
COURSE OUTLINE

Introduction

Does ethics really matter in business research? Why ethically related issues -- such as sustainability, fraud, gender bias, integration of minorities -- are emerging more and more in the debate among top scholars in relevant fields such as strategy, organizational theory, marketing, etc. ? What are we learning but also missing in such debates?

This doctoral course will try to answer these questions through the discussion of articles published in top journals including: *Academy of Management Journal*, *Administrative Science Quarterly*, *Journal of Finance*, *Journal of Political Economy*, *American Economic Review*, etc.

The course will also host top scholars -- such as Prof. Stefano Brusoni (ETH Zurich), Prof. Guido Palazzo (HEC Lausanne) -- that have published articles that address ethically-related issues in such top journals.

Additionally, class discussion will also analyze other relevant questions for doctoral students: how ethics matter in your research? How can you take into consideration ethically related issues in your doctoral project? How such concerns can be leveraged to make your research more appealing for mainstream literatures? How can ethical consideration provide an alternative, counter-intuitive perspective of the phenomena of our interest?

This last question will be a central one for the course since ethics will be used as a tool for alternative, critical thinking.

Objectives

This course intends to address two main objectives:

- 1) Analyzing current and emerging ethically related issues in main stream literature of strategy, organizational behavior, etc.
- 2) Helping each doctoral student to identify main ethical issues related to their doctoral program and thinking about how to include such ethical considerations in their research
- 3) Helping each doctoral student to take alternative and critical perspectives of the phenomena of interest for their doctoral research.

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Learning Outcomes

- i. Becoming familiar with the ethical roots, ethical considerations and ethical consequences emerging in relevant studies of the literature of strategy, organization studies, marketing, accounting, etc.
- ii. Leveraging ethics as tool for alternative and critical thinking
- iii. Becoming familiar with the ethical roots, ethical considerations and ethical consequences emerging in relevant studies of the literature concerning fraud and corruption
- iv. Becoming familiar with most relevant issues analyzed by the moral psychology literature concerning organizational settings
- v. Becoming familiar with the ethical roots, ethical considerations and ethical consequences emerging in relevant studies of the literature concerning gender bias and discrimination in the workplace

Competences

This course intends to nurture a critical and alternative perspective of ethically related issues analyzed in social sciences and in particular in business and economics fields.

- Ethics as important variable to understand business-related phenomena
- Ethics as important variable to understand organizational and social phenomena
- Being familiar with most relevant models adopted by scholars to discuss ethically-related issues

Evaluation

Students will be evaluated in the following manner:

- 50 % Individual class participation (presentation and discussion of 1 topic)
- 50 % Final Project: presentation in class during the last 4 sessions

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Sessions 1 and 2. Corruption and misbehavior: What moral psychology tells us

Reading Assignment:

- Jeffrey Skilling, Bernie Madoff the monster & the other smartest guys of the Room, BE-180-E
- Bazerman, M.H., Loewenstein, G., Moore, D. Why Good Accountants do Bad Audits, Harvard Business Review, November 2002. Reprint 2217
- Moore, C., Gino, F. 2015 Approach, Ability, Aftermath: A Psychological Process Framework of Unethical Behavior at Work, The Academy of Management Annals, 9:235-289.

Sessions 3 and 4. Business Ethics: Oxymoron? Some foundational considerations

Reading Assignment:

- What does it mean to be a decent boss? (A) IESE Case Study, BE 189-E
- Melé, D.: (Revised edition 2019), Business Ethics in Action. Seeking Human Excellence in Organizations 2nd ed.(Palgrave-MacMillan, London)
Chapter. 1: 'The role of ethics in business'.
Chapter 2. Cultural Diversity, Common Values, and International Standards for Business
- Haidt, J. 2007. The new Synthesis in Moral Psychology. Science 316: 998-1002

Session 5 and 6: Gender Bias and discriminations: insights from economics and organizational literatures

- Raunchy e-mails, too much drinking and dirty dancing, IESE Case Study, BE-175-E
- Harmermesh, Daniel S. and Jeff E. Biddle (1994). Beauty and the labour market, The American Economic Review, 84 (5), 1174-1194
- Diekmann, K.A. Sillito Walker, S.D. Galinsky, A.D. and Tenbrunsel, A.E. 2013. Double Victimization in the Workplace: Why Observers Condemn Passive Victims of Sexual Harassment, Organization Science, 24(2): 614-628

Sessions 7 Organizations with purpose

- Claudine Gartenberg , Andrea Prat , George Serafeim. 2019 Corporate Purpose and Financial Performance, Organization Science, 30(1)
- Hollensbe, E., Wookey, C., Hickey, L., George, G. & Nichols, C. V., 2014, 'Organizations with purpose'. Academy of Management Journal, 57(5), 1227-1234.
- Fontrodona, J. & Sison, AJG, 2006, The nature of the firm, agency theory and shareholder theory: A critique from philosophical anthropology, Journal of Business Ethics, 66 (1), 33-42.

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Session 8: Ethics and Innovation. Invited speaker: Stefano Brusoni (ETH)

Session 9 and 10: Theories for business ethics and CSR.

Invited speaker: Guido Palazzo (HEC Lausanne)

Daryl Koehn, A Role for Virtue Ethics in the Analysis of Business Practice, *Business Ethics Quarterly* Vol. 5, No. 3, Jul., 1995

Andreas Georg Scherer, Guido Palazzo 2007. Toward a political conception of corporate responsibility: Business and society seen from a Habermasian perspective, *AMR* 32(4), 1096-1120

T Donaldson, TW Dunfee, Toward a unified conception of business ethics: Integrative social contracts theory. *Academy of management review*, 1994

T Donaldson, LE Preston The stakeholder theory of the corporation: Concepts, evidence, and implications *Academy of management Review*, 1995

Sessions 11 and 12. Sustainability: the new paradigm.

- Vaccaro. A. 2019. Arianna Occhipinti. IESE Case Study
- Oliver Salzmann, Aileen Ionescu-somers, UlrichSteger, The Business Case for Corporate Sustainability:: Literature Review and Research Options, *European Management Journal* Volume 23, Issue 1, February 2005, Pages 27-36
- Pascual Berrone, Luis R Gomez-Mejia, 2009 Environmental performance and executive compensation: An integrated agency-institutional perspective, *Academy of Management Journal*, 52(1), 103-126.
- Pascual Berrone, Andrea Fosfuri, Liliana Gelabert, Luis R Gomez-Mejia, 2013 Necessity as the mother of 'green inventions: Institutional pressures and environmental innovations, *Strategic Management Journal*,34(8), 891-909.

Sessions 13 and 14. Corporate Social Responsibility: what is it?

- Vaccaro. A. Potito G. Brunelli Cucinelli. IESE Case Study 196-E
- Margolis, J. D., & Walsh, J. 2003. Misery loves company: Rethinking social initiatives by business. *Administrative Science Quarterly*, 48(2): 268-305
- Garriga, E. and D. Melé: 2004, 'Corporate Social Responsibility Theories: Mapping the Territory', *Journal of Business Ethics* 53 (1-2), 51-71.
- Porter, M. Kramer, M. 2011. Creating Shared Value, *Harvard Business Review* 89 (1-2).

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- Crane, A. Palazzo, G., Spence L., Matten, D. 2015 Contesting the Value of “Creating Shared Value”, California Management Review, 56(2): 130-153.
- Amrou Awaysheh, Randall A. Heron, Tod Perry, Jared I. Wilson; On the relation between corporate social responsibility and financial performance Strategic Management Journal, 41(6): 965-987

Sessions 15 and 16: Social Innovation and Social Entrepreneurship

- Vaccaro, A. Samasource, IESE Case Study
- Mair, J., & Martí, I. 2006. Social entrepreneurship research: A source of explanation, prediction, and delight. Journal of World Business, 41(1): 36-44.
- Battilana, J., & Dorado, S. 2010. Building Sustainable Hybrid Organizations: The Case of Commercial Microfinance Organizations. Academy of Management Journal, 53: 1419–1440.
- Vaccaro, A., Palazzo, G. 2015. Values against Violence: Institutional Change in Societies Dominated by Organized Crime, Academy of Management Journal, 58(4), 1075-1101.

Sessions 17 and 18.

Laboratory for critical thinking 1 !

- *To be decided with the participants!!!!* -

Sessions 19 and 20.

Laboratory for critical thinking 2 !

- *To be decided with the participants!!!!* -

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Professor's Biography



Prof. Antonino Vaccaro
Professor of Business Ethics

Professor Antonino Vaccaro is the Academic Director of the Center for Business in Society and a professor at IESE Business School where he teaches for the negotiation unit and for the department of business ethics. He also serves as the Director of IESE Social Entrepreneurship Network and as Academic Director in various IESE's custom programs for multinational companies and educational institutions.

Since December 2015 he serves as section editor of the Journal of Business Ethics which is included in the top 50 Journals used in FT Research Rank. He also serves as member in faculty promotion committees in top academic institutions in Europe and in the US.

He has published over 30 articles in leading peer reviewed scientific journals such as the *Academy of Management Journal*, *Research Policy*, *Technological Forecasting and Social Change*, *Journal of Management Studies*, *Ethics and Information Technology*, *Journal of Business Ethics*, *The Information Society*, etc.