



# ISBEE Newsletter

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## International Society of Business, Economics, and Ethics

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### Connecting a divided world

The launching of the ISBEE-Newsletter comes at the right time. It appears that the debate on globalization has entered a new phase with two opposing “camps” becoming even more visible and organized. The “World Economic Forum” moved its elite retreat normally held in the peaceful Swiss ski-resort town of Davos in Switzerland to the cosmopolitan New York City which was struck by the September 11 attack, where the rich and powerful, 2500 participants from more than 100 countries, met in early February this year. At the same time, a rival meeting, the “World Social Forum,” took place in Porto Alegre, Brazil, with more than 14,000 delegates from around the world, giving a platform to the most vocal critics of globalization.

It is interesting to note that Kofi Annan, Secretary General of the United Nations, addressed both audiences in New York and Porto Alegre on February 4, the former in person and the latter through his delegate Jose A. Ocampo (see both speeches on the UN Website at [www.unglobalcompact.org](http://www.unglobalcompact.org); it would be also noteworthy to compare how different newspapers and TV channels reported on both events.) It strikes me that Kofi Annan’s message is not only challenging and consistent but also personal, concrete, clear and pointing the way forward. As the *Financial Times* (February 4, 2002) summarized it for its readers: “Companies must take the lead in ensuring that globalization benefits the many, not just the few.”

I personally think that Kofi Annan’s view outlined in his message is a rich source for our work at ISBEE. Since its inception, ISBEE has pursued, with very modest means, a truly global and differentiated approach to a wide range of issues now on the agendas in New York and Porto Alegre. Our World Congresses 1996 in Tokyo and 2000 in Sao Paulo, certainly, were “works in progress,” inspired by a commitment to overcome the world divided into two opposing camps and inviting business leaders and organizations to take a proactive role in this process. In line with this, we are working hard to prepare our next Congress that will be held on July 15-19, 2004 in Melbourne, Australia.

Dear Reader: I am very pleased to introduce you to the first issue of the ISBEE Newsletter. It will draw on “our best resource,” a unique worldwide network of people from academia, business and other social institutions, committed to work in the field of business, economics, and ethics. The Newsletter will help us to get better connected with our colleagues and friends around the globe. It will provide interesting and substantive information on ethics in business and economics in the global context; stimulate and foster the exchange of experiences and thoughts in this area; and promote networking among people and organizations from different parts of the world.

I encourage you to actively participate in the ISBEE Newsletter. My thanks go to Cecilia Arruda, who has taken a leadership role in this new initiative, and to all of you who help develop this Newsletter by your attentive reading, your written contributions, your comments and suggestions.

Georges Enderle  
President of ISBEE

The story of BEN-Africa began on the equator in Uganda during 1999. A group of academics and business people from 14 African countries attended a conference at the Uganda Martyr's University. The theme of the conference was “Fraud and the African renaissance”. Towards the end of the conference it was decided to investigate the possibility of establishing a business ethics network organization on the continent of Africa, and to join an existing array of similar networks across the world. A steering committee was elected, namely Prof. Deon Rossouw (Southern Africa), Prof. Ben Wambari (Eastern Africa), Ing. Serafino Swaka (Central and Northern Africa) and Bishop Charles Palmer-Buckle (Western Africa).

BEN-Africa was a mere idea at that stage with no infrastructure. The common resolve that gave life to BEN-Africa was that time has come for Africans across our continent to join hands in advancing business ethics on our continent.

Last year on 26 and 27 October the founding convention took place in Nairobi, Kenya. What initially seemed a vague and idealistic dream born in the enthusiastic discussion on the equator, turned into reality – BEN-Africa was born! Prof. Deon Rossouw the first president, Prof. Coley Lamprecht the secretary-general, Prof. Michel Le Jeune the treasurer and Ms. Florence Oloo and Mr. John Ndeh as additional members were elected as the executive committee. A constitution was adopted. In the constitution the nature of BEN-Africa is defined as a Pan-African network organisation. Its mission is to promote ethical business practice by facilitating interaction between persons with either a practical or theoretical interest in business ethics.

The highlights of BEN-Africa over the past two years include:

- Members in 22 African countries.
- The publishing of the book, *Fraud and the African Renaissance* edited by Deon Rossouw and Deidre Carabine.
- The distribution of eight Newsletter to academics, business people, newspaper editors and other interested persons.
- Development of our own website.
- Three conferences held in Uganda, Kenya and South Africa.
- Representing Africa in the International Society of Business, Economics, and Ethics (ISBEE).
- Initiation and support of local, national and regional business ethics initiatives.
- A special session of the Second Business Ethics Congress, Held in Brazil last year, was devoted to Africa and specifically focused on BEN-Africa.
- Europe's leading journal on business ethics, *Business Ethics: a European Review* invited BEN-Africa to compile a special edition on business ethics in Africa last year.

We believe that we have achieved a lot in a short spell of time. The time has come to join forces and to boost the moral performance of organisations in both the public and private sector. BEN-Africa can play a major role in this regard. We have the benefit of a groundswell building up on our continent against fraud, corruption and other forms of immoral exploitation. BEN-Africa has the support of the international community for its efforts. We invite each and every person involved in promoting ethics in business to become involved in our efforts to promote business ethics on the continent of Africa.

### **BEN-Africa's presence in new countries**

#### Tanzania

In Tanzania a chapter of BEN-Africa was registered under the Friendly Society's act, with the blessing of the President of Tanzania. It took a lot of time and effort and Mr. Simon Mponji and his committee had to distinguish themselves from political parties. They identified the role of BEN-Africa as focusing on education and developing ethical behaviour and standards amongst businesses and individuals operating in the country.

#### Cameroon

The Government has approved the establishing of a national chapter of BEN-Africa in Cameroon. They are now allowed to carry out freely their activities under the protection of the law. This official recognition of BEN-Africa took a lot of time and hard work

#### Ethiopia

Mr. Luiseged Teferi, President of Dashen Bank in Ethiopia, is at present actively engaged in setting up a chapter of BEN-Africa in Addis Abba. The founding committee completed a draft for discussion regarding the strategy they plan to follow to establish a BEN-Africa chapter.

#### Kenya

The local BEN-Africa committee is hard at work to get approval from government. A chapter of BEN-Africa should be established very soon.

#### Nigeria

In Nigeria 23 persons joined BEN-Africa. Staff members of the Lagos Business School, many academics at the Bayero University in Kano and staff of the African Leadership Forum joined BEN-Africa and are involved in promoting business ethics in Nigeria.

## Future Conferences

- ◆ **AIB - Academy of International Business** – papers often have content of interest to people interested in Ethics and Social Issues, for the upcoming Conference to be held in San Juan, Puerto Rico from June 28-July 1, 2002. For more information see the conference webpage at [www.aibworld.net](http://www.aibworld.net)
- ◆ **ALENE – Latin American Business Ethics Network** – V Latin American Conference on Business, Economics, and Ethics will take place in Mexico City, Mexico, August 26-27, 2002. Information: [jhasminoy@uade.edu.ar](mailto:jhasminoy@uade.edu.ar)
- ◆ **BALAS - Business Association of Latin American Studies** - the upcoming conference will be held in Tampa, Florida from March 20-23, 2002. There is a special track on Ethics and Social Issues. Check [balas.ut.edu](http://balas.ut.edu)
- ◆ **BEN-Africa – The Business Ethics Network of Africa** – the Second Annual Convention will be hosted by the Lagos Business School in Lekki Peninsula, Lagos on 28<sup>th</sup> and 29<sup>th</sup> November, 2002. Check: <http://general.rau.ac.za/ben-africa>
- ◆ **EBEN – European Business Ethics Network** - The 15th Annual EBEN Conference will take place as part of the European Ethics Summit. The Ethics Summit is a co-operative venture between European ethics organisations such as EBEN (European Business Ethics Network), Societas Ethica, EACME (European Association of Medical Ethics), the European Engineering Ethics Network and EEN (European Ethics Network).

EBEN will represent the business ethics perspective to the general topic of this summit with a separate track of concurrent workshop-sessions on the second day of the conference with the theme "Business Ethics: Sustaining Humanity in a Global Economy". The "European Ethics Summit" will take place in Brussels on the premises of the European Parliament. It will be held from Thursday morning, the 29th until the late afternoon of Friday the 30th of August 2002. Check:

<http://www.eben.org/Events/EbenAnnuals/2002/CallPapersBrussels.htm>

- ◆ **EBEN – European Business Ethics Network - Research Conference 2002:** Poznan, Poland, June 21-22, 2002. Responsible EBEN Poland, Jacek Sojka. Theme: The ethical dimensions of Corporate Governance. Check: <http://www.eben.org/Events>
- ◆ **IESE - University of Navarre - The 12<sup>th</sup> International Symposium “Ethics, Business and Society”.** Theme: Work, Family and Society on the 21st Century. July 3-5, 2002 – Barcelona, Spain. Check: : <http://www.iese.edu/faculty/Etica/12symposium.html>
- ◆ **Society for Business Ethics** - The annual meeting of the will be held August 8-11, 2002 in Denver, Colorado. Deadline for submission of papers of papers, symposia, panels, and special workshops for presentation at this meeting is March 1, 2002. For more info, email program co-chair Donna Wood at [djwood@katz.pitt.edu](mailto:djwood@katz.pitt.edu) or call (412)-648-1547 Donna J. Wood (University of Pittsburgh, Katz Graduate School of Business, Pittsburgh, PA 15260 - USA)

## ISBEE Congress 2004

The Congress will be hosted by the University of Melbourne, Australia, in the period July 15-19, 2004. It will be coordinated by M. Cecilia Arruda (FGV-EAESP, Brazil), John Milton-Smith (Curtin University, Australia) and C. A. (Tony) Coady (University of Melbourne, Australia).

The International Organizing Committee (IOC) for the Congress 2004 has already been set up. It includes the following members: Chair: M. Cecilia Arruda (FGV-EAESP, Brazil), Tony Coady (University of Melbourne, Australia), Tom Dunfee (Wharton School, University of Pennsylvania, USA), Heidi von Weltzien Hoivik (Norwegian School of Management, Norway), Bryan Husted (ITESM, Mexico and Instituto de Empresa, Spain), Peter Koslowski (Centre for Ethical Economy and Business Culture, Germany), Gedeon J. Rossouw (Rand Afrikaans University, South Africa), John Milton-Smith (Curtin University, Australia), Vasanthi Srinivasan (Indian Institute of Management - Bangalore, India), Iwao Taka (Institute of Moralogy, Japan) and Xiaohe Lu (Shanghai Academy of Social Sciences, China).

We acknowledge Tom Campbell (Centre for Applied Philosophy and Public Ethics, Charles Sturt University, Canberra) for the generous efforts in getting the several committees organized and connected in Australia.

## **ISBEE - How was ISBEE created? When did it happen?**

**Richard T. De George** - At the 1988 World Congress of Philosophy, which was held in Brighton, England, I organized the first session of a World Congress on Business Ethics with Henk van Luijk (from the Netherlands) and Georges Enderle (from Switzerland) on the program. Both the Society for Business Ethics in the United States and the European Business Ethics Network (EBEN) had been established. But there was no international group or organization that coordinated any international efforts or held any international meetings.

At the 1988 World Congress I proposed to Henk and Georges that we form an international organization. Originally I had in mind the model of the International Federation of Philosophical Societies (FISP) that organizes the World Congress of Philosophy every five years. FISP has as members only philosophical organizations. I had been one of the founders of the Society for Business Ethics. Henk and Georges had been among the founders of EBEN. The three of us decided at that meeting to establish an international society for business ethics, and we choose the name of the International Society of Business, Economics, and Ethics (ISBEE) in order to accommodate those who felt that the term 'business ethics' was not broad enough. We agreed that the organization could not consist solely of other organizations and should be open to individuals - academic and business people- as well as to corporations. We agreed on holding an international conference every four years. And we agreed to invite others to form an Organizing Committee.

Initially we invited Thomas Donaldson, Kenneth Goodpaster and Jack Mahoney to join us as members of that committee. They accepted. I thereafter drew up a first draft of the Constitution and By-laws. At the first meeting of the Organizing Committee in September, 1989, I agreed to serve as the Society's Secretary General. We agreed on organizational details and planned our first meeting of the Society for 1992. That meeting took place in Columbus, Ohio, in March, 1992, in conjunction the International Conference on the Ethics of Business in a Global Economy sponsored by the Council for Ethics in Economics.

## **ISBEE - Cohesion appears to be a strength in ISBEE. How has this unity been achieved considering that the Executive Committee has as members academics and professionals that do not necessarily think alike? How did you accomplish this?**

**De George** - The stated aims of the Society were "to facilitate relations among businesses, academics, professional societies, and others interested in the ethical dimensions of business and economics on the international level. It will foster research, help develop international networks for sharing information, collect and disseminate information on the international dimensions of ethics in business and economics . . . Sponsor international congresses of business, economics and ethics, and foster smaller international meetings in different parts of the world." So from the start the Society was intended not to compete with any other group or society but to foster cooperation. We started with an organizing committee with people from different countries, and soon enlarged it to include others, including business executives. Although we did not all think alike, in some respects we all were dedicated to the idea that ethics had an important part to place in business. That dedication to a common end provided the cohesion necessary for cooperation in a joint endeavor.

## **ISBEE - What goals or objectives defined on the first moments of ISBEE you can say have already been effectively reached?**

**De George** - Of our initial goals, we have already held two World Congresses of Business Economics and Ethics. The first was in Tokyo, Japan, in 1996 and the second in São Paulo, Brazil, in 2000. Both were very

well received by the participants, and they were the first truly multinational congresses of business ethics. People came from all parts of the world and from a large number of countries. ISBEE has also sponsored smaller meetings. Most importantly it has helped organize national and regional business ethics organizations in a variety of countries and on several continents. Its members have often taken the lead in developing national societies. ISBEE has also helped set up an international network by which groups keep in touch with one another and with what is taking place elsewhere in the realm of business ethics. It has published papers, country reports, and books, and has fostered scholarship and the dissemination of information. So we have started on the path of fulfilling the purpose the Society initially set for itself. The ends we jointly set are continuing ones and we can never come to a point where we say we have met them and so have nothing more to do.

**ISBEE - What were the main difficulties you found in putting ISBEE into practice as an international association?**

**De George** - The difficulty initially was funding. We started with no funds, no organizational backing, no members. The original founders and the Organizing Committee donated their time, managed to get some financial support from their universities, and slowly persuaded others to join them. Starting an organization from scratch took time. The First World Congress in Tokyo took place in 1996, six years after the idea for ISBEE first started in Brighton. No one knew what the Society would be like or if it would succeed. So all those who joined initially expressed an act of faith in the Society's future.

**ISBEE - What did you feel when about 400 people from 41 different countries attended the Second ISBEE World Congress in 2000?**

**De George** - I was immensely pleased by the large number of people attending and by the participation of people from so many countries. I believe that the Congress provided those who attended it with a unique opportunity to meet with people from many countries, to learn from others what was and what was not successful in practice, to discuss new theories and approaches to business ethics, and to form relations that in many cases have continued and led to collaborative research and activity.

**ISBEE - What do you believe are the trends of Business Ethics after the September 11, 2001? What would be the role of ISBEE in such a scenario?**

**De George** - September 11 in one sense did not change the role or the aims of ISBEE. Nonetheless, September 11 has underlined the fact that the world is a closely integrated whole. It has focused attention on the need of rich countries to work with poor ones not only in eliminating terrorism but in eliminating the causes of terrorism. It has also led many people to reassess their values and to see that profits are not more important than people. It has also shown that those who are interested in fostering good, as I believe ISBEE is, must be as imaginative and as internationally coordinated in their efforts, as those interested in fostering evil and destruction.

**ISBEE - In one word, what would you say to the new ISBEE members? What does ISBEE expect from them?**

**De George** - ISBEE expects its members to foster ethical behavior in business and economics whenever and wherever they can to the fullest extent that they can. It imposes no obligations, but it does offer a challenge that it hopes its members will accept.

## News from the Regions

### ◆ ABEN – Australian Business Ethics Network

The Ethics Forum is devoted to promoting discussion about the moral dimensions of important aspects of management. It features short discussion papers submitted to ABEN by ethicists, students and consultants and various case studies designed to promote discussion and analysis. All documents remain the property of the authors, however, they are free for use with appropriate citation. ABEN welcomes contributions to the Forum. Simply follow the link: <http://www.bf.rmit.edu.au/Aben/>

### ◆ JAPAN

In December 2001, Business Ethics and Compliance Research Center at Reitaku University (R-BEC) published English version of an ethics-compliance management system standard and its guide. R-BEC will soon publish its Chinese version too. The standard is called ECS2000 (Ethics Compliance Standard 2000). ECS2000 and its Guidance Document will be available at <http://ECS2000.reitaku-u.ac.jp/> Anyone who wants to see them as early as possible, would you please e-mail Prof. Iwao Taka at Reitaku University ([itaka@reitaku-u.ac.jp](mailto:itaka@reitaku-u.ac.jp)). He will send them to you by e-mail.

In July 2000, expecting rating agencies to use, R-BEC released R-BEC0001, a new socially responsible investment screening framework. This screening framework is also available at the same website (but it is written in Japanese). The point of R-BEC001 is to evaluate each corporations ethics/compliance programs and ethical commitment in a comprehensive and interactive manner (neither negative screening nor certain topics picking). It aims at creation of a new social environment, where businesses can strongly feel that corporate integrity constitutes extremely important competitive edges. A Japanese rating agency, IntegreX, has already finished a broad survey based on R-BEC001, and is ready for releasing business ethics-oriented SRI financial products.

The Japanese Government is now taking business ethics very seriously. For example, the Cabinet Office has been making Model Codes of Conduct and Ideal Ethics/Compliance Program. It plans to not only ask business corporations to adopt codes and establish ethics/compliance programs, but also encourage them to disclose both the codes and programs to the public. It is also buying an idea that business ethics-oriented SRI would contribute to creating much safer and fairer business society. Similar kinds of governmental challenges are taking place at different divisions including those of the Ministry of Economy, Trade and Industry, and the Ministry of Health, Labour and Welfare (Report by Iwao Taka, Japan).

### ◆ ALENE Conference 2001 – Ethics in public and private management: strengths and weaknesses

The IV Latin American Conference on Ethics, Business, and Economics was hosted by the UADE - Universidad Argentina de la Empresa, in Buenos Aires, Argentina, July 26-27, 2001. During the Conference the deep process of transformation faced by Latin America in the last decade was stressed either in the political or in the economic and social perspectives. Unprecedented challenges were raised to the authorities responsible for drawing the strategies needed for undertaking such processes of change.

In the plenary sessions key note speakers and panels covered the central theme. There were 35 papers presented in concurrent sessions. Dr. Josep María Lozano, full professor of the ESADE - Escuela Superior de Administración y Dirección de Empresas - Barcelona, Spain, explained his theory about the characteristics of a business organization in the 21th century.

Dr. Thomas Donaldson, Mark O. Winkelman Professor at the Wharton School, University of Pennsylvania, analyzed the effectiveness of ethics programs in public and private organizations. Dr. Marcelo Paladino, professor of the Universidad Austral, Argentina, discussed a case of management with values as improvement to the social culture.

The panels were integrated by business executives, academics and experts from several Latin American countries and discussed the following topics: ethics and corporate reputation; teaching business ethics in the university and in companies; ethics and the power of information; ethics and the process of public bidding and purchasing; the struggle against corruption (Report by Dr. Héctor Jasminoy, Universidad Argentina de la Empresa, Buenos Aires, Argentina, current president of ALENE – Latin American Business Ethics Network). For information on the contents of panels and speeches, check: [www.uade.edu.ar/Congresos y Seminarios](http://www.uade.edu.ar/Congresos y Seminarios).

◆ 14<sup>th</sup> EBEN Annual Conference – Valencia, Spain, September 12-14, 2001: **Business Ethics in the Information and Communication Society**

This year's European Business Ethics Network conference was overshadowed by the tragic events taking place at the same time in America. Many of the delegates and speakers were clearly shaken and especially the Americans among us often had other thoughts on their minds than seemingly abstract questions of business and ethics. However, over the course of the conference, when the situation became clearer, it dawned on many of us that what we had seen in America was a sign of the fragility, vulnerability, and interdependency of all humans which is the very reason for ethics. Furthermore, as Patricia Werhane pointed out during one of the workshops, universal economic well-being is probably the best way to avoid terrorism. It therefore seemed to be worthwhile to talk about business ethics in the face of these atrocities. Even our topic, "business ethics in the information and communication society", was to the point because the terrorist attack would have been unthinkable outside of the information and communication society.

Adela Cortina, president of the programme committee, suggested in her opening address that there are three aspects that business ethics in the information society must consider: caution, justice, and responsibility. Caution is relevant because we are entering a new world for which we do not yet have any guidelines. Again, the terrorist attack underlined this point in a gruesome way. Justice becomes relevant because for the first time in history we may be able to realise something like a truly cosmopolitan citizenship with the help of information technology. Responsibility, finally, is a concept that can lead persons but also companies to meet the moral challenges of modern society. As Heidi Hovik pointed out in her opening speech, the information and communication society holds promises as well as threats. Information holds the key to growth, development, and economic success. On the other hand it threatens care, love, privacy, and happiness by changing our social constructs and the way we interact. Businesses go through processes of reengineering, restructuring, and reinventing themselves. Consequently the role of business ethics in business and society is changing as business are changing under the pressures of the information society. Virtual organisations, teleworking and other developments of the information society will alter the foundations and tasks of business ethics.

Most of the panels, workshops, and talks of the conference can be described in the terms of the opening addresses. Caution, justice, and responsibility for threats and opportunities to business ethics provided by the information society were the central themes that united the different approaches presented during the convention. It is impossible to discuss the multitude of talks and ideas given during the parallel sessions and workshops in what little space there is in this article. A brief summary of most of the keynote speeches will therefore have to suffice to give the reader an idea of the conference.



The first speaker and the one the audience was most interested to hear was Amartya Sen who analysed the relationship of business ethics and economic development. Going back to Adam Smith, Sen developed a functional concept of business ethics and went on to show that business ethics has a place in facilitating cooperation even if acting ethically is in everybody's enlightened self-interest.

In this sense business ethics can be seen as a constructive asset and as part of social capital. Furthermore, business ethics admits questions that are outside of classical economic thought such as problems of the environment and sustainability or responsibility for future generations.

Justo Villafane addressed a different problem that businesses face in the communications society, the problem of corporate reputation. Reputation is clearly a relevant factor in the success of today's companies and Villafane brought forward a pragmatic vision of how to influence it and work with it. Ignacio Ramonet, director of "Le Monde Diplomatique" and one of the founders of the anti-globalisation movement concentrated on the problems of globalisation. He gave an account of the reasons for the negative perceptions of globalisation, the problems of inequality, rising difference between rich and poor, loss of political control over international business and the problems linked to attempts to regain control over the economy with the help of international institutions and organisations such as the World Bank, International Monetary Fund etc.

Back on the level of the company, Gerd Schulte-Hillen, President of the Surveillance Council of the German media group Bertelsmann showed that internal and external information transparency is imperative for building up trust and confidence which are necessary for the success and the construction of excellent companies. Eduardo Alonso gave an account of the Spanish telecommunications company Telefonica and how multinational communication companies will influence future societies. For a truly global perspective Alvaro Davila talked about the potential of Latin America in the development of the global economy.

A different perspective from those classically seen in business ethics, from the perspective of economics and big multinational companies was offered by Georges Enderle. His topic was the corporate responsibility of small and medium sized enterprises. Unlike many others who see small enterprises as the little fish in the sea of globalisation, Enderle developed a model of corporate responsibility which includes economic, social, and environmental responsibility. Another example of responsibility assumed by corporations was offered by Juan Luis Cebrian who looked at the values of information companies. The central problem for him is the question of independence and the degradation of politics and information to entertainment. In the last keynote speech, Manuel Castells again spoke about social responsibility, this time about social responsibility in the interest of new economics enterprises.

Of course the conference not only consisted of the keynote speeches and the other academic presentations but also of social contacts and extracurricular activities. On Wednesday the annual EBEN general assembly took place and Thursday night we were invited to a princely dinner in at the Principe Felipe Museum.

At the time of the writing of this articles the world seems to be moving closer to a war between America, its allies and whoever is perceived to be the origin of the terrorist attacks that took place on the eve of the conference. I believe that all of the participants would agree to the statement that the conference can be considered a success if its helps avoid the escalation of this coming war or sets the foundation for developments that help anticipate and avoid future acts of terrorism. (Report by Bernd Carsten-Stahl, University College, Dublin, Ireland . Source: *EBEN Newsletter*, November 2001)

## Members' initiatives

**Encyclopedia of Business Ethics in Chinese** – The German Encyclopedia of Business Ethics has now its Chinese Edition. This publication was celebrated at the SASS - Shanghai Academy of Social Sciences in Shanghai on October 12, 2001. On the occasion, papers were presented by Georges Enderle ("Corporate Ethics in the 21st Century: Balancing Economic, Social, and Environmental Responsibilities") and Heidi von Weltzien Hoivik (Auditing Corporate Moral Responsibility? - A Practical Approach).

**Governmental Projects in Japan** - Since last year, Prof. Iwao Taka (Reitaku University) has actively worked for the governmental projects above mentioned, and contributed to creating a new business environment in Japan. In addition to those projects, Taka has been actively working for other business ethics projects. For example, in 2000, he took a leadership of making a business ethics management system standard (ECS2000). Last year, as an effective means of mobilizing the market force, he and his team (22 experts) issued a business-ethics-oriented screening device of SRI (R-BEC001). This year, a brand new type of SRI will kick off in Japan, which is expected to encourage businesses to take ethics more seriously and earnestly.

**Brazilian ISBEE members** – October 24-26, 2002 – Seminar on Business Ethics and Communication at FGV/EAESP, Sao Paulo. The ISBEE members in Brazil, the CENE-FGV-EAESP and the FIDES Foundation are organizing this event for 500 participants, aiming to make ISBEE known by more practitioners and academics. Information: [cene@fgvsp.br]

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