes earlier. Although he had to endure many difficulties in the last years, he always remained calm and gentle. Now I believe that freeing him from a long illness, he must be peacefully sleeping, and must be reading books he likes in Heaven.

We are truly full of gratitude for Prof. Nagayasu. From the bottom of our heart, we pay our respects to his life and academic contributions. Although he was not good at expressing his feelings, he was a really caring person, a man of such academic integrity and courage to face his fate. Although we might not be able to follow exactly his philosophy, unconventionality, we would like to succeed in his spirit to meet academic challenges.

Iwao Taka

On September 3, 2007 Professor Yukimasa Nagayasu, ISBEE member since the early 1990s and member of the ISBEE Executive Committee from 1997 to 2000, passed away at the hospital in Kashiwa-City near Tokyo after several months of severe pain. He was Professor of Economics and Social System Theory at Reitaku University and Research Center for Moral Science of the Institute of Moralogy. Before joining this institution in 1997, he held a professorship in the School of Social Science at Waseda University in Tokyo.

At a time when business ethics (as we know it today) was hardly known in Japan, Nagayasu launched multiple initiatives and was an energetic pioneer in the emerging field of business and economic ethics. In 1988 and 1991 he organized two international conferences on “Globalization and Ethics of Economy” and “The Ethics of Business in a Global Economy: Rethinking Corporate Morals,” documented in his book (co-edited with Thomas Dunfee) Business Ethics: Japan and the Global Economy (1995). In 1996 he was the key person responsible for the great success of the First World Congress of ISBEE that was graciously hosted by the Institute of Moralogy and Reitaku University near Tokyo and generated many valuable publications (see Business Ethics Quarterly, July 1997; Journal of Business Ethics, October 1997; and International Business Ethics: Challenges and Approaches, edited by G. Enderle, 1999).

Nagayasu’s pioneering work was based on his exceptional erudition and sensitivity for global challenges and nurtured by his indefatigable drive for learning. Not only was he intimately familiar with Japan’s and China’s history and philosophy, he was also very knowledgeable about world religions, Western philosophy, social sciences, and modern economics, witnessed by his many books: Principles of National Economy (1978), Ecology of Economic Civilization (1979), Principles of Political Economy (1981), Eyes and Heart of Social Sciences (1989), Cosmology of Economics (1991), and Ethical and Social Issues in the Information Age (1998). In his recent article “Toward an Integrative Theory of Business Ethics: With Special Reference to the East Asian Region” (in: Developing Business Ethics in China, edited by Xiaoh, Hu and Georges Enderle, 2006) he developed an intriguing approach to business ethics that is rooted in East Asian thought and, at the same time, very relevant for international business ethics.

Since the early 1990s Yukimasa Nagayasu was also a very good friend of mine. On many occasions I was fortunate to learn from him and experience his warmth, open-mindedness, and unconventional spirit, be it on the lovely campus of Reitaku University, in a bar in Chicago, or in a hot spring in the national park of Nikko.

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Transitions

Although I shall be retiring from the University of Minnesota in 2009, I look forward to continued collaborative interdisciplinary research including research with my international colleagues. I am currently pursuing a number of individual research ideas in leadership and in corporate governance. This has been an exciting time to be engaged in business ethics research.
My own work in this area has dealt with environmental issues in the UK and the Netherlands (with Jeurissen and Rutherford in Business Ethics Quarterly), social capital in the UK and Germany (with Schmidpeter and Habisch, Journal of Business Ethics and in our book Responsibility and Social Capital: The World of SMEs, Palgrave), and most recently supply chains (funded by the Institute of Business Ethics), entitled Supplier Relationships in the UK: Business Ethics and Procurement Practice. We lack a theoretical basis for small business ethics and that is something I am currently working on, along with encouraging high quality empirical work, both qualitative and quantitative. There is still much work to be done, but I am hopeful that we are finally entering the mainstream of CSR and business ethics (see Journal of Business Ethics special issue on Responsibility and Small Business, Moore and Spence 2006). In every country I am aware of small businesses are by far the majority organizational form in the private sector, usually around 90% or more. So it is high time that research on small firms has as high a profile as that done on large multinationals.

I have covered many topics other than small business in my career to date, and continue to have an interest in ethics in relation to competitor intelligence (and competitors as stakeholders), recruitment interviewing, and teaching business ethics. I am a strong advocate of employing ethnographic techniques in ethics research and have learnt much myself by using participant observation as a means of gathering data and symbolic interaction approaches to analysis, in particular Eving Goffman’s Frame Analysis. There are so many ways that we could be strengthening the armory of research approaches in ethics, taking care to use techniques appropriate to the research question. I wish we would all be a little more creative in this respect in the future.

I always think that we should look to our research students to see how our field will develop in the future. Through my PhD students I have been learning recently about the influence of different religious perspectives on business practices, particularly Christian traditions in Germany and the UK (Andreas Werner), and Islam and the Work Ethic in Turkey (Selcuk Uygur). Social capital in the construction industry (Paul Manning) and marketing to children (Steve Hogan) are further fascinating topics that students of mine have studied.

For the future, in addition to continuing existing studies, I would like to pursue research on topics such as reciprocity in organizational life, the ethics of social entrepreneurs, and corporate social responsibility in family firms. The complexity of overlapping family and work commitments is a fascinating one to me, not least because I have two young children of my own who make it impossible to compartmentalize life into discrete units. Family firms remain one of the missing links in our field, and I still think we should be addressing with some urgency.

Norman E. Bowie

There is a lot of serendipity in a professional career. In the mid 1970s I had just finished a book with Robert Simon on political philosophy for Prentice Hall. Tom Beanbrough had been one of the reviewers and I wanted to meet him. At this time medical ethics was becoming well established thanks to the Hastings Center and the leadership of Daniel Callahan. My doctoral dissertation had been on economic justice and that intellectual interest in conjunction with the practical experience of being a member of the American Philosophical Association at that time led me to business ethics. At our initial meeting, Tom and I agreed to co-edit a text in business ethics. That text, Ethical Theory and Business, first published in 1978, is now in its eighth edition.

The Kantian Turn

In 1989 I assumed the Elmer L. Andersen Chair in Corporate Responsibility at the University of Minnesota. For the first 15 years that position was a joint position with Philosophy and the Carlson School of Management. The Carlson School of Management is a theory based business school rather than a case based school. I decided to apply my life-long interest in Immanuel Kant’s ethical theory to issues in business ethics. I received a fellowship to Harvard’s Center for Ethics and the

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Corporate Social Responsibility: Readings and Cases in a Global Context
Andrew Crane, Dirk Matten, and Laura J. Spence (Editors) (2007 Routledge)
Modern business is obliged to meet increasingly demanding ethical, environmental, legal, commercial and public standards as defined by wider society. Corporate Social Responsibility (CSR) has therefore become an important consideration for managers at all levels, as well as one of the most vibrant areas of study and research in the field of business and management. This new book provides a comprehensive and student-centered introduction to the key themes and issues currently being addressed in CSR around the world.

The book brings together material by the most influential teachers and scholars working in CSR today, as well as many of the most cited and important articles in the field. It is clearly structured in three parts:
• understanding CSR
• applying CSR
• managing CSR

Each chapter includes an extensive and accessible editorial commentary that introduces the key debates and themes contained in the articles, as well as clearly defined learning objectives to guide the reader and challenging and thought-provoking study questions to consolidate learning. The book also includes three major case studies to enable the reader to relate theory to the real world, focusing on Nike in Asia, Vodafone in South Africa and ABN AMRO in Brazil.