SUSTAINABILITY: the Legacy of Business Ethics

The 18th Annual International Conference Promoting Business Ethics

October 26-28, 2011

PROGRAM

Sponsored By:

The Vincentian Universities in the United States:
- DePaul University
- Niagara University
- St. John’s University

Hosted By:
St. John’s University
Manhattan Campus
101 Murray Street
New York, NY 10007
## The 18th Annual International Conference
### Promoting Business Ethics

### Program at a Glance

**Wednesday, October 26, 2011**

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<thead>
<tr>
<th>Activity</th>
<th>Topic</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Registration</td>
<td></td>
<td>11:00 am - 5:00 pm</td>
<td>Foyer—1st floor</td>
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<tr>
<td>Lunch</td>
<td></td>
<td>11:30 am - 1:00 pm</td>
<td>Room 123</td>
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<tr>
<td>Session 1-A</td>
<td>Obstacles to Sustainability</td>
<td>1:00 pm - 2:30 pm</td>
<td>Room 215</td>
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<tr>
<td>Session 1-B</td>
<td>Ethics in Academics</td>
<td>1:00 pm - 2:30 pm</td>
<td>Room 216</td>
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<tr>
<td>Session 1-C</td>
<td>Ethics in Finance</td>
<td>1:00 pm - 2:30 pm</td>
<td>Room 217</td>
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<tr>
<td>Session 1-D</td>
<td>Corporate Social Responsibility</td>
<td>1:00 pm - 2:30 pm</td>
<td>Room 218</td>
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<tr>
<td>Session 1-E</td>
<td>Ethics and U. S. Political Issues</td>
<td>1:00 pm - 2:30 pm</td>
<td>Room 219</td>
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<tr>
<td>Session 1-F</td>
<td>Ethics in Accounting and Reporting</td>
<td>1:00 pm - 2:30 pm</td>
<td>Room 129</td>
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<tr>
<td>Break</td>
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<td>2:30 pm - 3:00 pm</td>
<td>Lounge—2nd floor</td>
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<tr>
<td>Session 2-A</td>
<td>Going Green</td>
<td>3:00 pm - 4:15 pm</td>
<td>Room 215</td>
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<tr>
<td>Session 2-B</td>
<td>Corporate Social Responsibility</td>
<td>3:00 pm - 4:15 pm</td>
<td>Room 216</td>
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<tr>
<td>Session 2-C</td>
<td>Religious Perspectives</td>
<td>3:00 pm - 4:15 pm</td>
<td>Room 217</td>
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<tr>
<td>Session 2-D</td>
<td>Management Education for Integrity</td>
<td>3:00 pm - 4:15 pm</td>
<td>Room 218</td>
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<tr>
<td>Session 2-E</td>
<td>Sustainable Development</td>
<td>3:00 pm - 4:15 pm</td>
<td>Room 219</td>
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<tr>
<td>Session 2-F</td>
<td>Corporate Governance</td>
<td>3:00 pm - 4:15 pm</td>
<td>Room 129</td>
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<tr>
<td>Mini-Break</td>
<td></td>
<td>4:15 pm - 4:30 pm</td>
<td>Lounge—2nd floor</td>
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<tr>
<td>Session 3-A</td>
<td>Ethics and Morality</td>
<td>4:30 pm - 6:00 pm</td>
<td>Room 215</td>
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<tr>
<td>Session 3-B</td>
<td>Ethics in Practice</td>
<td>4:30 pm - 6:00 pm</td>
<td>Room 216</td>
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<td>Session 3-C</td>
<td>Ethics and the Consumer</td>
<td>4:30 pm - 6:00 pm</td>
<td>Room 217</td>
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<tr>
<td>Session 3-D</td>
<td>Stakeholders' Perspective</td>
<td>4:30 pm - 6:00 pm</td>
<td>Room 218</td>
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<tr>
<td>Session 3-E</td>
<td>Ethics and Leadership</td>
<td>4:30 pm - 6:00 pm</td>
<td>Room 219</td>
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<tr>
<td>Session 3-F</td>
<td>Social Responsibility</td>
<td>4:30 pm - 6:00 pm</td>
<td>Room 129</td>
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<tr>
<td>Welcome Reception</td>
<td></td>
<td>6:00 pm - 7:30 pm</td>
<td>Library—3rd floor</td>
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</tbody>
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### Thursday, October 27, 2011

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<thead>
<tr>
<th>Activity</th>
<th>Topic</th>
<th>Time</th>
<th>Room</th>
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<tbody>
<tr>
<td>Registration</td>
<td></td>
<td>8:00 am - 5:00 pm</td>
<td>Foyer—1st floor</td>
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<tr>
<td>Breakfast</td>
<td>Speaker: Dr. Julia A. Upton, R.S.M.</td>
<td>8:00 am - 9:00 am</td>
<td>Room 123</td>
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<tr>
<td>Session 4-A</td>
<td>Sustainable Development</td>
<td>9:00 am - 10:30 am</td>
<td>Room 215</td>
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<td>Session 4-B</td>
<td>Ethics in the Workplace</td>
<td>9:00 am - 10:30 am</td>
<td>Room 216</td>
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<td>Session 4-C</td>
<td>Unethical Corporate Behavior</td>
<td>9:00 am - 10:30 am</td>
<td>Room 217</td>
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<td>Session 4-D</td>
<td>Ethics in Branding</td>
<td>9:00 am - 10:30 am</td>
<td>Room 218</td>
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<td>Session 4-E</td>
<td>Ethics in Accounting and Reporting</td>
<td>9:00 am - 10:30 am</td>
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<td>Session 4-F</td>
<td>Ethical Corporate Behavior</td>
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<td>Room 129</td>
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<tr>
<td>Break</td>
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<td>10:30 am - 11:00 am</td>
<td>Lounge—2nd floor</td>
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<tr>
<td>Session 5-A</td>
<td>Business Ethics?</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 215</td>
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<tr>
<td>Session 5-B</td>
<td>Ethics in Tax Practice</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 216</td>
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<td>Session 5-C</td>
<td>Individual Social Responsibility</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 217</td>
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<td>Session 5-D</td>
<td>Christian Perspectives</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 218</td>
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<td>Session 5-E</td>
<td>Ethics and the Environment</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 219</td>
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<tr>
<td>Session 5-F</td>
<td>Strategic Models</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 129</td>
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<td>Lunch</td>
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<td>12:30 pm - 2:00 pm</td>
<td>Rooms 123 &amp; 118</td>
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<tr>
<td>Session 6-A</td>
<td>Corporate Social Responsibility</td>
<td>2:00 pm - 3:30 pm</td>
<td>Room 215</td>
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<tr>
<td>Session 6-B</td>
<td>Ethics and Teaching</td>
<td>2:00 pm - 3:30 pm</td>
<td>Room 216</td>
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<tr>
<td>Session 6-C</td>
<td>Time for Ethics?</td>
<td>2:00 pm - 3:30 pm</td>
<td>Room 217</td>
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<tr>
<td>Session 6-D</td>
<td>Sustaining Economic Development</td>
<td>2:00 pm - 3:30 pm</td>
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<td>Session 6-E</td>
<td>Professional Integrity</td>
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<td>Session 6-F</td>
<td>Ethics and the Environment</td>
<td>2:00 pm - 3:30 pm</td>
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<tr>
<td>Break</td>
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<td>3:30 pm - 4:00 pm</td>
<td>Lounge—2nd floor</td>
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<tr>
<td>Session 7-A</td>
<td>Ethics and NFPs</td>
<td>4:00 pm - 5:30 pm</td>
<td>Room 215</td>
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<td>Session 7-B</td>
<td>Workplace Ethics</td>
<td>4:00 pm - 5:30 pm</td>
<td>Room 216</td>
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<td>Session 7-C</td>
<td>Ethics and the Economy</td>
<td>4:00 pm - 5:30 pm</td>
<td>Room 217</td>
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<td>Session 7-D</td>
<td>Ethical Decision-Making</td>
<td>4:00 pm - 5:30 pm</td>
<td>Room 218</td>
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<td>Session 7-E</td>
<td>Ethics in Human Resource Management</td>
<td>4:00 pm - 5:30 pm</td>
<td>Room 219</td>
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<tr>
<td>Session 7-F</td>
<td>Ethics and Academe</td>
<td>4:00 pm - 5:30 pm</td>
<td>Room 129</td>
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Enjoy your evening!
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<td>Registration</td>
<td></td>
<td>8:00 am - 12:00 pm</td>
<td>Foyer—1st floor</td>
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<tr>
<td>Continental Breakfast</td>
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<td>8:00 am - 9:00 am</td>
<td>Saval Foyer</td>
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<tr>
<td>Session 8-A</td>
<td>Corporate Social Responsibility</td>
<td>9:00 am - 10:30 am</td>
<td>Room 215</td>
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<td>Session 8-B</td>
<td>Ethics of Consumption</td>
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<td>Session 8-C</td>
<td>Ethics and the Community</td>
<td>9:00 am - 10:30 am</td>
<td>Room 217</td>
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<td>Session 8-D</td>
<td>Redefining Business Ethics</td>
<td>9:00 am - 10:30 am</td>
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<td>Session 8-E</td>
<td>Cases in Ethics</td>
<td>9:00 am - 10:30 am</td>
<td>Room 219</td>
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<td>Session 8-F</td>
<td>Ethics in Insurance</td>
<td>9:00 am - 10:30 am</td>
<td>Room 129</td>
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<td>Break</td>
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<td>10:30 am - 11:00 am</td>
<td>Lounge—2nd floor</td>
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<tr>
<td>Session 9-A</td>
<td>Ethics through Education</td>
<td>11:00 am - 12:30 pm</td>
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<td>Session 9-B</td>
<td>Ethics and the Environment</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 216</td>
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<td>Session 9-C</td>
<td>Assessing Sustainability</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 217</td>
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<td>Session 9-D</td>
<td>Sustaining Shared Value</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 218</td>
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<tr>
<td>Session 9-E</td>
<td>Issues in Sustainability</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 219</td>
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<td>Session 9-F</td>
<td>Ethics and Technology</td>
<td>11:00 am - 12:30 pm</td>
<td>Room 129</td>
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<tr>
<td>Lunch</td>
<td></td>
<td>12:30 pm - 2:00 pm</td>
<td>Room 123</td>
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</table>
PROGRAM

Wednesday, October 26, 2011

11:30 - 12:45  LUNCH
Welcoming remarks by Dean Victoria Shoaf and
Dr. Patrick Flanagan, C.M.

1:00 - 2:30  Concurrent Sessions #1

1-A  Obstacles to Sustainability  Room 215
Facilitator:  Victoria Shoaf, St. John's University

Profiting From Poverty: Ethical Dilemmas For Micro-Finance
Institutions (MFIs) In Base Of Pyramid (BOP) Markets
   Linda Sama, St. John's University
   R. Casselman, St. John's University

NGOs and the Barriers to Flourishing in Poor Countries: An
End-User Perspective to Developmental Failure in Sri
Lanka
   Andreas Falkenberg, Agder University

Business Sustainability: Seeking the Changes we Want
and Solutions We Need: A Virtue Approach
   Deborah Gemellaro, MSA
   Leonard Stokes, Siena College

1-B  Ethics in Academics  Room 216
Facilitator:  Marilynn Fleckenstein, Niagara University

Student Misconceptions About Academic Standards of
Original Work and Plagiarism: The Use of Electronic
Testing as an Active Educational Tool
   Randi Sims, Nova Southeastern University

The Influence Of Academic Field Of Study On Perceptions
Of The Efficacy Of Business Codes of Ethics
   Nabil Ibrahim, Augusta State University
   John Angelidis, St. John's University
   Igor Tomic, St. John's University
Giving Voice to Values: A means for shifting the teaching and practise of business ethics
Stacie Chappell, Stacie Chappell Research and Organizational Development
Mark Edwards, University of Western Australia
David Webb, University of Western Australia

1-C Ethics and Financial Concerns
Facilitator: Douglas M. McCabe, Georgetown University

Fractional Reserve Banking: Friend or Foe?
James Angel, Georgetown University
Douglas M. McCabe, Georgetown University

Corporate Social Responsibility and Credit Ratings
Najah Attig, Saint Mary's University
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Jungwon Sun, Ewha Woman’s University

Benjamin Silliman, St. John's University
Irene McCarthy, St. John's University

1-D Corporate Social Responsibility
Facilitator: Jay Nathan, St. John’s University

Reconciling Shareholder Primacy and CSR: An Alternative Approach
Ned Dobos, University of New South Wales at ADFA

From Corporate Social Responsibility to Sustainability: Empirical Evidence from Europe for the Rise of the Sustainability Concept
Peter Seele, Universita della Svizzera italiana
Lucia Gatti, Universita della Svizzera italiana
Corporate Social Responsibility and Global Competitiveness
Yim-Yu Wong, San Francisco State University
Caran Colvin, San Francisco State University
Nini Yang, San Francisco State University

1-E  Ethics and U. S. Political Issues

Facilitator: Patrick Flanagan, St. John's University

The Collapse of a U.S. Carbon Cap and Trade System: An Examination
  K. Kathy Dhanda, De Paul University
  Ronald Meissen, Baxter University

The Perfect Match? The Republican Party and Sustainability in the 21st Century
  Juan Fernandez, St. John's University

America's Got An Obesity Problem And It's Complicated: How Creating Shared Value In Communities Might Help
  Linda Rodriguez, University of South Carolina
  Ivan Montiel, Loyola Marymount University

1-F  Ethics in Accounting and Reporting

Facilitator: John Neill, Abilene Christian University

Errant Auditors
  Ingrid Splettstoesser, York University

Exposure to Questionable Behaviour and Ethical Practices of Small Accounting Firms in Australia
  Soheila Mirshekary, Deakin University
  Rodney Carr, Deakin University
  Connie Zheng, Deakin University

The Ethical Implications of Human Resource Accounting
  John Neill, Abilene Christian University

2:30 - 3:00  BREAK

Lounge—2nd floor
**Concurrent Sessions #2**

**2-A**

**Going Green**

Facilitator: Victoria Shoaf, St. John's University

*The Meaning of "Green Brand" to Asian Consumers and Evaluation of Green Brand Equity: On the Ethical Perspective*

Han-Suk Lee, Kyungsung University
Seongtae Hong, Sangmyung University
Won-Jun Lee, Cheongiu University

*Sustaining Sustainability and the Need for Green Business Coalitions*

Mary Stoll, University of Southern Indiana
Daniel Palmer, Kent State University--Trumbull

*Predictors of various facets of environmental sustainability: The role of cultural, economic and corruption factors*

Irene Goll, University of Scranton
Abhijit Roy, University of Scranton

**2-B**

**Corporate Social Responsibility**

Facilitator: Kathy Dhanda, De Paul University

*The Praxis of Corporate Social Responsibility in the Marketplace*

Kenneth Bohl, Duquesne University

*Corporate Social Responsibility Performance: An Exploratory Study of the Impact of Industry*

Margaret Andersen, North Dakota State University
Yongtao Hong, North Dakota State University

*Socially Responsible Entrepreneurship and Sustainability*

William Brown, Marist College, School of Management
2-C  Religious Perspectives

Facilitator: Patrick Flanagan, St. John's University

A Vincentian Perspective of a Sustainable Social Enterprise Business Orientation
  Morgan Miles, University of Tasmania
  Martie-Louise Verreyne, University of Queensland
  Belinda Luke, Queensland University of Technology

Workplace Spirituality: a Confucian Perspective
  Tae Wan Kim, University of Pennsylvania, Wharton School

To Write or Not: The Value of the Written Commercial Document in the Qur'an
  Habibeh Rahim, St. John's University

2-D  Forum: Management Education for Integrity

Facilitator: Charles Wankel, St. John's University

Cam Caldwell, Georgia Southwestern State University
Marc Idleson, Peking University HSBC School of Business
Pauline McGee-Egan, St. John's University
Jessica McManus Warnell, University of Notre Dame
Charles Wankel, St. John's University

2-E  Sustainable Development

Facilitator: Benjamin Silliman, St. John's University

The Anatomy of Homo Economicus-Moralis: A Systematic Investigation into the Interaction between Cognition and Emotions in Ethically Based Strategic Decision-Making Towards Sustainable Outcomes
  Frederick Ahen, Turku School of Economics

Sustainable Corporate Social Responsibility Framework of the Business and Society Field of Research
  Jay Nathan, St. John's University
Sustainable Luxury: Oxymoron or Pleonasm? The Influence of Scarcity and Ephemerality on Perceived Fit between Luxury and Sustainability

Adam Lindgreen, University of Cardiff
Catherine Janssen, Universite catholique de Louvain
Joelle Vanhamme, EDHEC Business School
Cecile Lefebvre, EDHEC Business School

2-F Corporate Governance

Facilitator: Marilynn Fleckenstein, Niagara University

Talking Corporate Governance One Step Further: ISE Sustainability Index
Zeynep Ozsoy, Istanbul Bilgi University

The Case for Professional Boards: An Assessment of Pozen's Corporate Governance Model
Thomas Hemphill, University of Michigan--Flint
Gregory Laurence, University of Michigan--Flint

Political Connections, Strategic Corporate Philanthropy and Corporate Governance—Evidence from China
Karen Lin, University of Massachusetts--Lowell
Jonsong Taneja, The Sun Yta-Sen University/UM--Lowell
Liming Zhao, The Sun Yta-Sen University/UM--Lowell

4:15 - 4:30 MINI-BREAK

Lounge—2nd floor

4:30 - 6:00 Concurrent Sessions #3

3-A Ethics and Morality

Facilitator: John Angelidis, St. John's University

Establishing Moral Boundaries: Determinants of Moral Reasoning Among New Salespeople
David Hunt, University of Wyoming
Scott Radford, University of Calgary
Whistle-Blowers And Post Conventional Moral Development: Toward Identifying Ethical Leadership
   David Bazzetta, Walsh College
   James McHann, Walsh College

Contextualization of Morality in Organizations
   Masoud Shadnam, Rouen Business School

3-B Ethics in Practice

Facilitator: Victoria Shoaf, St. John's University

The Conundrum Of Ethics In Intrafirm Co-Opetition
   Jill Brown, Lehigh University
   Peter Gianio, Clemson University

Attempts to Legislate Ethical Layoff Practices in Canada: Strengths and Weaknesses
   Nita Chhinzer, University of Guelph
   Robert Henderson, University of Guelph

The Sinful Business Negotiation: A Three-Culture Study on the Perceived Ethicality of Negotiation Strategies
   Zhenzhong Ma, University of Windsor
   Dapend Liang, Harbn Institute of Technology

3-C Ethics and the Consumer

Facilitator: Benjamin Silliman, St. John's University

Exploring Online Consumer Ethics: Do Consumer Perceptions of E-Ethics Change According To Cad Personalities?
   Oylum Altuna, Istanbul University
   F. Arslan, Marmara University
   Ozge Sigirci, Marmara University
   Ahmet Gegez, Marmara University

Ethical Dimensions in Consumer Decision-Making Processes: Mapping the Territory
   Valeri Swaen, Universite Catholique de Louvain
   Francois Maon, IESEG School of Management
UK Supermarket's Corporate Social Responsibility Activities - Real Or Marketing Rhetoric: A Consumer Perspective
David Harness, Hull University
Katherine Dunn, Hull University
Tina Harness, York St. John University
Xuemei Bian, University of Nottingham

3-D Stakeholders' Perspective
Room 218

Facilitator: Irene McCarthy, St. John's University

A Framework of Restructuring Pressures and Stakeholder Influence in Public Sector Organizations
Nita Chhinzer, University of Guelph
Carolyn Pletsch, University of Guelph
Robert Henderson, University of Guelph

Extending Instrumental Stakeholder Theory: Resource Dependence and Attention-Based Perspectives
Luciana Carvalho de Mesquita Ferreira, Insper Institute of Education and Research

Developing Scales for measuring Organizational Social Performance adopting Stakeholder Approach
Shallini Taneja, Management Development Institute
Radha Sharma, Management Development Institute
D. Davidson, Mount St. Mary's University
Rupamanjari Ray, Management Development Institute
Jennifer Griffin, The George Washington University

3-E Ethics and Leadership
Room 219

Facilitator: Jay Nathan, St. John's University

The Four Minimal Orientations of Ethical Leadership: Bridging Insights from Western and Eastern Philosophy and Religion to Social Sciences
Silke Astrid Eisenbeiss, Ludwig-Maximilians-University Munich
Sustaining Ethics in Organizations: An Investigation of the Relationship Between Transformational Leadership and Ethics Training

Wendy Carroll, University of Prince Edward Island
Margaret McKee, Saint Mary’s University
Cathy Driscoll, Saint Mary’s University
Terry Wager, Saint Mary’s University

Dimensions of Corporate Culture: Corporate Ethics, Corporate Leadership, Corporate Social Responsibility

Erach Munshi, St. John’s University

3-F Social Responsibility

Facilitator: Juan Fernandez, St. John’s University

Welcome to McDonalds, How May I Exploit You?: Fast-food’s corporate social responsibility to lower-income areas
Jennifer Tomlinson, Rollins College

Goods of Conscience: A Case for the Parish Benefice
Andrew O’Connor, Holy Family, Bronx, NY

End The Trend Of Obesity: Improving Individual Levels Of Physical Activity By Creating Shared Value In The Ecological Milieu
Linda Rodriguez, University of South Carolina
Ivan Montiel, Loyola Marymount University

6:00 - 7:30 WELCOMING RECEPTION

Davis Library
3rd Floor
Thursday, October 27, 2011

8:00 - 9:00  BREAKFAST  Room 123
Speaker: Dr. Julia A. Upton, R.S.M.

9:00 - 10:30  Concurrent Sessions #4  Room 215

**4-A  Sustainable Development**
Facilitator: Nathan Shepard, De Paul University

*Building Partnerships to Create Social and Economic Value at the Base of the Pyramid*
- Patricia Werhane, De Paul University
- Jerry M. Calton, University of Hawaii--Hilo
- Laura Hartman, De Paul University
- David Bevan, Royal Holloway University of London

*Tied between two horses: foreign subsidiaries’ ability to develop business for the base of the pyramid*
- Omar Salgado, EGADE Business School

*The Role of Transnational Retail on Fair Trade Development*
- Luciana Marques Vieira, UNISINOS-Universidade do Vale do Rio dos Sinos

**4-B  Ethics in the Workplace**
Facilitator: Maria Pirrone, St. John's University

*Workplace Bullying in Public Sector: Reflections on Organizational Citizenship Behavior and Organizational Justice Perceptions*
- Semra Ascigil, Middle East Technical University
- Deniz Ozturk, Middle East Technical University

*The ethics of acculturation in the workplace: When is it asking too much of the individual?*
- Waheeda Lillevik, The College of New Jersey
- Brenda Ghitulescu, The College of New Jersey
Inappropriate Workplace Conduct: Shall Victimization Be Unlawful?
Brad Reid, Lipscomb University

4-C Unethical Corporate Behavior
Room 217

Facilitator: Russ Pryba, Niagara University

Do The Ends Justify The Means: A Cross-Disciplinary Approach To Illegal Organizational Activity
David Kunsch, St. John Fisher College
Karin Schnarr, The University of Western Ontario
W. Rowe, The University of Western Ontario

Saving us from Identity-Theft: A Corporate Moral Imperative
Amit Saini, University of Nebraska

Theory of Corporate Complicity with Human Rights Abuses
Adrianna Maria Orellana Rojas, University of Lausanne

4-D Ethics in Branding
Room 218

Facilitator: Marilynn Fleckenstein, Niagara University

Is Honesty the Best Policy? The Persuasive Impact of Disclosure and Body-Image Idealization in Digitally Manipulated Advertising
Rania Semaan, Baruch College, CUNY
Stephen Gould, Baruch College, CUNY
Bruno Kocher, HEC Paris

Adding Corporate Ethics to Brand Identity: Delineating What's Happening and Charting Possibilities
James Brusseau, Pace University
Rocio Brusseau, The Bakery Communications, Partner

Sustainable Brands: Religious Brands vs. Non-Religious Brands
Adam Lindgreen, University of Cardiff
Joelle Vanhamme, EDHEC Business School
Christine Vallaster, University of Liechtenstein
Francois Maon, IESEG School of Management
4-E  Ethics in Accounting and Reporting  
Facilitator: Victoria Shoaf, St. John's University

Earnings Management and Ethical Financial Reporting: A Question of Judgment
Belverd Needles, Jr., De Paul University

Audit Committee Quality, Regulation, and Earnings Management
Lerong He, College at Brockport, SUNY
Rong Yang, College at Brockport, SUNY

The Anatomy of a Whistleblowing Letter: A Descriptive Study
Kelly Pope, De Paul University
Natalie Churyk, Northern Illinois University

4-F  Ethical Corporate Behavior  
Facilitator: Alexander Bertland, Niagara University

Corporate Social Performance Attracts Talent: The Moderating Role of Prosocial Orientation
Anne-Laure Winkler, Rutgers State University of NJ

The Charitable Responsibilities Model of Corporate Responsibility: A Resolution to the Five Paradoxes of Corporate Philanthropy
Keith Diener, George Washington University

Honor is a function of its consequences: The effect of honor code enforcement on ethical work climate
Kevin P. Pauli, Mississippi College School of Business
Tammy Y. Arthur, Mississippi College School of Business
Retha A. Price, Mississippi College School of Business

10:30-11:00  BREAK  Lounge—2nd floor
11:00-12:30 Concurrent Sessions #5

5-A Business Ethics?

Facilitator: Patrick Flanagan, St. John's University

The Plot to Kill Business Ethics

Michael Schwartz, Royal Melbourne Institute of Technology

Working Life Matters: On the Comparison of the Attitudes of Students and Employees Towards Business Ethics

Selim Yazici, Istanbul University
Enis Siniksaran, Istanbul University

Business Ethics in Context

Michael Buckley, Lehman College/CUNY

5-B Ethics in Tax Practice

Facilitator: Victoria Shoaf, St. John's University

Curbing Fraud Among Tax Return Preparers

Richard Lai, St. John's University
Maria Pirrone, St. John's University

Firm Size and Ethics in Tax Practice

Elaine Doyle, University of Limerick, Kemmy Business School
Jane Frecknall-Hughes, The Open University Business School
Barbara Summers, Leeds University Business School

5-C Individual Social Responsibility

Facilitator: Russ Pryba, Niagara University

Are Generation Yers Likely to be Servant Leaders?

Rebecca Van Meter, The University of Texas at Arlington
Lawrence Chonko, The University of Texas at Arlington
Douglas Grisaffe, The University of Texas at Arlington

The Ethics of Business Temperaments

Rosa Slegers, Babson College
Collective Responsibility And the Complicity of Individuals
Geert Demuijnck, EDHEC Business School

5-D  **Christian Perspectives**

Facilitator:  David Dawson, University of Gloucestershire

**Solidarity and Sanctity: Sustainable Development in the Catholic Worldview**
Jim Wisloff, The University of Lethbridge

**Usury or Just Price? A Christian Ethical Evaluation of Interest Rates in Commercialized Microfinance**
Kenman Wong, Seattle Pacific University
Donovan Richards, Seattle Pacific University

**Narrative Knowledge of Work: An Epistemological Evaluation of Scientific and Christian Stories of Work**
David Dawson, University of Gloucestershire

5-E  **Ethics and the Environment**

Facilitator:  Kathy Dhanda, De Paul University

**Customer Environmental Advocacy: The Construct, Research Propositions and Managerial Implications**
Babu Mariadoss, Washington State University
Patriya Tansuhaj, Washington State University
Sean Yim, Washington State University
Kivilcim Dogerlioglu-Demir, Sabanci University

**Alternative Forms of Consumption: (Im)Possibilities in Consumers’ Discourses**
Denise Barros, Fundacao Getulio Vargas - EAESP
Tania Gouveia, Fundacao Getulio Vargas - EAESP
Alessandra de Costa, Pontificia Universidade Catolica do Rio de Janeiro
Eduardo Ayrosa, Fundacao Getulio Vargas - EAESP
Flora Tucci de Azevedo, Pontificia Universidade Catolica do Rio de Janeiro
Achieving greater complementarity between foreign direct investment and local development needs: the role of environmental impact assessments in investment decision making

Hermann Lion, Swinburne University of Technology
Rowan Bedggood, Swinburne University of Technology
Jerome Donovan, Swinburne University of Technology

5-F  Strategic Models

Facilitator: Alexander Bertland, Niagara University

Stochastic Modeling And Casuistry In Strategy
Martin Calkins, University of Massachusetts, Boston

Ethical and Location Effects of Supply Chain Management: Strategic Models in the Global Electronics Power Industry
John Clarry, Rutgers Business School

Overcoming the Tradeoffs between Short Term Satisfaction and Long Term Wellbeing: The Case of the Educational Product
Adam Nguyen, Siena College
Joseph Rosetti, Siena College

12:30-2:00  LUNCH

2:00 - 3:30  Concurrent Sessions #6

6-A  Corporate Social Responsibility

Facilitator: Linda Melconian, Suffolk University

Sustaining the Financial Value of CSR: MNCs and Stakeholder Profitability
Mark S. Blodgett, Suffolk University
Rani Hoitask, Bentley College
Ariel Markelevich, Suffolk University

Socially Responsible Practices of Multinational Enterprises from Developed and Developing Countries in Colombia
Yenni Duque Orozco, Universidad Militar Nueva Granada
Marleny Acevedo, Fundacion Universitaria Konrad Lorenz
Diana Quintero, Fundacion Universitaria Konrad Lorenz
Digging into the corporate social responsibility disclosure: a critical analysis of corporate frontrunners’ rhetoric
Francois Maon, IESEG School of Management
Valerie Swaen, Universite Cahtolique de Louvain and IESEG School of Management
Itanen Miaa-Emilia, Universite Cahtolique de Louvain

6-B Ethics and Teaching
Room 216
Facilitator: Maria Pirrone, St. John’s University

Rethinking the Learning Model--A Transformative Approach for Teaching Business
Cam Caldwell, Georgia Southwestern State University

Raising Awareness of Business Ethics in the Classroom--And How Important are Gender and Religion?
Geoffrey Dick, North Georgia College and State University
Fred Niederman, Saint Louis University
Lesley Land, University of New South Wales

The Role of Business Schools in Ethics Education: Evidence from Iceland
Throstur Sigurjonsson, Reykjavik University
Vlad Vaiman, Reykjavik University

6-C Time for Ethics?
Room 217
Facilitator: Patrick Flanagan, St. John’s University

Taking Time for Patience: Promoting Ethical Behavior in Organizations by Reclaiming an Undervalued Virtue
Debra Comer, Hofstra University
Leslie Sekerka, Menlo College

On Unsustainable Speed: An Analysis Of The Possibility Of Ethical Reflection Within The News Industry
Mollie Painter-Morland, De Paul University
Ghislain Deslandes, ESCP Europe

Sustainability as Integration of Parallel Temporal Structures: Considering the Temporal Dimension of Ethics
Mar Perez, ESCP Europe
Sebastien Picard, ESCP Europe
6-D  **Sustaining Economic Development: Coffee Industry**

Facilitator: Victoria Shoaf, St. John's University

*Sensemaking and Sensegiving in the Coffee Industry*
  Valeria Cavotta, University of Lausanne

*Beyond the thin months: sustaining Green Mountain Coffee Roasters' supply chain in Nicaragua*
  Scott Kelley, De Paul University

*Bridging the Gap Between Market Development and the Integration of Smallholders into the Value Chain: A Participative Research with Indigenous Coffee Growers*
  Cristina Borro, IE Business School

6-E  **Professional Integrity**

Facilitator: Marilynn Fleckenstein, Niagara University

*New Solutions to New Business Demands: a reflection on professional training in Brazil*
  Flora Tucci de Azevedo, Pontificia Universidade Catolica do Rio de Janeiro
  Mirella Lopes Paiva, Brazilian University
  Isabel Barbosa, Brazilian University

*Management Education for Professional Integrity*
  Jose G. Vargas-Hernandez, University of Guadalajara

*Greed, Envy, and the Criminalization of Insider Trading: Is It Moral or Moralistic?*
  John Anderson, Mississippi College, School of Law

6-F  **Ethics and the Environment**

Facilitator: Ellen Boegel, St. John's University

*Hydrofracking: An Anthropogenic Evil?*
  Ellen Boegel, St. John's University
  Sally Kenel, St. John's University
Free market environmentalism: the Case of the Climate Disclosure Standard Board

Jane Andrew, University of Sydney
Corinne Cortese, University of Wollongong

Commerce and Civic Conscience: The Social Ecology of Livable Cities

Lindsay J. Thompson, Johns Hopkins Carey Business School

3:30 - 4:00 BREAK

4:00 - 5:30 Concurrent Sessions #7

7-A Ethics and NFPs

Facilitator: Maria Pirrone, St. John's University

Redefining the U.S. Non-Profit Fiduciary Standard: Are other Nationals Leading the Way?

Linda Melconian, Suffolk University
Mark S. Blodgett, Suffolk University

Why NGO activities may not favor those that need it most: A framework for understanding the influence of stakeholders on NGO's

Joyce Falkenberg, Agder University
Andreas Falkenberg, Agder University

7-B Workplace Ethics

Facilitator: Patrick Flanagan, St. John's University

The Importance Of Context In Understanding CSR: China's Labor Conditions As A Case Study

Kirk Davidson, Mount St. Mary's University

The changing employment and business ethics in Japan: An examination of non-regular workers' perceptions and experiences

Huiyan Fu, University of Oxford
The Genesis Of Employment Ethics: Using Tradition To Address Current Ethical Issues At Work
Michelle Greenwood, Monash University
Harry Van Buren III, University of New Mexico

7-C Ethics and the Economy
Room 217

Facilitator: Marilynn Fleckenstein, Niagara University

Trust After the Global Financial Meltdown
Laura Hartman, De Paul University
Patricia Werhane, De Paul University
David Bevan, Royal Holloway University of London
Kim Clark, De Paul University
Crina Archer, Northwestern University

Innovation, Sustainable Ethics and the Future of American Economic Power
Robert Miller, Dominican University

Business Ethics: Exploring the differences about perceptions of business ethics' among selected Turkish Financial Specialists
Emrah Cengiz, Istanbul University
Murat Ferman, Isik University
Irfan Akyuz, Istanbul University

7-D Ethical Decision-Making
Room 218

Facilitator: Alexander Bertland, Niagara University

An Interpretive Study of a Morally Ambivalent Decision Scenario in International Marketing: The Role of the Self-Reference Criterion
Andreas Grein, Baruch College, CUNY
Stephen Gould, Baruch College, CUNY

Ethical Blind Spots in Business
Michael Pritchard, Western Michigan University
Elaine Englehardt, Utah Valley University
Communications Guidelines for Socially Responsible Goods and Services

Fabien Durif, University of Sherbrooke
Caroline Boivin, University of Sherbrooke
Iova Rajaobelina, University of Moncton

7-E Ethics in Human Resource Management

Facilitator: Nathan Shepard, De Paul University

Ethical considerations on the process of Performance Appraisal in Organizations
Flora Tucci de Azevedo, Pontificia Universidade Catolica do Rio de Janeiro
Mirella Lopes Martini Fernandes Paiva, D'Or Institute for Research and Education

Beauty is in the Eye of the Employer
Andrew Wible, Muskegon Community College

Responsible Human Resource Management in Morocco: from paternalism to responsibility
Manal El Abboubi, Sup de Co La Rochelle Business School
Loubna Tahassain, Sup de Co La Rochelle Business School
Sana Henda, Sup de Co Amiens
Fatima El Kandoussi, University Ibn Zohr Agadir

7-F Ethics and Academe

Facilitator: Russ Pryba, Niagara University

Issues that Business Ethics Academia Will Face in the Coming Decade
Chad Albrecht, Utah State University
Dan Holland, Utah State University
Jeff Thompson, Brigham Young University
Sustainable Change: Education for Sustainability Development in the Business School

Kyoko Fukukawa, Bradford University
David Spicer, Bradford University
Sally Burrows, Bradford University
Jenny Fairbrass, Bradford University
Friday, October 28, 2011

8:00 - 9:00  CONTINENTAL BREAKFAST  
Saval Foyer  
2nd floor

9:00-10:30  Concurrent Sessions #8  

8-A  Corporate Social Responsibility  
Room 215

Facilitator:  Irene McCarthy, St. John’s University

*Corporate Social Responsibility in the U.S. and Europe: How Important Is It?*
  Almerinda Forte, St. John’s University

*Developments in CSR in Multinational Enterprises in Dubai*
  Ashly Pinnington, The British University of Dubai  
  Naja Malik, The British University of Dubai  
  Katerina Nicolopoulou, University of Southampton, UK  
  Mine Katara-Ozkan, University of Southampton, UK

*Institutionalizing Business Ethics: Organizational Model for Ethical Decision Making in Health Care*
  Robert Doyle, Loyola Marymount University

8-B  Ethics of Consumption  
Room 216

Facilitator:  Mary Maury, St. John’s University

*The degeneration of consumption: ethical reflections on “Conscious Consumption” Discourses*
  Eduardo Ayrosa, Fundacao Getulio Vargas - EAESP  
  Flora Tucci de Azevedo, Pontifícia Universidade Católica do Rio de Janeiro  
  Denise Barros, Fundacao Getulio Vargas - EAESP  
  Alessandra Mello, Pontifícia Universidade Católica do Rio de Janeiro

*The role of green certification in premium pricing of green products*
  Jonathan Deschenes, HEC Monreal  
  Renaud Legoux, HEC Montreal  
  Emilie Bergeron, HEC Montreal
Responsible Consumption Index (RCI): An innovative tool for measuring responsible consumption
Fabien Durif, University of Sherbrooke
Patricia Faucher, University of Sherbrooke
Caroline Boivin, University of Sherbrooke
Jean Roy, University of Sherbrooke
Agnes Francois-Lecompte, University of Bretagne Sud

8-C Ethics and the Community

Facilitator: Russ Pryba, Niagara University

Public Goods Game as an Experiential Exercise to Teach the Economic and Ethical Value of Cooperation and Common Good
Marc Cohen, Seattle Pacific University
Vidya Awasthi, Seattle Pacific University

Engaging with Local Communities: A Sociological-Based Approach
Manal El Abboubi, Sup de Co La Rochelle Business School
Catherine Janssen, Universite Cahtolique de Louvain
Valerie Swaen, Universite Cahtolique de Louvain and IESEG School of Management

Sustainability, Profitability and Education: The Case of Afterschool Tutoring Programs in Buffalo
Alexander Bertland, Niagara University

8-D Redefining Business Ethics

Facilitator: Nathan Shepard, De Paul University

Measures of Business Ethics
Susanna Cahn, Pace University

A Defence of Minimalism in Business Ethics
Calvin Hayes, Brock University

Business' Behavioral Ethics: A New Approach
Rachel Nigro, Catholic University of Rio de Janeiro
8-E  Cases in Ethics

Facilitator:  Patricia Werhane, De Paul University

**BP: British Petroleum, Beyond Petroleum, or Bottom line Profits (only)? A Preliminary Ethical Analysis: Abstract**

Mark Schwartz, York University
Wesley Cragg, Schulich School of Business

**THE CLASH OF CULTURE AND ETHICS: Toyota's Fall From Excellence(?)**

James Sysko, Eastern Illinois University
Jaysinha Shinde, Eastern Illinois University

**One Small Foot at a Time: A Case Study of TOMS Shoes Fostering Social Sustainability via the One-for-One Business Model**

A. Cho, Parsons, The New School for Design
Erin Cho, Parsons, The New School for Design
Min Park, Illinois Institute Technology

8-F  Ethics and Insurance

Facilitator:  Victoria Shoaf, St. John's University

**What is so morbid about viaticals? An example of the differences between the ethicality of economic ideas versus economic reality**

Katherina Glac, University of St. Thomas
David Vang, University of St. Thomas

**Value, Risk and Sustainability: A Perspective on Publicly Traded Insurers**

Nicos Scordis, St. John's University
Lucia Ruckner, Munich Reinsurance Company
Astrid Zwick, Munich Reinsurance Company
James Barrese, St. John's University

**Some Apparent Effects Of The Recession And Slow Recovery On Ethics In The Life And Property-Liability Insurance Industries**

Robert Cooper, Drake University
Garry Frank, Drake University

10:30-11:00  BREAK  Lounge—2nd floor
11:00-12:30 Concurrent Sessions #9

9-A Ethics through Education

Facilitator: Victoria Shoaf, St. John's University

*The Social Responsibility of Higher Education is to Increase Virtue*
  Bertrand Venard, Audencia Nantes School of Management

*A Comparison of the Results of an Assessment Method to Quantitatively Assess Whether an Ethics Course Affects Ethical Perception*
  Mary Maury, St. John's University
  Irene McCarthy, St. John's University

*Business, Liberal Arts and Business Ethics Education: Possibilities and Promises*
  Angelo Carlo Carrascoso, University of Redlands

9-B Ethics and the Environment

Facilitator: Alexander Bertland, Niagara University

*Non-Anthropocentric Business Ethics(?): Leopold's Land Ethic And Agricultural Sustainability*
  Russel Pryba, Niagara University

*A ZMET Analysis of Consumer Perceptions of Green Energy*
  Jonathan Deschenes, HEC Montreal
  Elodie Palluet, HEC Montreal
  Pierre-Olivier Pineau, HEC Montreal

*Is the UN's Clean Development Mechanism Ethical? Evidence from a Waste-to-Energy Plant in El Salvador*
  Candance Martinez, Saint Louis University
  J. D. Bowen, Saint Louis University

9-C Assessing Sustainability

Facilitator: Nicos Scordis, St. John's University
Using Global Reporting Initiative (GRI) Requirements to Evaluate Sustainability Programs
Kathleen Wilburn, St. Edwards University
Ralph Wilburn, St. Edwards University

Building Excellence: “Sustainability officers” as axes of the 198 cases of best social and enviromental practices in Brazilian organizations
Maria Coutinho de Arruda, Fundacao Getulio Vargas/EAESP
Marilena Lino de Almeida Lavorato, Instituto Mais

David Wasieleski, Duquesne University
Edina Eberhardt-Toth, Cerefige-ICN Business School

9-D Sustaining Shared Value

Facilitator: Almerinda Forte, St. John’s University

Is there a Tradeoff between Corporate Responsibility and Profits? People’s Beliefs, Fair Market Ideology and the “Holy Graol” of the Business and Society Field of Research
Sebastian Hafenbradl, Universite de Lausanne
Daniel Wager, Universite de Lausanne

What Have You Done For Me Lately? Creating Shared Value Between Firms And Government
Linda Rodriguez, University of South Carolina
Jill Brown, Lehigh University

Drivers of Sustainable Growth
Craig Van Sandt, Augustana College
Mukesh Sud, Fairfield University

9-E Issues in Sustainability

Facilitator: Patricia Werhane, De Paul University

The Dark Side of Sustainability: The Case of Asbestos
Mary Mobley, Augusta State University
 Micheal Mobley, Augusta State University
Peter Basciano, Augusta State University
Virtue and Sustainability - A critical interpretation of the individual's roles within business dynamics
Sergio Castrillion, Universidad Eafit

Student Perceptions Of A Triple-Bottom Line Approach
Linda Piper, Nipissing University
John Knox, Nipissing University
Chris Waddell, Nipissing University
Colin Mang, Nipissing University

9-F Ethics and Technology
Facilitator: Marilynn Fleckenstein, Niagara University

Enterprise 2.0 in a business ethical perspective
Johannes Brinkmann, BI Norwegian School of Business
Lene Pettersen, BI Norwegian School of Business

Ethical considerations in the customer abuse of conversational agents
Sheryl Brahnam, Missouri State University

2:30 - 2:00 LUNCH