



International  
Association for  
Business and  
Society

IABS Newsletter  
Spring 2005  
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This edition of the IABS Newsletter is somewhat unusual, in that we have relatively few announcements and articles, but the ones we have are longer and more detailed than the norm. I think you will find much to sink your teeth into, and much to think about. Enjoy!

**ANNUAL CONFERENCE  
IABS 2006 Merida, México  
March 23-26**

The 2006 Annual Meeting of IABS will be held at the Fiesta Americana Hotel in Merida, Mexico, March 23 – 26. Bryan Husted is Program Chair and promises us a wonderfully different locale. Deadline for submissions is October 15, 2005. See page 7 of the newsletter for more information.

**IABS NEWS**

**A Message from our Past President, Patsy Lewellyn**

For those who were not with us in Santa Rosa, we were rewarded by a superb program while thoroughly enjoying the bucolic setting of northern California wine country, intermittent freezing temperatures

notwithstanding. As always, it was wonderful to catch up with old friends and make new ones. That collegiality remains a hallmark of the organization that its founders so carefully and intentionally cultivated from the beginning. As outgoing President, it is my sincere hope that the quality of mutual concern and support for fellow scholars ever remains a distinguishing characteristic of IABS

I promised a follow-up report on the Board strategic planning retreat which I delivered in Santa Rosa. In brief, the leadership grappled with solutions for challenges to the organization including development of new scholars in the field, maintaining a supportive and intellectually stimulating community, and providing a rigorous intellectual outlet for our work. We also decided to form an administrative home to centralize the functions of membership and treasury in order to better serve our growing membership and formalize the formerly volunteer positions into a more permanent structure. The Beard Center at Duquesne University was appointed as our administrative home, and Becky Ellsworth as our Executive Director. All membership, treasury, and conference processes are now housed in Pittsburgh with this appointment. As a result, some by-laws changes will be

required to accommodate this administrative model. The membership will be receiving a ballot regarding the proposed changes in the near future.

Ongoing challenges for IABS will be coordinated by individual members of the Board and I encourage you to address your ideas, concerns, and questions regarding these issues to the following individuals. Duane Windsor will be working to formalize a liaison between IABS and related organizations (e.g. the SIM division of AoM; AACSB; Society for Business Ethics; European Business Ethics Network, etc.). Pursey Heugens will coordinate proposals for mini-conferences. Jennifer Griffin will spearhead membership issues.

Having worked closely with Kelly Strong on several challenging issues this year, I have no doubt that I leave you in most capable hands. It was an honor for me to serve this wonderful group of scholars as your President. I thank you for the opportunity and wish a productive year ahead for all.

### **A Message from our new President, Kelly Strong**

I so enjoyed the Sonoma conference last month. Great thought. Great food. Great location. Great weather. Great job, Lori! Reflecting on the organization during and after the conference, I have come to realize that IABS enters 2005 in a period of transition. To put our current transition in proper context, it may be useful to share some thoughts on the past, present, and future of the organization. The stories that follow are from my perspective, based on some oral history, old newsletters, past proceedings, and dim memories of past board meetings. I may have a few of the facts wrong, but as Frank Lloyd Wright said, the truth is more important than the facts.

### *The Past*

The seeds of IABS were sewn in 1989 at a meeting of the 17 founders at the Roy Rogers restaurant in Washington DC during the Academy of Management meetings. Interestingly enough, the theme of that year's Academy meeting was "The Social Consequences of Management." Officially founded in 1990 with a chartering address of Steve Brenner's apartment in Portland, Oregon, the first annual meeting was held in San Diego, California in March of that year with perhaps 60 or 70 attendees. The second conference, in Sundance, Utah in March of 1991, had 100 attendees from 3 countries participating in 60 sessions. In April of 1993, IABS assumed editorial control of *Business and Society*. Five years after the founding, the Vienna conference drew 180 attendees from 23 countries participating in 68 sessions. By 1999, the Paris conference set a record of 200 participants from 18 countries participating in approximately 86 sessions. IABS membership surpassed the 350 member mark during 1999. In 1999, the IABS logo was introduced and in 2001 we made our first official brochure. IABS grew up quickly and under the wise guidance of the founders achieved an extraordinary level of sustainability and legitimacy within its first ten years.

### *The Present*

Since the 1999 meetings in Paris, our conference attendance has remained flat, varying between 110 and 140, and membership has hovered around 320 for over five years. The international flavor has grown, perhaps best represented by the 2003 Rotterdam conference, where 47% of the program participants were from outside the United States. At the 2005 meetings in Sonoma, I could identify only Steve Brenner

and Donna Wood as members who had attended all 16 IABS meetings. I believe the next Board meeting in August in Hawaii will be the first Board meeting conducted without one of the founders serving as a voting member. Sara Morris served as a volunteer Treasurer for five years before asking the Board to find a replacement. Donna Wood took over as volunteer membership director in 2002 and worked very hard for the last three years in straightening out our membership roster before asking the Board to find a replacement. We found ourselves at a turning point last year and, under the strong leadership of Immediate Past President Patsy Lewellyn, have begun a transition that we believe will strengthen the organization in the future.

#### *The Future*

We are in a period of transition from a growing, evolving, founder-lead organization to one of relative stability looking strategically for opportunities to grow while maintaining the core values and identity that make IABS special. This is not an easy task, but the Board has made some great strides in the last year. We have begun to change the function of the Board of Directors to more of a policy and oversight role and less of an operational role by contracting with the Beard Center at Duquesne University to provide Executive Director services. We are very pleased to have Becky Ellsworth on board as the new Executive Director of IABS. She will be handling the operational aspects of Treasury and Membership, along with offering assistance in the areas of publicity/communications and conference registrations. Welcome Becky! Barry Mitnick has agreed to serve as Treasurer of the Board and Jenn Griffin has agreed to serve as Membership Chair. Many thanks are due to Sara and Donna for their

yeoman's efforts in handling Treasury and Membership functions through this period of transition.

We are also very excited about the 2006 conference in Mérida, México, our first conference outside of North America or Europe. We are hopeful that the 2006 conference will help us connect with our colleagues in Central and South America and lead to a stronger connection with the Business Association for Latin American Studies (BALAS). Perhaps the Mérida conference can do for IABS in Latin America what the Vienna and Paris conferences did for IABS in Europe.

We have moved away from the unofficial venue rotation of US sun / US ski / non-US and now encourage members to run for Program Chair regardless of where they are planning to hold the conference. We envision a future where we may go several years without meeting in the United States. We encourage members who would like to plan conferences in Asia, Australia/New Zealand, Africa, Central/South America, or Eastern Europe to let the nominating committee know of their willingness to run for election. Of course, members interested in organizing conferences in Europe, Canada, or the United States are also encouraged to consider running for election. The members can't vote for an option that is not on the ballot!

The Board also recognizes the things that make IABS special and have made sure to preserve those values. The past-president's dinner was getting a bit unwieldy, with 15 past presidents and an average of 25 doctoral students at each conference, so we replaced it with a newcomer's breakfast which will serve the same welcoming and introductory functions as the past-president's dinner has in past years. Thanks

to Jeff Thompson for organizing the newcomer's breakfasts again this year. The Board will continue to advise future program chairs to put together conferences that retain the innovative, interactive, and somewhat informal tone of past conferences. We will continue to seek out conference venues that keep us all under one roof while providing plenty of good food and quiet corners for networking and renewing acquaintances. To keep the core values and founding principles of the organization vibrant in our discussions, we have made a commitment to getting the IABS Fellows established this year.

Martin Luther King Jr. said the hope of a secure and livable world lies with disciplined nonconformists who are dedicated to justice, peace and brotherhood. I like to think of IABS as a group of disciplined non-conformists who are so dedicated. Thanks to everyone who contributes to the success of the organization. I'm sure I forgot some people who deserve mention, so apologies in advance for any oversight in this regard. Our continuing accomplishments depend on the commitment of our members, including submitting your best work to our journal, *Business and Society*, providing timely reviews, participating in the annual conference, and volunteering for governance or conference activities.

### **Introducing Our New Executive Director, Becky Ellsworth**

Greetings IABS members! For those of you who I did not have the pleasure of meeting at this year's conference, allow me introduce myself – I am the new Executive Director for IABS. Due to the growth of IABS over the past few years, the Board decided that it was time to create an administrative home for the organization. The financial and

membership tasks were becoming too time-consuming to impose on a volunteer. This administrative home can serve as a main point of contact for members and handle the organization's clerical needs.

This past February, the Beard Center for Leadership in Ethics at Duquesne University was selected to serve in this capacity, and I as the Executive Director. I am honored to be working with such a wonderful group of people. I have attended my first conference and thoroughly enjoyed getting a better understanding for the culture and mission of IABS. IABS provides a much-needed place for business and society educators to gather and share knowledge, experiences and friendship.

Thank you for your kindness in welcoming me into your organization. I look forward to getting to know you all better. Please be in touch if there is anything I can help you with. Or just drop me an email to introduce yourself and say hello!

This information is also posted on the website, but I can be reached at:

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### **Campaign AACSB Response Phase**

From: Diane Swanson, Kansas State University, and Bill Frederick, University of Pittsburgh (Founders, Campaign AACSB)

January 2005

We have received many requests for an update on *Campaign AACSB*. As many of

you know, we were prompted to start this campaign in the fall of 2002 as news of corporate scandals erupted in the media. At that time, AACSB, the agency that accredits business degree programs, was drafting new standards. During this window of opportunity, Professor Duane Windsor of Rice University wrote an Open letter to AACSB in which he gave compelling reasons why that agency should require a standalone ethics course as a condition of accreditation. (Such course is often labeled "business and society," "corporate citizenship," "social issues in management," or equivalent nomenclatures.)

Subsequently, more than 200 professors and practitioners endorsed Professor Windsor's letter, as did two professional associations (The Washington, DC-based Ethics Resource Center officers and the Social Issues in Management Division of the Academy of Management). Since most endorsers copied AACSB officials, that agency received a flood of petitions in support of a standalone ethics course. Even so, AACSB officials summarily dismissed the call that at least one ethics course be required as a condition of accreditation, although they eventually adopted Professor Windsor's suggestion to highlight ethics resources on AACSB'S website.

Indeed, the resistance has been telling. We will not repeat the well-worn (and newly inventive) arguments in defense of sidestepping ethics coursework. We will note that these arguments seem more desperate and out of date against the backdrop of unprecedented corporate scandals, increased public distrust of business, and a virtual sea change in corporate governance.

We have carefully archived *Campaign AACSB*. If you would like to read a detailed

history of this effort, including specific responses from AACSB officials, see "The Buck Stops Here: Why Universities Must Reclaim Business Ethics Education" in *The Journal of Academic Ethics* (Vol. 2, Issue 1: 43-61) by Diane Swanson. (To request a copy of this article, write to Diane Swanson, [swanson@ksu.edu](mailto:swanson@ksu.edu)).

What we want to underscore in this update is that we are now in the *Response Phase of Campaign AACSB*. That is, we have been responding to various invitations to speak about the campaign in public forums, including media interviews. This past summer, for example, Diane Swanson and Duane Windsor spoke on the role of business ethics education at the AACSB International Teaching Ethics Conference in Boulder, advocating that a required stand alone course in ethics is needed as a foundation for integrating ethics across other coursework. According to a survey given after these presentations, the majority of conference attendees agreed.

The *Task Force on Business Ethics Education*, born out of *Campaign AACSB*, is responding to the need to document ethics coverage in business school curricula. Members of this Task Force, Professors Tammy MacLean and Barrie Litzky in affiliation with the *Business Ethics Education Initiative* at Kansas State University are surveying the top 50 business schools (as ranked by *Business Week*) for such coverage.

Drs. MacLean and Litzky are disseminating their research through various publications and presentations and as members of the Social Issues in Management Curriculum Development Committee. *USA Today Magazine* reported the results from their initial (and smaller) sampling of business schools in March 2004 (<http://www.cba.k->

state.edu/departments/ethics/docs/usatodayarticle.pdf).

For a complete summary of this preliminary report, go to the Business Ethics Education Initiative website at Kansas State University (<http://www.cba.k-state.edu/departments/ethics/docs/TaskForceSummaryJune03.pdf>).

In the wake of *Campaign AACSB*, we have also responded to several requests from university representatives to evaluate standards for delivering ethics education. Additionally, many scholars and practitioners have requested permission to cite campaign material in written work and public speeches. We will continue to disseminate material from the *Campaign AACSB* archive to interested parties, including press agents.

We provided Bloomberg Press with such information for a March 2004 article on business ethics education by Liz Willen (<http://www.cba.k-state.edu/departments/ethics/docs/bloombergpress.htm>). According to this article, only one-third of accredited schools require an ethics course as a condition of accreditation, a statistic which AACSB confirmed.

For those of you who are new to this discussion, you can find Professor Windsor's letter on the following websites: Social Issues in Management (<http://www.pitt.edu/~rorst6/sim/Endorse.doc>) and International Association for Business and Society (<http://www.iabs.net>).

For other Campaign materials, go to the Business Ethics Education Initiative website at Kansas State University (<http://www.cba.k-state.edu/departments/ethics/index.htm>).

If you want to add your name to the list of Campaign endorsers, contact Diane Swanson ([swanson@ksu.edu](mailto:swanson@ksu.edu)).

Although our updates may not be frequent, please know that *Campaign AACSB* continues in *Response Phase*. The interest in business ethics education is not likely to wane anytime soon, and we will continue to respond to various opportunities to communicate campaign goals to all interested parties.

## **CONFERENCE REPORTS**

### **IABS 2006 in Merida, México**

The 17th Annual IABS meeting will be held in Merida, Mexico at the Fiesta Americana Hotel, seat of the recent UN Conference on Corruption, from March 23-26, 2006. The city of Merida is the capital of Yucatan state, known affectionately in Mexico as the "Sister Republic of Yucatan" because of its history of independence. The Yucatan peninsula has always been isolated from the rest of the country and thus has a distinct culture and cuisine.

Our IABS group rate at the Fiesta Americana will be US\$90.00 plus taxes. There are direct flights to Merida from Houston on Continental and Miami on Aeromexico. In addition, numerous cities have direct flights to Cancun, which is located only three hours away. When I inquired about taxi fares from Cancun to Merida, I was surprised to learn that you could take a taxi from Cancun to Merida for about US\$60.00. For the more adventuresome, you can rent a car or take the bus.

Most people can travel easily to Mexico with a passport; however, there are

exceptions—travelers from some countries need to have visas. Please be sure to check the requirements for travel documents to Mexico in your own country.

The weather should be nice—between 80° and 95° F. It rains a lot in the Yucatan, but not so much in March.

Remember the deadline for submissions is October 15, 2005. Stay tuned for new information through the IABS website ([www.iabs.net](http://www.iabs.net)).

¡Hasta luego!

Bryan Husted

**Sixteenth Annual IABS Conference in Sonoma Valley, California, USA**  
**Lori Ryan, Program Chair**

More than 150 registrants from 16 countries gathered in a sun-drenched Sonoma Valley, California, for the 16<sup>th</sup> annual meeting of the International Association for Business and Society. Over four days, participants explored issues related to such topics as business ethics, stakeholder theory, corporate social responsibility, and corporate governance. The formal program consisted of a plenary panel, five symposia, nine workshops, 14 discussion sessions, and 68 papers.

This year's 6-hour pre-conference outing, organized by Mark Cordano, began with a winery tour at Gallo's Frei Ranch that highlighted the environmental performance opportunities associated with wine production. Gallo of Sonoma then hosted a luncheon for the 25 participants at their picturesque MacMurray Ranch. After lunch, IABSers rolled up their sleeves for presentations and discussions about Gallo of

Sonoma's Sustainability Management Systems and the Benziger Family Winery's Biodynamic vineyard practices. They capped off their day with a wine tasting.

The conference itself opened with a welcoming reception on the evening of March 31, at the lovely conference hotel, the Hyatt Vineyard Creek Hotel, Spa, and Conference Center. More than 170 registrants and guests gathered to partake of Sonoma Valley wines in the Dry Creek Ballroom, enjoying the waterfall fountain and fire as the sun set over the tree-lined creek.

After a gourmet breakfast buffet, Friday saw a full day of breakout sessions, punctuated by a luncheon in the Dry Creek Ballroom (and on its sunny patio) and a keynote plenary session. The plenary panel addressed the conference theme of "The New World of 21<sup>st</sup>-Century Labor," and featured Hewlett-Packard Director of Corporate Social Responsibility Ken Larson, International Federation of Professional and Technical Engineers President Greg Junemann, the Wharton School's Mark O. Winkelman Professor Thomas Donaldson, and University of Minnesota Professor Ian Maitland.

At the business meeting later that afternoon, President Patsy Lewellyn was thanked for her tireless efforts in taking IABS to the "next level," which included establishing an administrative home for the organization at Duquesne University. Kelly Strong accepted the gavel from Patsy and officially took over as President, while I gratefully and enthusiastically ascended from Conference Chair to Vice-president. Bryan Husted (somewhat more hesitantly) caught the "ball" that I lobbed to him, signifying that his Program Chair duties are about to consume his life. When the meeting drew to

a close, Kendall-Jackson wineries treated participants to a wine tasting in the hotel courtyard before many sojourned to Railroad Square for epicurean meals.

Saturday's activities included a full morning of breakout sessions (and food), followed by a sunny afternoon on the road. Twenty registrants and guests ventured to San Francisco, with the main stop at Fisherman's Wharf, from which they had time to ride a cable car, take a harbor tour, or enjoy the sights and tastes of the Wharf itself.

Another 63 registrants and guests ventured north to visit four Sonoma Valley wineries. They started their trip by tasting Kendall-Jackson wines in the winery's lovely botanical gardens, surrounded by flowering vines filled with apple blossoms. The next stop was the more intimate Trentadue winery, where participants tasted a variety of wines and wandered the grounds. At Clos du Bois winery, visitors were treated to a trip to the barrel room, and a tasting from the barrel (which most agreed needed significantly more aging!). They enjoyed an assortment of cheeses while tasting several varieties of Clos du Bois wines from a guest center overlooking miles of grapevines. The last stop on the tour was the Geysler Peak Winery, where participants tasted several varieties from a glass-walled room overlooking the winery's cavernous barrel room.

Registrants reconvened on Saturday night for a reception and a formal banquet of prime rib, mahi-mahi, and stuffed Portobello mushrooms, along with an assortment of Sonoma Valley wines and chocolate truffle cake. The evening's unplanned "program" consisted entirely of a rousing rendition of Happy Birthday (thank you!).

Following a third enticing breakfast buffet, Sunday featured two all-morning "showcase

workshops" on teaching business ethics and corporate governance research, along with a variety of breakout sessions. (Many thanks to those of you who presented at or participated in Sunday morning sessions.) The conference ended at noon on Sunday, and raindrops began to fall at 12:01.

**Finding the Courage to Speak at Santa Rosa: Sharing Wisdom Circle Stories**  
**By Jerry Calton, with co-conveners, Judy Clair, Larry Lad, and Sandra Waddock**

"Will we have to go naked," she asked, as we milled about the airport lobby, sorting our transportation options for getting from gritty Oakland to the wine-dark fields of Santa Rosa. I had just invited Donna to attend the first "wisdom circle" convened at an IABS meeting. I was worried that the formidable flotilla of serious social science-y sessions that our program chair, Lori Ryan, had amassed to open our 16<sup>th</sup> annual meeting would swamp our experimental, little new age-y craft for exploring the turbulent, sometimes treacherous, waters that link our private selves to our public lives.

The wisdom circle format, modeled on the discourse practices of Native American tribal councils, encourages all who enter its sacred space to take on reciprocal obligations. Among these are the requirements to speak with an "authentic voice," to listen respectfully to other voices, and jointly to seek a heart-felt place where a higher stage of learning together becomes possible – by talking and talking until the *talk* begins.

To set the stage for this collective learning (and feeling) exercise, certain rituals and practices must be observed. To create a sense of intimacy, a smaller space is needed to accommodate around 12-15 participants,

arranged in a circle. If a conference table is not available, a small table at the center of the circle of chairs serves to hold a few votive candles and other tokens of significance to the conveners—photographs, small works of art, poems, and so forth. Natural, rather than artificial, light is used. To avoid “cross-talk” and encourage respectful listening, only the person holding the “talking stick” or “talking stone” can speak to the circle. Sandra brought a heart-shaped stone and a drum that called us to the circle. Passed from hand to hand as our stories unfolded, the stone picked up the warmth of the circle, drawing us together, as we revealed our authentic selves. Judy brought a CD of jungle bird songs, which played softly in the background. Once, when I left the circle to replenish my water glass, I felt a kind of shock as if the psychological “voltage” building around the circle had been released, prematurely. Thenceforth, I proceeded with dry throat.

To build a sense of trust, each person told a story about his or her private self, known only to family and close friends. While more women than men came to the circle (Magically, exactly the right number of participants showed up!), the mix of genders did not prevent a surprising degree of openness and intimacy being reached in the relatively short space of 90 minutes. I opened by passing around photographs of my two sons. Jody is a successful and happy young man, recently graduated from college with honors and gainfully employed in Massachusetts, living with the love of his life. The other is my “secret son,” Joel, who died many years ago at the age of nine in a bike-car collision while rushing off to join his friends at play. This shocking and meaningless end to such a fey and precocious child has shaped the trajectory of our lives. However, my wife and I rarely speak of Joel, other than with close friends

and relatives who share our memory of his shining presence. As educators, we have dedicated our years to helping other young men and women realize their full potential. Eventually, we plan to retire to our little house on Camano Island, Washington, where we can be near our secret son.

We all have private stories that inform our lives. The point of our wisdom circle was not to ask everyone who came to “go naked” before strangers. Rather, it was to ask each person to look inward for a story with deep personal meaning that she or he could share with others. In this act of sharing something of our inner self, we opened a door to trust and invited each other in. Only rarely can we find such a sacred space in our public lives. One woman told a story of going back to earn a doctorate after a divorce. For twenty years, she never mentioned to university colleagues her family of four sons because she was afraid that she wouldn’t be taken seriously as a professional. Then she went to a conference on ways to improve work/life balance. After speaking of her sons for the first time in a public space about the challenge of integrating her work and personal lives, she sat down and cried with relief. A young doctoral student told the story of a conversation with her research methods professor. He asked why she was in the class and she replied that she was trying to learn how to make a difference in the world. He informed her that she was in a “science” class where only the “facts” held sway. A young woman of color told the story of a dinner party where she and a female friend had been invited to meet a couple of eligible young men. Over the meal, she raised the difficulties encountered by professional women of color in establishing and maintaining personal relationships with men of similar status. The two bachelors left the table abruptly and turned on a sports channel. When she tried

to continue the conversation, they turned up the volume to drown her out. One man told the story of staring at the ceiling of a hotel room all night, coming to a realization that his marriage was over. In the morning, he resolved to bring his private love of art more openly into his work life. He passed photos of his art around the circle, informing us proudly that several works had been exhibited in shows. Another man told the story of marrying into a family and going to sleep on the floor after a holiday meal. When he awoke, he found that his daughter-in-law had placed his sleeping grandchild on his chest. He couldn't move, but he decided that there was no place in the world that he would rather be. A woman spoke of the stillborn birth of a daughter. Another announced that she was a student and practitioner of shamanism, the oldest form of traditional wisdom. Finally, one in the circle asked for the stone and struggled to speak. Try as she might, her story would not be told. We wish her well and hope the words will come soon enough.

As she passed the stone to another in the circle, a gardener outside our room in the conference hotel started a leaf blower and blew away our jungle music. The candles flickered and died. The mechanical world of work had intruded on our secret place of confidences and connection. As we gathered up our tokens to move on, we thanked each other for coming together. We touched each other in safe places, shoulders and arms. We wondered at what had been wrought in the sacred space we entered so magically. The drum beat slowly and Larry closed the circle with a final flourish of the tambourine. The following session seemed a shadowy dream, disconnected from the wisdom of a deeper place. Perhaps we can meet there again someday.

## **IABS MEMBER NEWS**

**Anne Lawrence** was selected as the Outstanding Professor of the Year at San Jose State University for 2004-05. This is obviously a HUGE accomplishment for Anne. Congratulations to our esteemed (and rightfully so) colleague.

**Ans Kolk**, Professor of sustainable management at the University of Amsterdam, Amsterdam graduate Business School, The Netherlands, has obtained funding from the Netherlands Science Foundation for a three-year project entitled "Getting down to business: Economic responses to climate change" (2006-2008). The project, that will extend Ans' current research on market responses to climate change, will also involve a post-doc researcher (Jonatan Pinkse, her co-author on recent papers on this topic in California Management Review and European Management Journal).

The Faculty of Business Administration (FBA), Memorial University of Newfoundland, has established a "Taskforce on Ethics in the Faculty of Business" to create awareness of ethical issues and encourage ethical behavior in all aspects of the FBA's operations. It is attempting to reinforce the view that the teaching of ethics is not sufficient and that business ethics must lived. To that end the taskforce encourages, initiates and coordinates activities relating to ethical behavior throughout the FBA, including curriculum design, research, teaching, student initiatives and administrative practices. More information is available from **Robert Sexty** (rsexty@mun.ca) or <http://ethics.busi.mun.ca/index.html>

**Diane L. Swanson**, Kansas State University, will be speaking on the

importance of standalone business ethics coursework at the Green Mountain Summit Conference in Stowe on May 25 and at the 2nd annual AACSB International Teaching Business Ethics Conference in Boulder on July 21. She will also teach two seminars on business ethics and society for the National Association of Credit Management Program for Executive Education at Dartmouth College on June 25.

Diane is also serving as one of the Associate Editors for the Encyclopedia of Business Ethics and Society (Sage Publications, **Bob Kolb**, Editor) and has also joined the Editorial Board for the online journal *Ethics in Film*.

## **CALLS FOR PAPERS**

### **Call for Miniconferences**

Do you love the annual meetings, but would you appreciate a little more focus? Have you been toying around with a great idea for a smaller scale workshop for some time? Finding it hard to miss all your old and new IABS friends for 51 weeks out of the year? Consider organizing an IABS miniconference!

IABS has an explicit policy of supporting up to three miniconference proposals by its members annually, but historically the organization simply has not received enough compelling requests for support. This is regretful, because miniconferences can help strengthen the Business & Society field through: (1) further internationalization, (2) ambassadorship at previously uninterested or unaware institutions, and (3) the quality impulse that results from bringing new thinkers and ideas into the community. So do not hesitate, and submit a request for

support, keeping in mind the following decision parameters:

- IABS mini-conferences should roughly attract 20-30 participants;
- Roughly one-third of these should be active IABS members (at minimum);
- The theme of the mini-conference should cohere well with the – broadly perceived – Business & Society domain;
- Since IABS does not have the funds to cover the complete expenses, the viability of the conference must show from a sound budget statement and/or clear institutional support;
- Traditionally, IABS has used a “matching strategy,” whereby IABS matches the financial support of the organizer's home institution or other sponsors;
- Support typically ranges from 2,000 USD – 5,000 USD (in rare cases);
- IABS will maximally fund two or three miniconferences annually;
- If more than two proposals are entered in a given year, funding decisions will be made on the basis of the quality of the conference;
- Quality of a conference is hard to define, but what counts is the quality of the participants, and the quality of the work (e.g., are the contributions full papers or presentations only);
- Preferably, the miniconference should yield clearly identifiable scholarly output, such as a special issue or an edited volume;
- Acknowledgement of IABS’ endorsement, e.g., in the conference brochure and in the resulting publication, is appreciated.

Decisions are made twice per year, during the IABS Board meetings (which are held during the IABS annual meeting and during

the AoM annual meeting). The next round of decisions will thus be made in August, during the Honolulu Board meeting. What we need from you before August 1<sup>st</sup> (proposals received after August 1<sup>st</sup> will be reviewed during the 2006 IABS annual meeting) is:

- A brief description of the miniconference and its theme;
- A preliminary budget statement (also stating the dollar amount you would like to receive from IABS);
- A preliminary list of participants;
- Preferably some proof of institutional endorsement (e.g., a letter from your Dean).

Proposal submitters will be informed about the Board's decision no later than August 19. If you have any further questions at this point, or wish to discuss a preliminary miniconference idea, please do not hesitate to contact me at [p.heugens@econ.uu.nl](mailto:p.heugens@econ.uu.nl)

Pursey Heugens  
*IABS Representative-at-large*  
*IABS Miniconference contact person*

### ***Ethics in Film***

#### **The online journal for teaching ethics with film**

##### *Mission*

*Ethics in Film* is an electronic journal dedicated to bringing the power of film (conceived to embrace all forms of motion pictures, including movies, documentaries, and television) to the teaching of all areas of ethics and ethical inquiry. Accordingly, the journal works to present these teaching methods in a consistent and easy-to-use format with minimal delay, while maintaining the highest quality provided by a system of double-blind peer review.

##### *Editorial Policy*

Recognizing that ethical issues span all areas of human activity, *Ethics in Film* welcomes submissions of film treatments of all dimensions of ethics without special preference for any particular approach or sub-discipline of ethical inquiry. Thus, the journal's scope embraces: meta-ethics, ethical theory, normative ethics, professional ethics, practical ethics, and environmental ethics.

All submissions receive a double-blind review by two reviewers. Reviewers are generally university professors actively engaged in the teaching of ethics. As *Ethics in Film* focuses on bringing teaching tools to teachers of ethics, all articles appear in a standard format. Please see the *Submission Guidelines* below. Additional information, including a sample article, is available at: [http://leeds.colorado.edu/businessand\\_society/](http://leeds.colorado.edu/businessand_society/).

##### *About the Publisher*

*Ethics in Film* is published by the Center for Business and Society at the Leeds School of Business in the University of Colorado at Boulder. Although the Center has a special mission in the area of business ethics, *Ethics in Film* recognizes that the ethical problems of business are generally common ethical problems that happen to arise in a business setting. Accordingly, the journal gives no preference to articles that address business ethics. Articles on all aspects of ethics are equally welcome.

##### *Submission Guidelines*

*Ethics in Film* seeks articles that use film excerpts from movies, documentaries, or television to teach ethics. Ideally, the film excerpt should be brief enough for classroom presentation, although the journal also happily considers articles on entire films. Film clips may be drawn from feature

films, television, or any other source. However, each film clip must be widely available by purchase or rental so that professors can readily acquire the film clip for classroom use.

All submissions must be made in the “Ethics in Film Article Template,” a Microsoft Word document available on our web site. This requirement aims to speed review, reduce editorial cost, and make the classroom use of articles from *Ethics in Film* as easy as possible. Articles will be published on the *Ethics in Film* web site in pdf format.

***Journal of Business Ethics***  
**Business Ethics and the Fair and Ethical Trade Movements**

Due Date: January 15, 2006

***Fair Trade*** can be broadly defined as a mechanism of international exchange that consciously seeks to improve the livelihood prospects of small producers in developing countries through the guarantee of a fair (above market) price for their products. ***Ethical Trade*** is a movement (often referred to as the “no sweat” movement) that seeks to ensure that workers in developing countries (especially those involved in the manufacture of goods for northern markets) are guaranteed living wages and fair working conditions. Both the Fair and Ethical Trade movements have seen tremendous growth over the last decade. As movements, Fair and Ethical Trade arguably have many characteristics in common with Corporate Social Responsibility (CSR) and could be conceived as potentially integral components of CSR. Many advocates of Fair Trade, however, resist such interpretations and see movements in this direction as co-opting what they believe to be the basis for an alternative business and trading system.

The general purpose of this special issue is to examine the ethical issues involved in the Fair and Ethical Trade movements. The examination of such ethical issues may involve analysis of the roles, practices and interrelationships of several sets of actors, including conventional firms, alternative business firms, fair and ethical trade labeling bodies, consumers and different levels of government.

Potential topics for the special include, but are certainly not limited to:

- ❑ Case Studies of Corporations involved in Fair and Ethical Trade
- ❑ Case Studies of Alternative Businesses involved in Fair and Ethical Trade
- ❑ Commodity Chain Analysis of Fairly and Ethically Traded Products
- ❑ The Role of CSR Policies in Promoting Fair and Ethical Trade
- ❑ The Role of Procurement Policies in Promoting Fair and Ethical Trade
- ❑ Comparative Analysis of Fairly and Ethically Traded Products
- ❑ Cross-Country Analysis of Fair and Ethical Trade Markets
- ❑ The Marketing of Fairly and Ethically Traded Products

All submissions will be subjected to a conventional double-blind refereeing process. Electronic submissions (preferably to both guest editors) are strongly encouraged, but authors can also submit papers by sending two hard copies of their manuscript via regular mail to guest editor Darryl Reed. Submissions should comply with the *Journal's* style guide.

The expected publication date of the issue is late Fall 2006. Up to six papers will be published in the special issue, but promising papers requiring further developmental work

may nevertheless be accepted for later issues. The special issue is open to submissions by doctoral students and junior scholars. The deadline for original submissions is January 15, 2006. Reviews and decision letters will be returned to submitters by April 15, 2006. Final submissions are expected by June 30, 2006. More information about the journal can be found on:

<http://www.kluweronline.com/issn/0167-4544/current>

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**The Ethics of Genetic Commerce  
Japha Symposium on Business and  
Professional Ethics, November 11, 2005 in  
Boulder, Colorado**

We seek academically-oriented studies of issues related to the ethics of genetic commerce. Likely approaches might include: the ethics of genetic screening of insurance applicants or potential employees; social issues involved in the genetic modification of plants or the cloning of animals; business use of genetic information; access to gene therapy; and other concerns related to the creation, use, and control of genetic material and information. The key for successful

submission is to focus on the business ethics of genetic commerce. Papers must be in English and an ideal length is 20 pages. Travel grants and honoraria will be available for paper presenters.

Papers presented at the Japha Symposium will be published in our monograph series: *Leeds School Series on Business and Society* published by Blackwell Publishers.

Submit a two-page proposal by August 1 and final papers by September 15, 2005 to:

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Please visit our Leeds School business and society web site to learn about our activities and to subscribe to our e-newsletter.  
<http://leeds.colorado.edu/businessandsociety/>

**MEMBERS' PUBLICATIONS**

**John A Pearce, J.A. II and Jonathan P. Doh. 2005. The High Impact of Collaborative Social Initiatives. *Sloan Management Review*, 46 (2): 30-39.**

Corporate social responsibility has become a vital part of the business conversation. The issue for most companies is no longer whether to engage in socially responsible activities but how to achieve the maximum benefit from the resources available for social projects while still increasing shareholder value. In this article, the authors draw on years of quantitative and case-based studies of major corporations to conclude that CSR activities work best for society and

the corporate participants when they are managed strategically and in collaboration with an array of commercial and noncommercial partners. The authors cite exemplars such as Avon Products, whose name is synonymous with responses to women's healthcare issues, and The Home Depot, whose foundation involves suppliers and government agencies in large-scale efforts to combat housing problems in the United States. We point to five core principles behind effective CSR strategies, from the need to contribute "what we do" to the importance of accommodating government's regulatory and taxation influences.

**Jonathan P. Doh. 2005. Offshore Outsourcing: Implications for International Business and Strategic Management Theory and Practice. *Journal of Management Studies*, 42 (3): 695-704.**

In this essay, I discuss the implications of the debate over offshoring for our collective understanding of international business and management theories. I review several core theories in international business expansion and management strategy to assess which elements of these theories may need to be re-specified in light of the offshoring phenomenon and which aspects remain relevant. I then present normative implications and recommendations for public policy and corporate strategy, drawing from emerging insights regarding the global responsibilities of corporations. I suggest that international labour and environmental standards and corporate codes of conduct could mitigate some of the most intense concerns raised about offshoring but conclude that offshoring is likely to present challenges to societies, corporations, and stakeholders for many decades.

**Doh, Jonathan P. 2004. Reconcilable differences? Incorporating a trade-environment simulation into a management course. *Journal of Management Education*, 28 (6): 806-824.**

Challenges in reconciling trade liberalization policies and efforts to protect the natural environment provide useful illustrations to underscore important concepts in management education. In particular, the three-way interactions among government, business, and nongovernmental organizations (NGOs) over economic and environmental trade-offs serve to reinforce the managerial complexities of resolving disputes between parties over differences in economic and social priorities. This article describes a simulation on trade-environment interactions in which student groups prepare and present arguments before a global trade (GATT/WTO) panel. The article provides instructions for conducting the simulation, actual simulation materials, and an appendix containing supplementary information on trade-environment tensions.

**Teegen, Hildy, Jonathan P. Doh, and Sushil Vachani. 2004. The importance of nongovernmental organizations (NGOs) in global governance and value creation: An international business research agenda. *Journal of International Business Studies*, 35 (6): 463-483.**

The emergence of organized civil society and of nongovernmental organizations (NGOs) as organizational manifestations of broader social movements has dramatically altered the global political-economic landscape. The increasing global reach of NGOs challenges established international business (IB) research, and highlights opportunities for broadening and adapting extant paradigms in the field. In this article, we introduce the concept of NGOs and

contrast them with their private-sector (firm) and public-sector (government) counterparts within the context of IB. We discuss factors giving rise to NGOs as important organizational entities that participate in global value creation and governance, and identify limits to their efficacy and viability. We identify important questions raised by incorporating NGOs into our conceptualization of global context, and we challenge three basic tenets of IB theory: the definition and dynamics of an institutional field, the relevance/ centrality of a firm-government (i.e., two-sector) bargaining model, and the pre-eminence of the firm as the global organization of interest within the field. We conclude by offering suggested research directions that should serve as catalysts for this new and potentially rich area of future IB research.

***HANDBOOK ON RESPONSIBLE LEADERSHIP AND GOVERNANCE IN GLOBAL BUSINESS*** Jonathan P. Doh and Stephen A. Stumpf (Editors)  
Edward Elgar, 2005

Effective and responsible leadership and governance are essential to the success of any business, especially those with a global reach. Serious attention to the relationships among ethics, social responsibility, leadership, and governance is lacking. This volume brings together and integrates varying perspectives on these subjects, and is designed for practicing managers, educators, and researchers. Although individual commitments to leadership, ethics and social responsibility are evident in most corporations, many companies appear to fall short in combining these duties into an integrated set of policies and culture that guides behavior and decisions. Similarly, management research streams in ethics, leadership, social responsibility and governance have examined these issues

from many theoretical and practical vantages, but absent in the literature is an integrated contribution that links these disparate perspectives into one, unified approach. The volume provides a state-of-the-art presentation of leading thinking on these important issues and includes both a review of what we know and a discussion of emerging areas that will require future attention. The 18 chapters provide theoretically grounded insights from the leading scholars in ethics, social responsibility, leadership and governance, and offer guidance for what constructs and frameworks might help executives and managers to put these perspectives to work. Contributors include Michael A. Hitt, Robert A. Fulmer, Charles J. Fombrun, Michael Useem, Kim Cameron, Rakesh Khurana, John Alexander, Joanne B. Ciulla, Sandra Waddock, Christine Mallin,, Sonja A. Sackman, and Robert J. House, among others.

**Kolk, Ans (2005). Corporate social responsibility in the coffee sector. The dynamics of MNC responses and code development. *European Management Journal*, 23(2), 228-236.**

**Business & Society: Ethics & Stakeholder Management, 6E 2006** by Archie B. Carroll and Ann K. Buchholtz is now available. This updated 6th Edition has numerous new cases, updated chapters, recommended cases at the end of each chapter, At-a-Glance Case Map providing a clear matrix to easily link cases to specific chapters, new web resources in each chapter, and infotrac sidebars. The text also has a new Instructor's Manual authored by Craig V. VanSandt of Augustana College. An exam copy may be ordered at <http://carroll.swlearning.com>

## **OTHER OPPORTUNITIES**

Information about accommodations:  
<http://www.stjulien.com>

### **Teaching Business Ethics Conference St. Julien Hotel Boulder, Colorado July 20 – 22, 2005**

This insightful two and one-half day conference offers lively panel sessions and thought-provoking roundtable discussions dealing with a variety of topics, including resources for teaching business ethics (such as cases, simulations, exercises, and videos), frameworks, and challenges related to implementation. The conference provides the opportunity for the sharing of resources, approaches, and insights into effective methods for teaching business ethics.

- ☉ Learn new approaches and insights into effective methods for teaching business ethics
- ☉ Examine best practices for foundational coursework in business ethics and business and society
- ☉ Explore the challenges of motivating and educating faculty regarding the nature and scope of business ethics
- ☉ Exchange ideas about how to incorporate ethics into the curriculum
- ☉ Gain new insights into achieving college-wide goals for covering business
- ☉ Learn what corporate America desires schools of business to contribute to ethics education

#### **Who Should Attend:**

- Professors interested in teaching
  - o business ethics
  - o business and society
  - o regulatory and social issues
- Administrators developing ethics programs

Schedule and Online Registration:  
<https://www.aacsb.edu/conferences/>