

## **ADDITIONAL RESOURCES: Introduction to Business Ethics**

### **Business Ethics Timeline, Ethics Resource Center**

This timeline follows the development of business ethics through five decades, examining ethical climate, major ethical dilemmas, and business ethics developments.

### **Caseplace.org, The Athens Institute Center for Business Education**

CasePlace.org is a practical and dynamic resource for up-to-date case studies, syllabi and innovative MBA teaching materials on business and sustainability—from corporate governance to sustainable development.

### **Alexander Dahlsrud, "How Corporate Social Responsibility is Defined: An Analysis of 37 Definitions," *Corporate Social Responsibility and Environmental Management* (September 18, 2006)**

Despite numerous efforts to bring about a clear and unbiased definition of CSR, there is still some confusion as to how CSR should be defined. This paper explores existing definitions.

### **Ray Fisman, "Comparison Shopping: The real reason CEO compensation got out of hand," *Slate* (May 11, 2009)**

Half a century ago, the median pay of top executives in U.S. companies was 30 times an average worker's salary; by 2005, the ratio was nearly 110. How did we get here?

### **Daniel Franklin and Tobias Webb, "The Economist on how CSR has changed from 2008-2009," (audio), *Ethical Corporation* (May 12, 2009)**

Ethical Corporation's Tobias Webb interviews Daniel Franklin, executive editor of *The Economist*, on how he feels CSR has moved on in the last twelve months.

### **William C. Frederick, "Yes, Virginia, there is a Corporate Social Responsibility" *Policy Innovations* (January 18, 2007)**

Frederick argues that CSR has injected a new awareness of social values into business decisions, operations, policy, and strategy.

### **Jeff Hittner, "Information Gaps Hinder CSR Achievement," *Policy Innovations* (June 9, 2009)**

IBM recently completed its second annual [survey](#) of senior executives from around the world on the importance of green and sustainability issues to their corporate strategies, and the results are encouraging in some respects. But they also indicate how far businesses still need to go to be truly sustainable.

**Art Kleiner, "[Daniel Yankelovich: The Thought Leader Interview](#)," *strategy+business* (Fall 2005)**

America's most eminent pollster says the current epidemic of business scandals must be healed through a shift in norms, not laws.

**[Resources: Corporate Responsibility](#), Harvard Business School Social Enterprise Initiative**

A selection of books, articles, case studies, and more resources produced by Harvard Business School on the topic of corporate responsibility.

**Reggie Van Lee, Lisa Fabish, and Nancy McGaw, "[The Value of Corporate Values](#)," *strategy+business* (Summer 2005)**

A Booz Allen Hamilton/Aspen Institute survey of corporate behavior finds that leading companies are crafting a purpose-driven identity.

**Tony Webb, "[Corporate social responsibility in a recession: 10 reasons to keep doing it](#)," *Ethical Corporation* (October 24, 2008: Blog)**

While many corporate executives are worried, rightly, about their budgets for next year, there are many good reasons for continuing efficient responsible business initiatives in 2009, says Webb.