

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

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North America

- 3 Countries: Canada, Mexico & U.S.A.
- Official Languages: English, Spanish, French



North American Research Team

Regional Research Coordinator

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- Canada: Dr. Wesley Cragg
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Terminology

- Business Ethics
 - Management Ethics
 - Organizational Ethics
 - Business Environment/Economic Ethics
- Distinctive Emphases
 - Stakeholder Theory & Theory of the Firm
 - Global Business Citizenship & Sustainability
 - Business Integrity Capacity & Systemic Risks
 - Accountable Corporate Governance
 - Ethical Business Leadership

Prevalence and Distribution of Business Ethics Expertise in NA

- Canada
 - Individual Expertise: 53
 - Institutional Expertise: 100
- Mexico
 - Individual Expertise: 23
 - Institutional Expertise: 6
- U.S.A.
 - Individual Expertise: 101
 - Institutional Expertise: 109

Focus Areas in NA Business Ethics

- Business Discipline-Related Ethics Issues
- Social Sciences & Business Ethics Issues
- Technology & Business Ethics Issues
- Ethical Management and Leadership Issues
- Corporate Governance & Social Responsibility
- Organizational Compliance & Ethics Issues
- International Business & Economic Ethics
- Environmental Ethics & Global Sustainability
- Business Integrity Capacity & Systemic Risks

Training on Business Ethics in NA

- **Organizational and Leadership Ethics**
 - Organizational Ethics: building ethical organizations; codes of ethics; processes and practices in managing ethics risks; compliance and ethics systems; corporate governance.
 - Leadership Ethics: ethical decision-making; ethical leadership assessment and development; ethical use of power; ethical conduct & leadership integrity.
 - Business Ethics & Reputational Capital: intangible strategic value of integrity capacity for individual and institutional reputation.

Teaching on Business Ethics in NA

- **Main Themes**

- Theories of Normative Business & Economic Ethics
- Organizational Ethics and Leadership Integrity
- Stakeholder Theory and Corporate Citizenship
- International Business Ethics and Sustainability

- **Undergraduate vs. Postgraduate Focus**

- Systematic foundation less likely at PG level
- Treatment often scandal-driven at both levels

- **Elective or Mandatory Status**

- Pressures to marginalize business ethics as an elective

Research in Business Ethics in NA

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Major Issues Over Next 5 Years

- 1. Sustainable Global Capitalism & Finance Ethics**
 - Global standards for sustainable ethics risk management
 - Global corruption and poverty alleviation; wealth gaps
- 2. Responsible & Effective Business Education**
 - Urgency of developing successful and ethical future business practitioners through better thought leadership
- 3. Role of Business in Developing a Better Future**
 - Redefinition of the role and responsibilities of business in developing a sustainable and worthy future for diverse stakeholders domestically and globally
- 4. Business & Technology Ethics Issues**
 - New technologies produce profits but carry ethics risks for many stakeholders

Conclusions

- Sustained steady growth since 1995
- Skewed distribution, with Canada showing more integrated national focus
- Importance of formal & informal networks
- Diverse innovation by institutions but inadequate sharing of best regional practices
- Emphasis on contextual dimension of business ethics
- Requires champions to prevail

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