International Business Ethics
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International Businesses and the Challenges of Poverty in the Developing World
Legal and Ethical Aspects of International Business
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Business Ethics
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International Business Ethics
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International Businesses and the Challenges of Poverty in the Developing World

This volume includes the full proceedings from the 1996 Multicultural Marketing Conference presented by the Academy of Marketing Science (AMS) and Old Dominion University in Virginia Beach, Virginia. The focus of the conference and the enclosed papers is on marketing to various ethnic groups in both a US and global context. It presents papers on various multicultural issues across the entire spectrum of marketing activities and functions including marketing management, marketing strategy and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to
promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

**Legal and Ethical Aspects of International Business**

Ethical Issues in International Marketing is a valuable resource for readers’ increasing need for knowledge of this important area. In recent years, ethical issues in international marketing have come to the forefront due to publicity and controversy generated from several international cases of questionable ethics. To date, little research has been conducted in the area of international marketing ethics. Delener's book comes at an important time to alert readers to the growing concern for greater ethical behavior in the international marketing arena. It provides illustrations to give readers hands-on experiences that can transfer directly into the marketing world. Delener and his contributing authors identify the unique importance of ethics and corporate social responsibility in global markets. Ethical Issues in International Marketing was conceived to allow researchers the liberty to explore the topic in the context of an environment supportive of the difficulties associated with this type of research. The contributing authors discuss these main topics: A social contract for analyzing and evaluating the activities of transnational corporations in developing countries The relationship of marketing ethics to gray markets for consumer goods How moral commitment is shaped by socialization and role of culture in Turkey The relationship between Egyptian consumers' ideology and their perceptions of ethical behavior Readers who desire to make steps toward better global decisionmaking will find this a compelling book. The authors make readers realize that conducting business transactions efficiently and effectively in a mere technocratic sense is no longer sufficient. Ethical issues in the international marketing environment are best addressed in learning more about the differences between cultures, which this book begins to do.

**Ethics in Public Policy and Management**
An international journalist now with a New York-based business and economic research organization overviews ethical issues in business from historical, cultural, legal, and bottom-line perspectives. Includes case studies, a glossary, and an extensive list of research resources. Lacks an index. Annotation (c)2003 Book News, Inc., Portland, OR (booknews.com).

**Business Ethics**

This book considers ethical issues arising in professional and business settings and the role of individuals making decisions and coping with moral dilemmas. Readers can benefit from engagement in filmic narratives, as a simulated environment for developing a stance towards ethical challenges. The book starts by elaborating on critical thinking and on normative ethical theories, subsequently presenting the structure and cinematic elements of narrative film. These two avenues are tools for evaluating films and for discussions on various ethical problems in contemporary business, including: the corporate and banking financial machinations (greed, fraud, social responsibility); workplace ethical challenges (harassment, violence, inequity, inequality); professional and business ethical challenges (corruption, whistleblowing, outsourcing, downsizing, competition, and innovation); environmental and social issues; international business and human rights; and personal responsibility and identity challenges due to career pressures, loss of privacy and cyber harassment, and job structure changes in light of changing technology.

**Business Ethics**

This fresh new text introduces IB from a truly global and contemporary perspective. Packed with case studies drawn from an impressive spectrum of countries, International Business enables students to link theory with practice and encourages critical thinking. Particular emphasis is placed on key issues such as the growing role of SMEs and entrepreneurship in IB, ethics, CSR, corporate governance and global warming.

**The SAGE Encyclopedia of Business Ethics and Society**

This book addresses an essential need felt by many who seek to promote best business practices in China and East Asia – namely the need for culturally appropriate instructional materials (basic information, case studies and ethical perspectives) that will allow
managers and entrepreneurs to understand and embrace the challenge of moral leadership in business. In an era characterized by globalization and the increasing importance of the economies of China, India, Japan and SE Asia, international business ethics must reflect the concerns of the people living and working in this area, the moral and spiritual traditions that have nurtured them and their specific contributions to sustainable development. This book presents twenty important case studies, taken from newsworthy events of the past few years, in which Asians and others have attempted to respond to this challenge. Each case study has been selected and shaped in order to highlight various aspects of doing business in Asia, starting with basic principles and moving on to the specific responsibilities that businesses have towards their various stakeholders. The authors contend that the best way to appreciate the relevance of Asian moral and spiritual traditions is to determine their specific contribution to virtue ethics, where the ancient traditions of both East and West converge in their focus on the qualities of moral leadership that form the basis of best business practice. Exploring the case studies will enable readers to appreciate the continued relevance of these ethical perspectives in Asian business. Best business practice clearly involves learning to do business and playing the game according to the rules; but the necessity of playing by the rules is not likely to become clear until one takes up the path that leads to a virtuous life in business, developing a moral character chiefly based on integrity.

**Ethical Business Leadership in Troubling Times**

Understand the economic, cultural, and enterprise issues facing the Arab countries of the Middle East! Jordan is playing a vital role in the economic and political transformation of the Middle East, but little research has been done on its business climate. Management and International Business Issues in Jordan fills that gap. This groundbreaking volume spans the social, cultural, economic, and enterprise issues facing Jordan, as seen by Arab managers, academics, finance professionals, and business leaders. Many experts believe that Jordan has the potential to become another Singapore. Management and International Business Issues in Jordan suggests ways your company can be among the first to establish profitable business enterprises in this strategically placed nation. It analyzes corporate culture and the best tactics for consolidating your firm’s economic position. Management and International Business Issues in Jordan provides empirical research and pragmatic advice on how to make your business in Jordan a success, including: reducing high transaction costs working with, not against, the prevailing corporate culture understanding why multinational corporations should choose a joint
venture strategy as the most effective way to establish a presence encouraging the growth of business and the involvement of entrepreneurs improving the local infrastructure to attract international investment responding positively to the challenges of reform and internationalization understanding the complex historical factors that still influence Jordan’s economy recognizing the sources of job satisfaction in traditional Arab corporate culture Whether your business is based in Jordan or you are planning to expand to that market, Management and International Business Issues in Jordan provides the information you need to make your venture a success.

**International Business Ethics**

Presents analysis, examples, and ideas about the future in a lively yet academically robust format. The book presents the ethical leadership dilemmas of day-to-day international business life in all their complexity, providing a range of angles, options and ideas to feed a questioning mind.

**Global Business Ethics**

This text brings together case studies focusing on specific instances of corporate best practices. All too often, we showcase cases based on questionable or unethical corporate behavior. Instead, the editors bring together in this book examples of how some firms got it right. Certainly, there is no claim that the companies in these case are perfect; some of them may have histories that include questionable practices. But, these are companies that work to foster trust, both internally and in their relationships with customers, suppliers, shareholders, and the communities in which they operate. The book is not, however, merely a descriptive iteration of effective corporate conduct. The editors conclude with an analysis of frameworks for corporate and managerial ethical decision-making - frameworks that help to establish models for best practices. These frameworks then can be generalized and applied to other corporate situations, and replicated by other companies in their search for excellence and the resulting avoidance of misconduct.

**Ethical Business Cultures in Emerging Markets**

First published in 1998. Routledge is an imprint of Taylor & Francis, an informa company.

**International Business Ethics and Growth Opportunities**
"This book provides a comprehensive overview of the most important ethical issues associated with the expanding world of e-business, and offers relevant theoretical frameworks to ethical issues in all significant areas of e-business"--Provided by publisher.

**Ethics for International Business**

Business takes place in an increasingly global environment, crossing political and cultural boundaries that challenge corporate values. The central focus of this successful and innovative text lies in how to make and explain 'best choice' judgments when confronting ethical dilemmas in international business situations. The newly-updated version of this groundbreaking textbook continues to provide a topical and relevant analysis of the ethical dimensions of conducting business in a global political economy. From a starting point of applied ethics, the book introduces a common set of normative terms and analytical tools for examining and discussing real case scenarios. Extensive real-world examples, presented in the form of exhibits, cover issues including: foreign production, including sweatshops export of hazardous products testing and pricing of HIV-AIDS drugs advertising tobacco, alcoholic beverages and infant formula deceptive marketing techniques and bribery religious and social discrimination cultural impacts from 'music, movies and malls' environmental issues, including oil spills, rain forest preservation, global warming and genetically modified foods fair trade certification and consumer boycotts oil investments in the Sudan, Burma and Nigeria. To keep pace with the changing landscape of global business, this new edition features: updated exhibits that introduce new issues, including internet censorship and privacy, marketing and obesity, dumping electronic waste in Ghana, the costs of bottled water, and Wal-Mart’s supplier code in China increased coverage of issues arising in emerging markets updated descriptions and assessments of relevant international agreements seventeen new photographs that were chosen to accompany cases designed for classroom discussion "framing questions" to guide discussion of issues in topical chapters three additional figures that help depict the ethical analysis process. The continued globalization of business increases the relevance of this textbook and its unique focus on specifically international ethical challenges faced by business, where governments and civil society groups play an active role. While most business ethics texts continue to focus heavily on ethical theory, this textbook condenses ethical theory into applied decision-making concepts, emphasizing practical applications to real world dilemmas. Anyone with an interest in the ethical implications of international business, or the business implications of corporate responsibility in the global market, will find
this book a thought-provoking yet balanced analysis. Clearly written, this has become the textbook of choice in this increasingly important field.

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Cosmopolitan Business Ethics

The Ethics of Business in a Global Economy contains essays by business leaders from four nations. This is followed by analyses of three key topics by scholars active in the fields of economics and ethics, and statements by practitioners of four major world religions on the relevance of their respective traditions to the ethics of business. Finally, there are six brief case studies prepared by two business ethicists about specific ethical issues arising in international business. The authors address different facets of one of the most dramatic new facts of our time, the globalization of business. With many corporations now operating around the world and others planning a significant expansion of markets, this development is destined to accelerate in coming decades. The Ethics of Business in a Global Economy is a valuable resource both for the student of business ethics, as well as for those who want to explore the interrelationship between business, ethics, and religion in order to discover how collaboration between people in these three fields can contribute to a more just society.

Ethical Issues in International Marketing

Previous research on corporate cultures and ethical business cultures has focused almost exclusively on studies of multinational corporations from a handful of developed countries. This book addresses the intersection of human resource development and human resource management with ethical business cultures in the four BRIC countries, and four other fast-growing emerging economies: those of Mexico, Indonesia, South Africa and Turkey. Drawing on longitudinal large-scale survey-based studies, it compares managers' and employees' perceptions of ethical business cultures in these countries, contrasting them with the US economy. It then discusses the economic and socio-cultural context and current research on business ethics in each of these countries, including implications for research and practice. This significant study will appeal to scholars, researchers and students in business ethics, management, human resource management and development, and organization studies, and addresses issues faced daily by business executives and practitioners working in emerging market countries.

Professional and Business Ethics Through Film
**Business Ethics**

Events such as Trafigura's illegal dumping of toxic waste in Côte d'Ivoire and BP's environmentally disastrous oil spill in the Gulf of Mexico have highlighted ethical issues in international business at a time when business leaders, academics and business schools were reflecting on their own responsibilities following the global financial crisis. The scope and scale of the global operations of multinational businesses means that decisions taken in different parts of the world have far-reaching consequences beyond the national settings where employees are located or where firms are registered and as such, an awareness of these responsibilities needs to be integrated into all levels and all subjects. Using four guiding principles – a critical multi-level approach rooted in the tradition of European social theory, a comparative and international perspective, a global rather than just a European or American standpoint and engaging with subject-specific issues this book aims to ‘mainstream’ business ethics into the work of teachers and students in business schools. This comprehensive volume brings together contributions from a range of experts in different areas of business studies thereby facilitating and encouraging a move away from business ethics being a box to be ticked to being an integrated consideration across the business disciplines. This impressive book brings ethical considerations back to the heart of the business curriculum and in doing so, provides a companion for the progressive business student throughout their university career.

**Ethical Leadership**

Thoroughly revised, updated, and expanded, The SAGE Encyclopedia of Business Ethics and Society, Second Edition explores current topics, such as mass social media, cookies, and cyber-attacks, as well as traditional issues including accounting, discrimination, environmental concerns, and management. The new edition also includes an in-depth examination of current and recent ethical affairs, such as the dangerous work environments of off-shore factories for Western retailers, the negligence resulting in the 2010 BP oil spill, Apple's exploitation of outdated tax code, the gender wage gap, the minimum wage debate and increasing income disparity and the unparalleled level of debt in the U.S. and other countries with the challenges it presents to many societies and the considerable impact on the ethics of intergenerational wealth transfers. Key features include: seven volumes, with more than 1,200 signed entries by significant figures in the field cross-references and suggestions for further readings to guide students to in-depth resources Thematic Reader’s Guide groups related entries by general
A Short Course in International Business Ethics

Business Ethics: Japan and the Global Economy

Instill social responsibility in your students! “Ethical behavior in international business is our strongest hope, especially at a time when alternative systems of governing individual and corporate behaviors are at their weakest levels.” --Gopalkrishnan R. Iyer, from the chapter “Approaches to Ethics in International Business Education In recent years there has been a rapid growth of academic and practical interest in business ethics and social responsibility at the corporate level. Teaching International Business: Ethics and Corporate Social Responsibility is a collection of academic writings on the issues and challenges of incorporating ethics and corporate social responsibility concerns into international business education. The logic of economic globalization presumes that economic principles and business ethics are universal, but in fact, cross-cultural realities and indigenous perspectives are often quite unique. Teaching International Business: Ethics and Corporate Social Responsibility covers the major perspectives in business ethics as they relate to international business. In Teaching International Business: Ethics and Corporate Social Responsibility, you will explore: techniques and approaches for teaching ethics and social responsibility to your students individual versus corporate responsibility cultural effects on generally accepted accounting principles (GAAP) cultural effects on generally accepted auditing standards (GAAS) globalization and its impacts ethical issues in international marketing Teaching International Business: Ethics and Corporate Social Responsibility brings you ethical issues and perspectives in economics, management, finance, accounting, and marketing. The broad range of approaches and issues presented here will be of immense use to educators teaching foundational international business courses. This volume will go a long way in gripping students’interests while delivering relevant educational information.

International Trade & Business Law & Policy

Business diplomacy involves developing strategies for long-term, positive relationship building with governments, local communities, and interest groups, aiming to establish and sustain legitimacy and to mitigate the risks arising from all non-commercial or exogenous factors
in the global business environment.

**Management and International Business Issues in Jordan**

It is no longer possible for modern companies to ignore the ethical or social implications of their business practice. Controversy surrounding such issues as the environment, rewards to senior managers and international labour standards have made business ethics front page news, as well as helping it emerge as a fully fledged part of the business and management landscape. This set brings together a cross section of material from both philosophy and business journals. It includes: what is business ethics and how has it developed; are ethics compatible with the free market?; international business ethics; and case studies.

**International Business Diplomacy**

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

**International Business**

Increasingly companies' stakeholders require organisations to observe international standards prescribed by international laws, treaties, conventions, recommendations, and/or codes of conduct. The papers selected for this volume explore 1) the ethical pressures on international business to meet the challenges of diversity, 2) suggested methods of coping with diversity, and 3) the challenges required to overcome corporate self-interest in the search for new instruments. Collectively these articles reflect scholarly insights and corporate responses to diversity in international business, a topic of wide interest in contemporary business ethics.

**Teaching International Business**

Ethics in Public Policy and Management: A global research companion
showcases the latest research from established and newly emerging scholars in the fields of public management and ethics. This collection examines the profound changes of the last 25 years, including the rise of New Public Management, New Public Governance and Public Value; how these have altered practitioners’ delivery of public services; and how academics think about those services. Drawing on research from a broad range of disciplines, Ethics in Public Policy and Management looks to reflect on this changing landscape. With contributions from Asia, Australasia, Europe and the USA, the collection is grouped into five main themes: theorising the practice of ethics; understanding and combating corruption; managing integrity; ethics across boundaries; expanding ethical policy domains. This volume will prove thought-provoking for educators, administrators, policy makers and researchers across the fields of public management, public administration and ethics.

**The Ethics of Business in a Global Economy**

Business Ethics introduces students to ethical issues and decision-making in a variety of contemporary contexts. It develops an awareness of the many ways in which ethical considerations can manifest in commercial domains, thereby helping prepare students for their professional careers. Business Ethics shows how theory works in practice. It includes hundreds of real-world examples that will help engage students. Examples draw on recent and emerging concerns, such as the moral implications of social media and the enforcement of codes of behaviour within industries. The book also addresses corporate social responsibility, stakeholder management and sustainability, reflecting the broad scope of business ethics today. Comprehensive online resources are available at www.cambridge.edu.au/academic/businessethics. Student resources include additional review questions and case studies, with answer guides, to help students reinforce learning and prepare for assessment tasks. Instructor resources include an extensive set of tutorial exercises, PowerPoint slides and a test bank of assessment resources.

**International Business Ethics and Growth Opportunities**

We live in a globally interconnected but economically divided world where internationally linked businesses can play a significant role in helping and/or obstructing the development of impoverished countries. Through a series of case studies, this volume examines what can be learned, both positively and critically, from the experiences of selected internationally connected firms in Nigeria, Uganda, Ghana, Vietnam,
Guyana, and the Nunavik region of northern Canada. This book begins with a set of reflections on the strategies firms might adopt so that they develop both their own assets as well as those of the areas in which they operate. A team of more than two dozen researchers from the developed and developing countries conducted the research on which the essays on this and subsequent volumes are based. Dr Frederick Bird from Concordia University in Montreal directed the overall research project.

**Business Ethics**

In the modern business environment, companies strive to create a sense of moral obligation within their employees in an effort to foster a concern for social welfare and justice among global organizations. Despite the efforts of managers and directors, many companies continue to find it difficult to overcome the moral dilemmas of the corporate sector. International Business Ethics and Growth Opportunities presents the necessary methods and resources for managers and directors to be successful in leading their corporations in a responsible and morally conscious manner. Examining the dangers of unethical behavior, this book provides the strategies and tools for proper management to encourage company strength and success. This publication is an essential resource for academicians, researchers, officials, post-graduate students, and professionals in the fields of business and business education interested in ethical decision making on the individual and company level.

**Ethical Issues in E-Business: Models and Frameworks**

Perhaps the fundamental question in CSR is: What are the responsibilities of businesses and business leadership to society? Moreover, do the responsibilities of business change in times of social and political turmoil? The chapters in this book tackle several aspects of these questions with chapters on business and politics, the environment, technology, and immigration; along with broader questions about leadership, governance, and the very nature of CSR.

**Responsibility, Ethics and Legitimacy of Corporations**

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**Principles of Management**

Corporate social responsibility, sustainability and acting ethically are all accepted business aims, but their meaning and implementation in a global context is far less clear-cut. Global Business Ethics cuts through the confusion to provide a coherent basis for ethical decision-making within the complications of the international business landscape. Underpinned by theory and including worked-through examples of ethical dilemmas and their solutions, this textbook will guide the reader beyond theory to real-world business decisions. Practical tools such as decision trees and suggested principles to apply in dilemma situations give readers the skills and confidence to tackle the ethical challenges they face. Global Business Ethics offers a unique working code of ethics provided as a model with guidance to readers for adaptation and implementation. Case studies include: Walmart, Hershey's, Citibank, Ford, Nike, Johnson & Johnson, Harley-Davidson, The Body Shop and Procter and Gamble. A chapter on the legal aspects of ethics provides guidance on the complex relationship between law and ethics in international business. The final part takes an in-depth look at the practical application of ethics in business life. Covering all the major theories of ethics, including an examination of the role of quantification of ethics, Global Business Ethics demonstrates how their principles can be applied to inform better business decisions. Online supporting resources for this book include instructor's manual, lecture slides and appendices.

**Global Capitalism, Culture, and Ethics**

An introductory text on two major forces shaping organizational decision making in the global context: law and ethics. Intended for students of business, law, ethics, and public policy.
Business Ethics: New Challenges in a Globalized World provides a comprehensive account of the challenges facing businesses as they pursue global business activities. The importance of business ethics as an academic subject and business priority has increased significantly, as companies have increasingly been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of business ethics than that offered by current management approaches that focus on reforming corporate behaviour. This book places business ethics in a richer contextual setting, focusing on the challenges that business must now confront, such as inequality, financial risk, migrant labour, climate change and human rights, and exploring how these challenges can be met by a rethinking of business models, goals and strategies. Key benefits:

- Up-to-date overview of ethical issues in an international business context
- Includes lively cases and examples from emerging economies which bring the subject to life
- Encourages critical thinking skills in students

Janet Morrison, now retired, was a senior lecturer in strategic and international management at Sunderland University Business School, UK

"Business Ethics: New Challenges in a Globalized World offers a practical look at the issues under consideration, and will contribute to a student gaining real insight and entering into critical dialogue on the topic of ethics in international business. Students using this text will be reminded of the fact that ethical issues are broader and deeper than we would like to think, and are encouraged to work out for themselves what they might do, or what they think others should do, in less than clear-cut situations." - Andrea McLachlan, University of Waikato, New Zealand

"This book discusses the legal, social, political and international issues that set the context for some of the great ethical challenges we face in the world today. The integration of real life case studies and ethical theory provides practical application that will enable students to gain a much broader understanding of the issues involved." - Carole Parkes, Aston University, UK

"Introducing a topic as complex and as widely discussed as business ethics is a very difficult task. However, Morrison succeeds in presenting a concise and well-written account of the field and its current issues. The book is a particularly good read for undergraduate students who want to be introduced to the field of business ethics." - Berend van der Kolk, University of Groningen, The Netherlands

"This is an expertly written textbook. I am impressed by the international outlook of the book, the clear writing style and the excellent contemporary cases and examples" - Marianna Fotaki, Warwick Business School, UK
**Ethics in Action**

In Cosmopolitan Business Ethics: Towards a Global Ethos of Management, Jacob Dahl Rendtorff maps the concept of global business ethics, related to sustainability and corporate governance, via an examination of the major theories of business ethics and the philosophy of management. The book is based on the philosophy of Immanuel Kant and the European tradition, which is applied as the foundation for the analysis of the contemporary European and Anglo-American debate on business ethics in order to formulate an up-to-date theory of global business ethics. The book will compare the different schools of business ethics, corporate citizenship, and the philosophy of management and will address the modern-day issues of sustainability, business and human rights, corporate social responsibility, stakeholder management, and corporate governance, offering insights on how to deal with these international challenges of global economics, the development and protection of human rights, and the environment. This book proposes a decision-making model for cosmopolitan business ethics as the foundation of management and leadership in dealing with the complexities of globalization. The case studies will address the efforts of businesses to work with global and cosmopolitan business ethics at the levels of maintaining corporate integrity. Both the theoretical argument and case studies presented in the book are based on exchanges with notable business ethicists, philosophers of management, business managers, and public policy-makers.

**Proceedings of the 1996 Multicultural Marketing Conference**

International Business Ethics: Challenges and Approaches, edited by Georges Enderle, is a pioneer in this widely uncharted field of international business ethics. This volume includes the work of 39 contributors, half of them from non-Western countries, first presented at the First World Congress of Business, Economics, and Ethics hosted by Reitaku University and the Institute of Moralogy in Japan.

**International Business Ethics**

This book is the product of a multi-year dialogue between leading human rights theorists and high-level representatives of international human rights NGOs (INGOs). It is divided into three parts that reflect the major ethical challenges discussed at the workshops: the ethical challenges associated with interaction between relatively rich and powerful northern-based human rights INGOs and recipients of their aid.
in the South; whether and how to collaborate with governments that place severe restrictions on the activities of human rights INGOs; and the tension between expanding the organization’s mandate to address more fundamental social and economic problems and restricting it for the sake of focusing on more immediate and clearly identifiable violations of civil and political rights. Each section contains contributions by both theorists and practitioners of human rights.

**Ethics And International Marketing**

Business ethics, corporate social responsibility, corporate citizenship, values-driven management, corporate governance, and ethical leadership are necessary horizons for the legitimacy of corporations in the process of globalization. Based on hermeneutics and institutional analysis, this book discusses the place of values in corporations and the role of ethics in management. With the theories of business ethics as a starting point, it is possible to propose a vision of the good citizen corporation. The book presents theories, concepts of responsibility for stakeholder justice, and basic ethical principles of respect for autonomy, dignity, integrity, and vulnerability. This is the foundation for an analysis of the ethical relations to internal and external constituencies of the firm, i.e. shareholders, owners, investors, management, employees, consumers, and local community. The interaction with the environment is further analyzed with a focus on ethical principles as the basis for sustainability. This investigation culminates with the conceptualization of the firm as a collective and institutional moral agent. The content also includes analysis of concrete political developments in the US, Europe, and the United Nations. Finally, the book provides a framework for a new corporate strategy based on global business ethics.

**The Global Corporation**

This book is a very practical guide to help managers put their own and their employees' professional values to work. Through real life stories and case studies, the author brings to life and light the ethical challenges that present themselves in corporate and institutional settings. The reader gets to see that ethics lies not only in the big, dramatic defining moments, but in the everyday behaviors of people as they work together in the service of organizational goals. The text is punctuated with summaries, exercises, and opportunities for reflection where the reader has an opportunity to review their own ethical frameworks and to see how these show up in the daily choices they make. Ideas are provided to help managers coach their employees to strategize around ethical issues, how to communicate their views with
clarity and conviction, and how to find support in the organization to tackle difficult issues.

**Business Challenging Business Ethics: New Instruments for Coping with Diversity in International Business**

Selected as an Outstanding Academic Title by Choice Magazine in 2014! This book aims to deepen the student’s understanding of the complex ethical challenges that businesses face in an increasingly globalized world. As the world moves towards greater interdependence, it has been demonstrated that globalization is linked to economic growth. This raises a critical question: as a key player in fostering economic growth, how does the multinational corporation function as a moral agent? Global Capitalism, Culture, and Ethics offers a sophisticated analysis of theoretical ethical issues such as universalism versus pluralism; the connection between law and morality; the validity of a corporate social agenda; and the general parameters of moral responsibilities for multinational corporations. With these foundational issues addressed, the book proceeds to analyze a number of specific controversies such as the proper scope of political activism, disinvestment, environmental sustainability, and responsible sourcing from low wage countries. The analysis of globalization is not confined to a treatment of the moral obligations of multinational corporations, but also reviews the history of global capitalism, the interdependence between governments and multinational corporations, and the beneficial and harmful effects of globalization on social welfare. Weaving together themes from economics, history, philosophy, and law, this book allows the reader to appreciate globalization from multiple perspectives. Its theoretical cogency and uncompromising clarity make it a rewarding read for students interested in issues of ethics and globalization.

**Business Ethics**

Business Ethics: Japan and the Global Economy presents a multicultural perspective of global business ethics with special emphasis on Japanese viewpoints. In contrast to the typical business ethics book written primarily from the viewpoint of Western culture and economy, the majority of the work is by Asian scholars, providing an historical overview of the religious, scientific and cultural phenomena which converged to create modern Japanese business ethics. Perspectives from socioeconomics, sociology, social contract and applied business ethics contribute to the analysis of moral issues. A new Japanese approach to moral science, Moralogy, is introduced and its implications
for phenomena such as the Keiretsu system are explored. Concurrently, prominent Western ethicists explore the role of moral language and the implications of Kantian ethics and contractarian approaches for developing universal moral standards. Because Japan is an economic superpower, it is critical to understand the hidden economic culture, work ethic, and way of thinking in business. We must realize these are the results of an integration of historical factors, such as Shintoism, Buddhism, Confucianism and modern Western science and technology. Business Ethics: Japan and the Global Economy provides philosophical and anthropological analyses of the Japanese economic mind, departing from previous stereotyped approaches. Theoretical discussions based upon social contract theory are presented in order to build ethical norms with cross-cultural activity for multinational economic activities. From such a universal stance, practical proposals are presented to transnationalize the Keiretsu system and other Japanese economic institutions.

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