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

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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

- 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
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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