

THE ETHICAL VIEWS BUSINESS LEADERS, UNIVERSITY FACULTY AND STUDENTS IN THE UNITED STATES

**SELECT
YEARS**

**1983 -
2003**



**FINAL
DRAFT**

BY

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SECTION 1:

EXECUTIVE SUMMARY

BUSINESS LEADERS, FACULTY AND STUDENTS'

ETHICAL VIEWS:

SELECTED YEARS

1983 – 2003

EXECUTIVE SUMMARY

This study of business professionals, university faculty and college students provides insights into their ethical beliefs. Not only can one compare the views of these three groups in late 2003, but the views can be compared to prior studies of the three groups. Consequently, a very large amount of information has been provided in this report for the reader. Trying to summarize the important findings will be left to the reader. People interested in this study will have different perspectives and different research needs. Please examine the information that you are interested in. Do write about it. Only one conference paper has been developed from the data thus far.

The American National Business Hall of Fame board members have received a file copy of this report, the SPSS data file, and an excel file containing results from an additional 189 students from University of Louisiana at Monroe and 84 students from the University of Oregon. Other persons interested in the data may contact Richard Hattwick for the files at richardhattwick@bellsouth.net or (561) 676-8784

SECTION 2:

INTRODUCTION AND

METHODOLOGY

BUSINESS LEADERS, FACULTY AND STUDENTS’ ETHICAL VIEWS: SELECTED YEARS, 1983 TO 2003

INTRODUCTION

The Illinois Hall of Fame began an intensive study of ethics in 1983 with a mail survey of randomly selected business leaders of America’s largest 10,000 corporations. Other studies of other business leaders, university faculty and students were conducted in 1988, 1989 and 1995. In order to obtain the views of these three groups in 2003, follow-up studies were commissioned by the Board of Directors of the American National Business Hall of Fame. Paul Thistlethwaite, president of Research Design Dynamics and Emeritus Professor of Marketing at WIU worked with two senior students in marketing, Ellen Sutor and Kathleen Casey to conduct the studies.

Several objectives guided the research. In order to demonstrate these in this report, a structure was created that will facilitate the appropriate comparisons.

1. To obtain updated information on each of the three groups.
2. To compare the three groups’ opinions in 2003.
3. To compare the 2003 opinions with the earlier four studies.

4. To compare the 2003 business leaders' opinions with those of 1988 and 1983.
5. To compare the 2003 faculty members' opinions with those of 1989.
6. To compare the 2003 students' opinions with those of 1995.

This report will be primarily a statistical report since so many different comparisons of groups are made. Different persons can use the information to develop professional articles.

METHODOLGY

In order to obtain the views of business leaders, faculty and students, three different methodologies were employed. The business leaders and faculty were surveyed using the methodologies of the earlier studies. The students' opinions were gathered from several universities instead of just one; the methodology employed in the earlier studies. The following two sections discuss the actual data collection procedures including response rates and the differences in the questionnaires.

Business Leaders

The Hall of Fame has conducted three studies of business leaders. All three surveyed random selections of organizations from the 10,000 largest in the U.S. A mail survey was employed in each of these. The appropriate respondent was the chief executive officer or the president. Others were given the survey to respond to though. The response rates for these studies are presented in Table 1.

	1983 *	1988 **	2003
Population of interest			
Number Sent out	700	864	1445
Number of good responses	119	138	66
Response Rate	17	16	
<i>Source: 2003 Study of Ethics</i>			

*Hattwick, Richard, Bong-Gon P. Shin and Larry C. Wall (1984). "Business Ethics- Findings of a Survey of America's Business Leaders," *Journal of Behavioral Economics*, pp. 157-185.

**Prasad, Jyoti, Yunus Kathawala, Matthew Monippallil and Richard Hattwick (1993). "Business and Academe: A comparison of Perceptions on Business Ethics," *The Journal of Socio-Economics*, Volume 22, Number 1, pp. 69-83.

The response rate in 2003 was much lower than the other two groups. In the intervening 15 years, chief executives and presidents have been receiving many more surveys than in the past.

This might account for the lower response rate. The lack of a follow-up postcard might have contributed to it also. Twice as many surveys were sent out this time as in the past so a follow-up postcard would not be necessary. This was not an accurate assumption. A follow-up postcard would probably have been more effective.

Faculty

In both 1989 and 2003, university faculty were contacted by sending a letter to the Dean of a college of business and asking him or her to complete the survey and also ask three other faculty to respond. All of the selected colleges in 2003 were members of the AACSB. A follow-up postcard was sent out three weeks after the initial survey was mailed. This was too apparently too long of a time period to elapse to be effective. A problem also did arise with this survey that may have contributed to a lower response rate. Some of the faculty received questions that inadvertently had been printed with the student demographic questions rather than the faculty demographic ones. All of the deans received the correct version.

	1989*	2003
Population of interest		
Number Sent out	637 x 4	634 X 4
Number of good responses	445	269
Response Rate	17%	11%
<i>Source: 2003 Study of Ethics</i>		

*Monippallil, Matthew, Yunus Kathawala, Richard Hattwick, Larry Wall and Bong-Gon P. Shin, (1999). "Business Ethics in America: A View From the Classroom," **The Journal of Behavioral Economics**, Volume 19, Number 1, pp. 125-140.

Students

The students in the 1995 study were college of business students from Eastern Illinois University. In order to obtain a wider perspective of students' ethical attitudes, faculty from the American National Hall of Fame were invited to participate in the collection of student data at their university. A few other selected faculty were also invited to participate. By January 10, 2004, a total of 1009 good questionnaires were returned for processing and analysis. An additional 84 were provided by Simona Stan at the University of Oregon. Jerry Wall at University of Louisiana at Monroe collected 189 surveys from his university. They were received in February and could not be included in the first version of this report. Redoing the many, many tables to include their data was beyond the scope of this study. They, however, will be part of the database that faculty can use to develop professional articles. The students attended college at a private university, several regional universities and two flagship universities. Table 2C presents the listing of the universities that participated and the number of

students surveyed at each. Table 2.E gives information about the number of students in each of the two studies.

University	Contact	Number Returned	Percent
Colorado State U.	John Olienyk & O.C. Ferrell	79	8%
Eastern Illinois U.	Yunus Kathawala	186	18
Illinois Wesleyan U.	Fred Hoyt	45	4
Kennesaw State U.	Kamal Fatehi	198	20
Loyola Marymount U.	Edmund Gray	156	16
Southeast Mo State U.	Ken Heischmidt	57	6
Southwest Mo State U.	Charlie Pettijohn	58	6
U. of Akron	Mike d'Amico	109	11
U. of Illinois – Champaign	John Kindt	21	2
Western Illinois U.	Joe Dobson	100	10
			101%
*U. of Louisiana at Monroe	Jerry Wall	189	
*U. of Oregon	Simona Stan	84	

Source: 2003 Study of Ethics

*Not included in this report.

	1995 *	2003
Population of interest	College of Business students	Students taking classes in the College of Business.
Number of good responses	191	1009

Source: 2003 Study of Ethic

* Prasad, Jyoti, Nancy Marlow and Richard Hattwick (1998).

“Gender-Based Differences in Perception of a Just Society,” **Journal of Business Ethics**, Volume 17, pp. 219- 228.

QUESTIONNAIRE

The researchers thought the questionnaire would be the easiest part of the research process. They were mistaken. This part of the research became a very complicated part. The studies from 1983 to 1995 did not include the same questions for all studies nor was the wording of the “same” question exactly the

same. Some of the differences were unintentional. For example, the wording of the questions in the report for the 1983 study had slightly different wording for some of the questions that had been on the questionnaire. All questions from the studies were entered into an Excel spreadsheet so that a visual examination of the questions could be made. Anyone interested in looking at this spreadsheet should contact Paul. The first page of the spreadsheet is given as Appendix A. Consequently, in most instances, the most recent wording was used.

Also, in doing all of the investigation of the wording of the questions, an error was made in the current study. In the previous studies, a five-point Strongly Agree to Strongly Disagree scale had been utilized with No Opinion being the midpoint for most of the questions. In the 2003 survey, questions 30 to 38 were to have had the Influence set of answers. But the Strongly Agree to Strongly Disagree set of answers was mistakenly used instead. The possible answers should have been “Extensive Influence, Some Influence, No Opinion, Little Influence and No Influence.” Therefore, the extent of influence can be gained by interpreting a questions such as “To what extent are ethical standards of business executives influenced by peer group pressure?” as “Peer Group pressure influences the ethical standards of business executives” with the degree of agreement being the possible answers.

Table 2.F gives the number of questions asked of each group for each survey. The first survey in 1983 had 93 questions. All three of the 2003 questionnaires had approximately 50 questions, instead of more questions, to try to increase response rate.

Year of the Study	Group Surveyed	Number of Questions	
		Attitudinal	Demographic
1983	Business Leaders	85	9
1988	Business Leaders	48	5
1989	Faculty	48	5
1995	Students	51	4
2003	Business Leaders	47	7
2003	Faculty	47	5
2003	Students	47	4

Source: 2003 Study of Ethics

One of the major goals for the 2003 study was to keep the survey to no more than two pages, plus a cover letter. Also, the same attitudinal questions were to be asked of all three groups in 2003. Consequently, a review of the questions that had been asked ALL three groups from 1983 to 1995 revealed that only 29 had been asked of business leaders, faculty and students. These became the first 29 questions on the 2003 survey. Then, nine questions that had been asked of both the business leaders and the faculty were included. These were the infamous “influence” questions that need to be reinterpreted from the original wording of the questions. The last nine questions had been asked of both business leaders and students. There were NO questions included on the 2003 questionnaires that had been asked of only one group. The demographic questions were changed for the three groups. Note that

some of the faculty received a survey that had student demographics. For those instances, the information concerning having taken an ethics course and gender was still recorded for the faculty.

As indicated above, the seemingly relatively simple updating of the ethical views of three groups became complex since three different research designs had to be employed. Also, the original 84-attitudinal questions had to be analyzed for consistency in wording in subsequent surveys. Other ethical questions were added to the faculty survey. All subsequent surveys had no more than 48 attitudinal questions. Therefore deciding what to ask became a somewhat complex question. The research team consulted with Dick Hattwick concerning which form of the question should be used. The questionnaires for the business professionals, faculty and students are provided in Appendices B to E.

METHOD OF ANALYSIS

Given the complexity of the research design and the relatively few questions that had been asked of all three groups in earlier studies, the analysis therefore became a little more complex. Only 29 of the 47-attitudinal questions had been asked of all three groups in earlier studies. Therefore, the tables of analysis in this study had to accommodate the other 18 questions. The research team tried to make the tables of information as consistent and easy to use as possible. When a question was Not Asked of a particular group, then a NA was entered into the table. For the students in the 1995, some of the information asked on the survey was not presented in the journal article. Therefore, a NI for No Information (but asked) was included on the tables. For this current study, any nonresponse for the attitudinal questions was coded as a 3 for "No Opinion."

Because there is so much information to be presented, the tables were segmented into logical sections. Also, within each section, where possible, a more summary like table with the question, the year, the group, the percent who agreed, the average response, the standard deviation and the number of respondents is presented. The second table, where possible, presents the percentage of respondents who gave each of the Agreement answers.

SECTION 3:

BACKGROUND

CHARACTERISTICS OF

ALL THREE GROUPS

BACKGROUND CHARACTERISTICS OF THE BUSINESS LEADERS, FACULTY AND STUDENTS

INTRODUCTION

The background characteristics of each of the three groups for 2003 will be presented. A comparison to the earlier respective demographics will also be given. The question on ethics is presented before the demographics. The characteristics of the business leaders, faculty and students will then be discussed.

Although not a demographic question, the question concerning haven taken an ethics class, its information is presented in this section. Table 3A reveals that business leaders were more likely to have taken the ethics course than the current college of business students. The students were the least likely to have had such a course.

TABLE 3A. PERCENT IN EACH GROUP HAVING TAKEN AN ETHICS OR MORAL PHILOSOPHY COURSE

	Percent Saying Yes		
	Business Leaders	Faculty	Students
Have you ever taken an ethics or moral philosophy course?	56%	51%	36%
	(n=66)	(n=266)	(n=1003)

Source: 2003 Study of Ethics

DEMOGRAPHIC CHARACTERISTICS

BUSINESS LEADERS

As shown in Table 3B, in 2003 an overwhelming percentage of the respondents were male, 92%. Even though Best Lists of Arizona randomly selected the sample of large companies, none of the respondent's companies employed more than 900 persons. The average was in the 700 range. The two states with the largest number of respondents were California and Illinois, 14% and 11%. Almost half of the respondents were CEO's, in the service sector and had a management and marketing background.

The percentage of respondents in 1983 identifying themselves as CEO's was very close to the 2003 percentage. No information was reported in the 1988 article about business leaders.

TABLE 3B. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS

Demographic Characteristics	Year of the Study		
	2003	1988	1983
Gender :			
Male	92%		
Females	8%		
	100% (n=63)		
Approximate Number of Employees			
50	11%		
500	22%		

600	11%		
700	11%		
800	22%		
900	22%		
	99% (n=9)		
State in which you work			
Alabama	2		
CA	14		
Colorado	2		
Connecticut	2		
Florida	3		
Georgia	3		
Illinois	11		
Indiana	6		
Iowa	2		
Kentucky	2		
Louisiana	3		
MA	2		
Maryland	2		
MI	6		
Minnesota	3		
MO	2		
Nebraska	2		
New Jersey	3		
New York	5		
NC	3		
Ohio	6		
PA	5		
SC	2		
South Dakota	2		
Tennessee	2		
Texas	6		
	101% (n=66)		
Job Title or Position			

TABLE 3B. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS

Year of the Study

Demographic Characteristics	2003	1988	1983
CEO	47%		69%
President	20%		
Vice President	20%		14%
Other	14%		17%
	101% (n=64)		100% (n=119)
Largest General Area of Your Business			
Services	44%		
Manufacturing	30%		
Agriculture/Construction	8%		
Transportation	12%		
US/Global/North America	5%		
	99% (n=61)		
Functional Area in Which You Have Primarily Worked?			
Management	33%		
Marketing	18%		
Finance	13%		
Operations	27%		
Other	8%		
	99% (n=58)		

Source: 2003 Study of Ethics

FACULTY

In 2003, three fourths of the faculty respondents were male. The largest responding group was faculty. About half were from regional universities with masters programs. About 4 in 10 were in business administration or management. All of the respondents in 2003 were from AACSB accredited schools. Only 43% of the 1989 respondents were from AACSB schools. Note that there are many missing values in this data since not all faculty received a questionnaire with the correct demographic questions on it. In 1989, almost the same percentage of faculty responded as in 2003, 53% to 52%.

TABLE 3C. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING FACULTY		
Year of the Study		
Demographic Characteristics	2003	1989

Gender		
Male	75%	
Female	25%	
	100% (n=264)	
Title		
Dean	39%	27%
Associate Dean	9%	
Faculty	52%	53%
Chairpersons	0%	20%
	100% (n=151)	100% (n=445)
General Nature of their Universities		
Regional U. Undergraduate Only	9%	
Regional U. with Masters	52%	
Doctoral Granting	40%	
	100% (n=90)	
General Area of teaching		
Accounting	11%	
Business Administration	13%	
Management	30%	
Ethics and/or Law	6%	
Management Information	6%	
Economics	11%	
Other	4%	
Finance	7	
Marketing	13%	
	100% (n=202)	
AACSB Accredited	100%	43%

Source: 2003 Study of Ethics

STUDENTS

In 2003, over half of the students were male compared to 49% in 1995. There were a lower percentage of senior students in 2003 compared to 1995, 39% to 47%. The vast majority in both years was college

of business majors.

TABLE 3D. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING STUDENTS		
Year of the Study		
Demographic Characteristics	2003	1995
Gender		
Male	54%	49%
Female	46%	51%
	100% (n=1002)	100% (n=191)
Year in School		
Freshman/Sophomore	3%	8%
Junior/Senior	48%	45%
Senior/graduate school	39%	47%
	100% (n=1009)	100% (n=191)
Major		
College of Business	98%	90%
Other	2%	10%
	100% (n=995)	100% (n=191)

Source: 2003 Study of Ethics

SECTION 4:

FOCUS ON ALL THREE GROUPS

FOR 2003 ONLY

SECTION 4:

FOCUS ON ALL THREE GROUPS

FOR 2003 ONLY

INTRODUCTION

In this section, the focus is on the information concerning all three groups: business leaders, faculty and students. Table 4A presents a summary version of the information for each of the 47 attitudinal questions. For each question for each group, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 4B for a clearer understanding of these questions.

Table 4B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question for each group. The discussion will focus on Table 4A. One can examine the differences in the actual responses in Table 4B depending upon his or her interest in the particular question and/or group.

ANALYSIS

Table 4A shows the percent of the three responding groups agreeing with each statement. Of the 47 questions on the 2003 questionnaire, 27 answers were positive from all of the respondents. Nine responses were negative from all of the respondents. The respondents’ answers were mixed on the other 11 questions. Of the 11 questions with mixed responses, faculty and students agreed 6 times, faculty and business people agreed 3 times, and business people and students agreed twice. Four out of the six times that faculty and students agreed their answers were positive. All three times that faculty

agreed with business people their answers were negative. Business people and students agreed once positively and once negatively. Overall, business people gave positive answers 66 percent of the time; faculty gave positive answers 68 percent of the time; and students gave positive answers 72 percent of the time.

TABLE 4A. PERCENT OF EACH OF THE THREE 2003 RESPONDING GROUPS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)							
Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Business Leaders	76%	2.1	1.0	66
		2003	Faculty	67%	2.4	1.2	269
		2003	Students	77%	2.2	0.9	1009
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Business Leaders	11%	4.0	1.0	66
		2003	Faculty	19%	3.8	1.1	269
		2003	Students	25%	3.4	1.0	1009
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Business Leaders	35%	3.1	0.9	66
		2003	Faculty	58%	2.7	1.0	269
		2003	Students	60%	2.5	0.9	1009
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Business Leaders	99%	1.3	0.5	66
		2003	Faculty	95%	1.5	0.7	269
		2003	Students	93%	1.5	0.8	1009
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Business Leaders	71%	2.4	1.0	66
		2003	Faculty	68%	2.4	1.1	269
		2003	Students	66%	2.3	1.0	1009
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Business Leaders	70%	2.4	1.0	66
		2003	Faculty	73%	2.2	1.1	269
		2003	Students	72%	2.2	0.9	1009
	The corporation has a responsibility to clean up or avoid causing air, noise, and water	2003	Business Leaders	92%	1.9	0.8	66

7	pollution even if doing so means a reduction in profits.	2003	Faculty	81%	2.0	1.0	269
		2003	Students	83%	1.9	0.8	1009
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Business Leaders	88%	1.7	0.9	66
		2003	Faculty	80%	2.0	0.9	269
		2003	Students	73%	2.2	0.9	1009
9	The corporation has a responsibility to help minority owned businesses.	2003	Business Leaders	56%	2.6	1.1	66
		2003	Faculty	42%	2.8	1.0	269
		2003	Students	30%	3.0	1.0	1009
10	The corporation has a responsibility to be truthful in advertising.	2003	Business Leaders	99%	1.2	0.4	66
		2003	Faculty	99%	1.2	0.5	269
		2003	Students	94%	1.5	0.7	1009
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Business Leaders	12%	4.3	1.0	66
		2003	Faculty	38%	3.2	1.2	269
		2003	Students	60%	2.6	1.2	1009
12	Ethical standards in business are lower than in government.	2003	Business Leaders	11%	4.2	0.9	66
		2003	Faculty	15%	3.7	1.0	269
		2003	Students	20%	3.4	1.0	1009
13	Ethical standards in business are lower than in most religious organizations.	2003	Business Leaders	28%	3.5	1.2	66
		2003	Faculty	51%	2.9	1.2	269
		2003	Students	55%	2.6	1.1	1009
14	Ethical standards in business are lower than in the typical American family.	2003	Business Leaders	19%	3.8	1.1	66
		2003	Faculty	36%	3.1	1.1	269
		2003	Students	46%	2.8	1.0	1009
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Business Leaders	67%	2.5	0.9	66
		2003	Faculty	34%	3.2	1.0	269
		2003	Students	24%	3.3	1.0	1009

16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Business Leaders	59%	2.8	1.1	66
		2003	Faculty	85%	2.1	0.7	269
		2003	Students	89%	2.0	0.6	1009
17	Much advertising done by business is misleading to the consumer.	2003	Business Leaders	29%	3.3	1.0	66
		2003	Faculty	53%	2.8	1.1	269
		2003	Students	60%	2.5	1.0	1009
18	Effective advertising may have to be somewhat misleading.	2003	Business Leaders	8%	4.1	0.8	66
		2003	Faculty	7%	4.1	0.8	269
		2003	Students	36%	3.2	1.1	1009
19	It is in the long run self-interest of business to protect the customer.	2003	Business Leaders	91%	1.8	0.8	66
		2003	Faculty	92%	1.6	0.8	269
		2003	Students	76%	2.1	0.9	1009
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Business Leaders	31%	3.1	1.0	66
		2003	Faculty	20%	3.3	0.9	269
		2003	Students	31%	3.1	1.0	1009
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Business Leaders	87%	1.7	0.9	66
		2003	Faculty	81%	1.9	1.0	269
		2003	Students	84%	1.8	0.9	1009
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Business Leaders	53%	2.8	1.2	66
		2003	Faculty	43%	3.1	1.2	269
		2003	Students	55%	2.7	1.1	1009
23	Wages and salaries should vary according to an employee's productivity.	2003	Business Leaders	88%	1.8	0.8	66
		2003	Faculty	91%	1.8	0.7	269
		2003	Students	84%	1.9	0.8	1009

24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Business Leaders	49%	2.9	1.1	66
		2003	Faculty	54%	2.7	1.1	269
		2003	Students	81%	2.1	0.9	1009
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Business Leaders	3%	4.2	0.7	66
		2003	Faculty	3%	4.1	0.7	269
		2003	Students	36%	3.1	1.1	1009
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Business Leaders	29%	3.6	1.2	66
		2003	Faculty	54%	2.8	1.1	269
		2003	Students	47%	2.8	1.0	1009
27	The corporation should seek to maximize short run profits.	2003	Business Leaders	29%	3.4	1.2	66
		2003	Faculty	16%	3.9	1.1	269
		2003	Students	34%	3.1	1.0	1009
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Business Leaders	99%	1.5	0.5	66
		2003	Faculty	95%	1.8	0.6	269
		2003	Students	83%	2.1	0.7	1009
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Business Leaders	0%	4.5	0.6	66
		2003	Faculty	7%	4.0	0.8	269
		2003	Students	20%	3.6	1.1	1009
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Business Leaders	34%	3.1	1.0	65
		2003	Faculty	43%	2.8	1.1	268
		2003	Students	63%	2.4	1.0	1009
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Business Leaders	56%	2.7	1.1	66
		2003	Faculty	69%	2.6	1.1	269
		2003	Students	50%	2.8	1.1	1009
41	Government should redistribute income in order to assure a minimum standard of living for	2003	Business Leaders	23%	3.7	1.1	66
		2003	Faculty	35%	3.3	1.3	269
		2003	Students				

	all citizens.	2003	Students	28%	3.4	1.2	1009
42	Government should provide incentives for business to get involved in solving social problems.	2003	Business Leaders	55%	2.8	1.1	66
		2003	Faculty	74%	2.4	1.1	269
		2003	Students	71%	2.3	0.9	1009
43	Truth in lending regulations are needed to protect the customer.	2003	Business Leaders	86%	2.0	0.8	66
		2003	Faculty	88%	1.9	0.8	269
		2003	Students	75%	2.1	0.7	1009
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Business Leaders	85%	2.1	0.8	66
		2003	Faculty	82%	2.0	0.9	269
		2003	Students	67%	2.2	0.8	1009
45	Lazy or incompetent employees should be fired.	2003	Business Leaders	86%	1.9	0.9	66
		2003	Faculty	87%	1.8	0.8	269
		2003	Students	82%	1.9	0.9	1009
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Business Leaders	86%	1.8	1.0	66
		2003	Faculty	91%	1.7	0.8	269
		2003	Students	88%	1.7	0.8	1009
47	The corporation should seek to maximize long run profits.	2003	Business Leaders	93%	1.7	0.8	66
		2003	Faculty	92%	1.6	0.8	269
		2003	Students	88%	1.7	0.7	1009
30	To what extent are ethical standards influenced by peer group pressures?	2003	Business Leaders	55%	2.8	1.0	64
		2003	Faculty	87%	2.0	0.8	252
		2003	Students	75%	2.2	0.9	1004
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Business Leaders	66%	2.6	1.0	64
		2003	Faculty	91%	1.9	0.6	252
		2003	Students	87%	2.0	0.7	1004
		2003	Business Leaders	81%	2.2	0.9	64

32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Faculty	89%	1.8	0.7	253
		2003	Students	86%	1.9	0.8	1004
		2003	Business Leaders	83%	2.2	0.8	64
33	To what extent are ethical standards influenced by family experiences?	2003	Faculty	72%	2.3	1.0	254
		2003	Students	58%	2.6	1.0	1004
		2003	Business Leaders	74%	2.4	0.9	64
34	To what extent are ethical standards influenced by church experiences?	2003	Faculty	59%	2.6	1.0	254
		2003	Students	43%	2.9	1.0	1004
		2003	Business Leaders	83%	2.2	0.7	64
35	To what extent are ethical standards influenced by your educational experiences?	2003	Faculty	73%	2.3	0.8	254
		2003	Students	78%	2.2	0.8	1004
		2003	Business Leaders	90%	1.9	0.8	64
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Faculty	75%	2.3	0.9	254
		2003	Students	80%	2.1	0.8	1004
		2003	Business Leaders	85%	2.0	0.8	64
37	To what extent are ethical standards influenced by professional ethical code?	2003	Faculty	78%	2.2	0.9	254
		2003	Students	84%	2.1	0.8	1004
		2003	Business Leaders	75%	2.3	0.9	64
38	To what extent are ethical standards influenced by society's moral climate?	2003	Faculty	80%	2.1	0.8	255
		2003	Students	71%	2.3	0.9	1004
		2003	Business Leaders	85%	2.0	0.8	64

TABLE 4B. FOR ALL SEVEN YEARS, PERCENT OF EACH OF THE THREE GROUPS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Bus. Leaders	29	47	12	9	3	66
		2003	Faculty	23	44	9	20	4	269
		2003	Students	23	54	11	11	1	1009
	The corporation has a responsibility to not	2003	Bus. Leaders	3	8	8	52	30	66

2	become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Faculty	3	16	7	52	23	269
		2003	Students	3	22	20	45	10	1009
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Bus. Leaders	2	33	21	42	2	66
		2003	Faculty	7	51	15	23	5	269
		2003	Students	7	53	25	13	1	1009
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Bus. Leaders	76	23	0	2	0	66
		2003	Faculty	64	31	3	2	1	269
		2003	Students	64	29	4	2	1	1009
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Bus. Leaders	15	56	8	18	3	66
		2003	Faculty	23	45	11	18	3	269
		2003	Students	20	46	19	14	1	1009
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Bus. Leaders	11	59	11	15	5	66
		2003	Faculty	26	47	7	16	3	269
		2003	Students	23	49	17	11	1	1009
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Bus. Leaders	26	66	2	5	2	66
		2003	Faculty	35	46	5	12	2	269
		2003	Students	30	53	10	6	1	1009
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Bus. Leaders	53	35	6	5	2	66
		2003	Faculty	31	49	9	9	1	269
		2003	Students	19	54	17	8	1	1009
9	The corporation has a responsibility to help minority owned businesses.	2003	Bus. Leaders	14	42	24	15	5	66
		2003	Faculty	9	33	31	23	5	269
		2003	Students	8	22	39	24	7	1009
10	The corporation has a responsibility to be truthful in advertising.	2003	Bus. Leaders	85	14	2	0	0	66
		2003	Faculty	82	17	1	0	0	269
		2003	Students	59	35	4	1	0	1009
	The typical business executive has two sets of	2003	Bus. Leaders	0	12	2	33	53	66

11	ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Faculty	8	30	12	35	16	269
		2003	Students	16	44	13	21	6	1009
12	Ethical standards in business are lower than in government.	2003	Bus. Leaders	0	11	5	44	41	66
		2003	Faculty	3	12	16	49	20	269
		2003	Students	3	17	28	44	9	1009
13	Ethical standards in business are lower than in most religious organizations.	2003	Bus. Leaders	5	23	15	32	26	66
		2003	Faculty	10	41	12	29	8	269
		2003	Students	15	40	23	18	4	1009
14	Ethical standards in business are lower than in the typical American family.	2003	Bus. Leaders	2	17	11	45	26	66
		2003	Faculty	6	30	22	35	7	269
		2003	Students	8	38	28	24	3	1009
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Bus. Leaders	6	61	9	24	0	66
		2003	Faculty	4	30	16	45	4	269
		2003	Students	5	19	24	46	7	1009
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Bus. Leaders	6	53	6	29	6	66
		2003	Faculty	13	72	7	7	1	269
		2003	Students	17	72	7	4	0	1009
17	Much advertising done by business is misleading to the consumer.	2003	Bus. Leaders	3	26	15	53	3	66
		2003	Faculty	7	46	9	32	6	269
		2003	Students	10	50	17	22	1	1009
18	Effective advertising may have to be somewhat misleading.	2003	Bus. Leaders	0	8	8	56	29	66
		2003	Faculty	1	6	6	59	27	269
		2003	Students	4	32	14	42	9	1009
19	It is in the long run self-interest of business to protect the customer.	2003	Bus. Leaders	35	56	3	6	0	66
		2003	Faculty	50	42	5	3	0	269
		2003	Students	26	50	13	10	1	1009
20	The average customer is less ethical in dealing	2003	Bus. Leaders	5	26	30	33	6	66

	with business than the business is in dealing with that customer.	2003	Faculty	3	17	34	43	3	269
		2003	Students	5	26	29	37	4	1009
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Bus. Leaders	55	32	5	9	0	66
		2003	Faculty	42	39	6	13	0	269
		2003	Students	41	43	8	7	1	1009
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Bus. Leaders	14	39	12	27	8	66
		2003	Faculty	9	34	9	37	11	269
		2003	Students	10	45	18	24	4	1009
23	Wages and salaries should vary according to an employee's productivity.	2003	Bus. Leaders	36	52	6	6	0	66
		2003	Faculty	39	52	6	3	1	269
		2003	Students	30	54	9	6	1	1009
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Bus. Leaders	8	41	11	35	6	66
		2003	Faculty	8	46	16	25	5	269
		2003	Students	25	56	9	9	1	1009
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Bus. Leaders	0	3	6	61	30	66
		2003	Faculty	1	2	8	62	27	269
		2003	Students	6	30	18	40	7	1009
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Bus. Leaders	3	26	9	33	29	66
		2003	Faculty	7	47	17	19	10	269
		2003	Students	5	42	30	16	7	1009
27	The corporation should seek to maximize short run profits.	2003	Bus. Leaders	8	21	11	44	17	66
		2003	Faculty	3	13	9	45	31	269
		2003	Students	3	31	28	33	5	1009
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Bus. Leaders	52	47	2	0	0	66
		2003	Faculty	30	65	2	2	0	269
		2003	Students	14	69	12	4	0	1009
	The ethical standards in competition are	2003	Bus. Leaders	0	0	3	49	49	66

29	determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Faculty	1	6	6	62	25	269
		2003	Students	4	16	17	43	19	1009
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Bus. Leaders	2	32	25	37	5	65
		2003	Faculty	12	31	27	27	3	268
		2003	Students	15	48	18	18	1	1009
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Bus. Leaders	6	50	14	24	6	66
		2003	Faculty	7	62	10	13	9	269
		2003	Students	6	44	18	26	6	1009
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Bus. Leaders	2	21	11	38	29	66
		2003	Faculty	7	28	14	30	21	269
		2003	Students	6	22	22	30	20	1009
42	Government should provide incentives for business to get involved in solving social problems.	2003	Bus. Leaders	8	47	14	26	6	66
		2003	Faculty	15	59	7	14	5	269
		2003	Students	16	55	15	11	3	1009
43	Truth in lending regulations is needed to protect the customer.	2003	Bus. Leaders	21	65	6	6	2	66
		2003	Faculty	33	55	8	3	2	269
		2003	Students	17	58	22	3	0	1009
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Bus. Leaders	20	65	8	6	2	66
		2003	Faculty	26	56	12	3	3	269
		2003	Students	19	48	26	5	1	1009
45	Lazy or incompetent employees should be fired.	2003	Bus. Leaders	33	53	5	9	0	66
		2003	Faculty	39	48	8	5	1	269
		2003	Students	39	43	12	5	1	1009
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Bus. Leaders	44	42	8	2	5	66
		2003	Faculty	49	42	5	1	3	269
		2003	Students	44	44	8	3	1	1009
		2003	Bus. Leaders	46	47	3	5	0	66

47	The corporation should seek to maximize long run profits.	2003	Faculty	51	41	5	3	1	269
		2003	Students	45	43	10	1	0	1009
30	* Ethical standards are influenced by peer group pressures.	2003	Bus. Leaders	2	53	13	28	5	64
		2003	Faculty	23	64	8	5	1	252
		2003	Students	13	62	14	10	2	1004
31	* Ethical standards are influenced by prevailing industry practice.	2003	Bus. Leaders	3	63	8	25	2	64
		2003	Faculty	26	65	6	3	0	252
		2003	Students	20	67	9	4	0	1004
32	* Ethical standards are influenced by perceived preference of top executives.	2003	Bus. Leaders	17	64	6	9	3	64
		2003	Faculty	33	56	8	3	0	253
		2003	Students	29	57	10	4	1	1004
33	* Ethical standards are influenced by family experiences.	2003	Bus. Leaders	8	75	6	9	2	64
		2003	Faculty	11	61	14	12	1	254
		2003	Students	11	47	20	21	1	1004
34	* Ethical standards are influenced by church experiences.	2003	Bus. Leaders	8	66	10	14	2	64
		2003	Faculty	8	51	21	17	3	254
		2003	Students	8	35	26	27	4	1004
35	* Ethical standards are influenced by your educational experiences?.	2003	Bus. Leaders	8	75	9	6	2	64
		2003	Faculty	8	65	14	12	1	254
		2003	Students	14	64	12	9	1	1004
36	* Ethical standards are influenced by company's ethical code or policy.	2003	Bus. Leaders	27	63	3	6	2	64
		2003	Faculty	11	64	13	10	2	254
		2003	Students	19	61	12	7	1	1004
37	* Ethical standards are influenced by professional ethical code.	2003	Bus. Leaders	27	58	8	8	0	64
		2003	Faculty	15	63	11	10	2	254
		2003	Students	19	65	9	6	1	1004
	* Ethical standards are influenced by society's	2003	Bus. Leaders	8	67	9	14	2	64

38	moral climate.	2003	Faculty	20	60	11	8	1	255
		2003	Students	14	57	16	12	2	1004

Source: 2003 Study of Ethics

* The actual question on the questionnaire was "To what extent are ethical standards influenced by..."

SECTION 5

FOCUS ON ONLY THE BUSINESS

LEADERS FOR 2003

SECTION 5

FOCUS ON ONLY THE BUSINESS LEADERS FOR 2003

INTRODUCTION

In this section, the focus is only on the business leaders for the 2003 study. Table 5A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 5B for a clearer understanding of these questions. Table 5B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed analysis of the information in this section is beyond the scope of the project.

TABLE 5A. PERCENT OF THE BUSINESS LEADERS IN 2003 AGREEING WITH EACH STATEMENT (1 = SA; 5=SD)

Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Business Leaders	76%	2.1	1.0	66
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Business Leaders	11%	4.0	1.0	66
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Business Leaders	35%	3.1	0.9	66
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Business Leaders	99%	1.3	0.5	66
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Business Leaders	71%	2.4	1.0	66
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Business Leaders	70%	2.4	1.0	66
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Business Leaders	92%	1.9	0.8	66
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Business Leaders	88%	1.7	0.9	66
9	The corporation has a responsibility to help minority owned businesses.	2003	Business Leaders	56%	2.6	1.1	66
10	The corporation has a responsibility to be truthful in advertising.	2003	Business Leaders	99%	1.2	0.4	66
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and						

	another which is applied to his/her private life.	2003	Business Leaders	12%	4.3	1.0	66
12	Ethical standards in business are lower than in government.	2003	Business Leaders	11%	4.2	0.9	66
13	Ethical standards in business are lower than in most religious organizations.	2003	Business Leaders	28%	3.5	1.2	66
14	Ethical standards in business are lower than in the typical American family.	2003	Business Leaders	19%	3.8	1.1	66
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Business Leaders	67%	2.5	0.9	66
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Business Leaders	59%	2.8	1.1	66
17	Much advertising done by business is misleading to the consumer.	2003	Business Leaders	29%	3.3	1.0	66
18	Effective advertising may have to be somewhat misleading.	2003	Business Leaders	8%	4.1	0.8	66
19	It is in the long run self-interest of business to protect the customer.	2003	Business Leaders	91%	1.8	0.8	66
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Business Leaders	31%	3.1	1.0	66
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Business Leaders	87%	1.7	0.9	66
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Business Leaders	53%	2.8	1.2	66
23	Wages and salaries should vary according to an employee's productivity.	2003	Business Leaders	88%	1.8	0.8	66
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Business Leaders	49%	2.9	1.1	66
25	Wages and salaries should vary primarily with the employee's years of	2003	Business Leaders	3%	4.2	0.7	66

	service with the firm.						
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Business Leaders	29%	3.6	1.2	66
27	The corporation should seek to maximize short run profits.	2003	Business Leaders	29%	3.4	1.2	66
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Business Leaders	99%	1.5	0.5	66
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Business Leaders	0%	4.5	0.6	66
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Business Leaders	34%	3.1	1.0	65
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Business Leaders	56%	2.7	1.1	66
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Business Leaders	23%	3.7	1.1	66
42	Government should provide incentives for business to get involved in solving social problems.	2003	Business Leaders	55%	2.8	1.1	66
43	Truth in lending regulations are needed to protect the customer.	2003	Business Leaders	86%	2.0	0.8	66
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Business Leaders	85%	2.1	0.8	66
45	Lazy or incompetent employees should be fired.	2003	Business Leaders	86%	1.9	0.9	66
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Business Leaders	86%	1.8	1.0	66
47	The corporation should seek to maximize long run profits.	2003	Business Leaders	93%	1.7	0.8	66
30	To what extent are ethical standards influenced by peer group pressures?	2003	Business Leaders	55%	2.8	1.0	64
31	To what extent are ethical standards influenced by prevailing industry	2003	Business Leaders	66%	2.6	1.0	64

	practice?							
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Business Leaders	81%	2.2	0.9	64	
33	To what extent are ethical standards influenced by family experiences?	2003	Business Leaders	83%	2.2	0.8	64	
34	To what extent are ethical standards influenced by church experiences?	2003	Business Leaders	74%	2.4	0.9	64	
35	To what extent are ethical standards influenced by your educational experiences?	2003	Business Leaders	83%	2.2	0.7	64	
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Business Leaders	90%	1.9	0.8	64	
37	To what extent are ethical standards influenced by professional ethical code?	2003	Business Leaders	85%	2.0	0.8	64	
38	To what extent are ethical standards influenced by society's moral climate?	2003	Business Leaders	75%	2.3	0.9	64	

TABLE 5B. PERCENT OF THE BUSINESS LEADERS IN 2003 PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Bus. Leaders	29	47	12	9	3	66
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Bus. Leaders	3	8	8	52	30	66
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Bus. Leaders	2	33	21	42	2	66
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Bus. Leaders	76	23	0	2	0	66
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Bus. Leaders	15	56	8	18	3	66
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Bus. Leaders	11	59	11	15	5	66
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction								

	in profits.	2003	Bus. Leaders	26	66	2	5	2	2003
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Bus. Leaders	53	35	6	5	2	66
9	The corporation has a responsibility to help minority owned businesses.	2003	Bus. Leaders	14	42	24	15	5	66
10	The corporation has a responsibility to be truthful in advertising.	2003	Bus. Leaders	85	14	2	0	0	66
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Bus. Leaders	0	12	2	33	53	66
12	Ethical standards in business are lower than in government.	2003	Bus. Leaders	0	11	5	44	41	66
13	Ethical standards in business are lower than in most religious organizations.	2003	Bus. Leaders	5	23	15	32	26	66
14	Ethical standards in business are lower than in the typical American family.	2003	Bus. Leaders	2	17	11	45	26	66
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Bus. Leaders	6	61	9	24	0	66
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Bus. Leaders	6	53	6	29	6	66
17	Much advertising done by business is misleading to the consumer.	2003	Bus. Leaders	3	26	15	53	3	66
18	Effective advertising may have to be somewhat misleading.	2003	Bus. Leaders	0	8	8	56	29	66
19	It is in the long run self-interest of business to protect the customer.	2003	Bus. Leaders	35	56	3	6	0	66
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Bus. Leaders	5	26	30	33	6	66
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Bus. Leaders	55	32	5	9	0	66
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Bus. Leaders	14	39	12	27	8	66
23	Wages and salaries should vary according to an employee's productivity.	2003	Bus. Leaders	36	52	6	6	0	66
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Bus. Leaders	8	41	11	35	6	66
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Bus. Leaders	0	3	6	61	30	66
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Bus. Leaders	3	26	9	33	29	66
27	The corporation should seek to maximize short run profits.	2003	Bus. Leaders	8	21	11	44	17	66
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Bus. Leaders	52	47	2	0	0	66

29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Bus. Leaders	0	0	3	49	49	66
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Bus. Leaders	2	32	25	37	5	65
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Bus. Leaders	6	50	14	24	6	66
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Bus. Leaders	2	21	11	38	29	66
42	Government should provide incentives for business to get involved in solving social problems.	2003	Bus. Leaders	8	47	14	26	6	66
43	Truth in lending regulations is needed to protect the customer.	2003	Bus. Leaders	21	65	6	6	2	66
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Bus. Leaders	20	65	8	6	2	66
45	Lazy or incompetent employees should be fired.	2003	Bus. Leaders	33	53	5	9	0	66
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Bus. Leaders	44	42	8	2	5	66
47	The corporation should seek to maximize long run profits.	2003	Bus. Leaders	46	47	3	5	0	66
30	* Ethical standards are influenced by peer group pressures?	2003	Bus. Leaders	2	53	13	28	5	64
31	* Ethical standards are influenced by prevailing industry practice.	2003	Bus. Leaders	3	63	8	25	2	64
32	* Ethical standards are influenced by perceived preference of top executives?	2003	Bus. Leaders	17	64	6	9	3	64
33	* Ethical standards are influenced by family experiences?	2003	Bus. Leaders	8	75	6	9	2	64
34	* Ethical standards are influenced by church experiences?	2003	Bus. Leaders	8	66	10	14	2	64
35	* Ethical standards are influenced by your educational experiences?	2003	Bus. Leaders	8	75	9	6	2	64
36	* Ethical standards are influenced by company's ethical code or policy?	2003	Bus. Leaders	27	63	3	6	2	64
37	* Ethical standards are influenced by professional ethical code?	2003	Bus. Leaders	27	58	8	8	0	64
38	* Ethical standards are influenced by society's moral climate?	2003	Bus. Leaders	8	67	9	14	2	64

Source: 2003 Study of Ethics

* The actual question on the questionnaire was “ * To what extent are ethical standards influenced by ...”

SECTION 6:

FOCUS ON ONLY THE FACULTY

FOR 2003

SECTION 6:

FOCUS ON ONLY THE FACULTY FOR 2003

INTRODUCTION

In this section, the focus is only on the faculty for the 2003 study. Table 6A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 6B for a clearer understanding of these questions. Table 6B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed analysis of the information in this section is beyond the scope of the project.

TABLE 6A. PERCENT OF THE FACULTY IN 2003 AGREEING WITH EACH STATEMENT (1 = SA, 5=SD)

Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Faculty	67%	2.4	1.2	269
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Faculty	19%	3.8	1.1	269
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Faculty	58%	2.7	1.0	269
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Faculty	95%	1.5	0.7	269
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Faculty	68%	2.4	1.1	269
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Faculty	73%	2.2	1.1	269
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Faculty	81%	2.0	1.0	269
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Faculty	80%	2.0	0.9	269
9	The corporation has a responsibility to help minority owned businesses.	2003	Faculty	42%	2.8	1.0	269
10	The corporation has a responsibility to be truthful in advertising.	2003	Faculty	99%	1.2	0.5	269
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Faculty	38%	3.2	1.2	269
12	Ethical standards in business are lower than in government.	2003	Faculty	15%	3.7	1.0	269
13	Ethical standards in business are lower than in most religious organizations.	2003	Faculty	51%	2.9	1.2	269
14	Ethical standards in business are lower than in the typical American family.	2003	Faculty	36%	3.1	1.1	269
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Faculty	34%	3.2	1.0	269

16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Faculty	85%	2.1	0.7	269
17	Much advertising done by business is misleading to the consumer.	2003	Faculty	53%	2.8	1.1	269
18	Effective advertising may have to be somewhat misleading.	2003	Faculty	7%	4.1	0.8	269
19	It is in the long run self-interest of business to protect the customer.	2003	Faculty	92%	1.6	0.8	269
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Faculty	20%	3.3	0.9	269
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Faculty	81%	1.9	1.0	269
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Faculty	43%	3.1	1.2	269
23	Wages and salaries should vary according to an employee's productivity.	2003	Faculty	91%	1.8	0.7	269
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Faculty	54%	2.7	1.1	269
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Faculty	3%	4.1	0.7	269
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Faculty	54%	2.8	1.1	269
27	The corporation should seek to maximize short run profits.	2003	Faculty	16%	3.9	1.1	269
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Faculty	95%	1.8	0.6	269
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Faculty	7%	4.0	0.8	269
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Faculty	43%	2.8	1.1	268
40	Individual freedom may have to be partly restricted in order for organizations to effectively	2003	Faculty	69%	2.6	1.1	269

	function.						
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Faculty	35%	3.3	1.3	269
42	Government should provide incentives for business to get involved in solving social problems.	2003	Faculty	74%	2.4	1.1	269
43	Truth in lending regulations are needed to protect the customer.	2003	Faculty	88%	1.9	0.8	269
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Faculty	82%	2.0	0.9	269
45	Lazy or incompetent employees should be fired.	2003	Faculty	87%	1.8	0.8	269
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Faculty	91%	1.7	0.8	269
47	The corporation should seek to maximize long run profits.	2003	Faculty	92%	1.6	0.8	269
30	To what extent are ethical standards influenced by peer group pressures?	2003	Faculty	87%	2.0	0.8	252
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Faculty	91%	1.9	0.6	252
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Faculty	89%	1.8	0.7	253
33	To what extent are ethical standards influenced by family experiences?	2003	Faculty	72%	2.3	1.0	254
34	To what extent are ethical standards influenced by church experiences?	2003	Faculty	59%	2.6	1.0	254
35	To what extent are ethical standards influenced by your educational experiences?	2003	Faculty	73%	2.3	0.8	254
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Faculty	75%	2.3	0.9	254
37	To what extent are ethical standards influenced by professional ethical code?	2003	Faculty	78%	2.2	0.9	254
38	To what extent are ethical standards influenced by society's moral climate?	2003	Faculty	80%	2.1	0.8	255

TABLE 6B. PERCENT OF THE FACULTY IN 2003 PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Faculty	23	44	9	20	4	269
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Faculty	3	16	7	52	23	269
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Faculty	7	51	15	23	5	269
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Faculty	64	31	3	2	1	269
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Faculty	23	45	11	18	3	269
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Faculty	26	47	7	16	3	269
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Faculty	35	46	5	12	2	2003
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Faculty	31	49	9	9	1	269
9	The corporation has a responsibility to help minority owned businesses.	2003	Faculty	9	33	31	23	5	269
9	The corporation has a responsibility to help minority owned businesses.	2003	Faculty	9	33	31	23	5	269
10	The corporation has a responsibility to be truthful in advertising.	2003	Faculty	82	17	1	0	0	269
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Faculty	8	30	12	35	16	269
12	Ethical standards in business are lower than in government.	2003	Faculty	3	12	16	49	20	269
13	Ethical standards in business are lower than in most religious organizations.	2003	Faculty	10	41	12	29	8	269
14	Ethical standards in business are lower than in the typical American family.	2003	Faculty	6	30	22	35	7	269
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Faculty	4	30	16	45	4	269
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Faculty	13	72	7	7	1	269
17	Much advertising done by business is misleading to the consumer.	2003	Faculty	7	46	9	32	6	269
18	Effective advertising may have to be somewhat misleading.	2003	Faculty	1	6	6	59	27	269

19	It is in the long run self-interest of business to protect the customer.	2003	Faculty	50	42	5	3	0	269
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Faculty	3	17	34	43	3	269
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Faculty	42	39	6	13	0	269
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Faculty	9	34	9	37	11	269
23	Wages and salaries should vary according to an employee's productivity.	2003	Faculty	39	52	6	3	1	269
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Faculty	8	46	16	25	5	269
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Faculty	1	2	8	62	27	269
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Faculty	7	47	17	19	10	269
27	The corporation should seek to maximize short run profits.	2003	Faculty	3	13	9	45	31	269
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Faculty	30	65	2	2	0	269
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Faculty	1	6	6	62	25	269
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Faculty	12	31	27	27	3	268
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Faculty	7	62	10	13	9	269
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Faculty	7	28	14	30	21	269
42	Government should provide incentives for business to get involved in solving social problems.	2003	Faculty	15	59	7	14	5	269
43	Truth in lending regulations is needed to protect the customer.	2003	Faculty	33	55	8	3	2	269
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Faculty	26	56	12	3	3	269
45	Lazy or incompetent employees should be fired.	2003	Faculty	39	48	8	5	1	269
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Faculty	49	42	5	1	3	269
47	The corporation should seek to maximize long run profits.	2003	Faculty	51	41	5	3	1	269
30	* Ethical standards are influenced by peer group pressures?	2003	Faculty	23	64	8	5	1	252
31	* Ethical standards are influenced by prevailing industry practice.	2003	Faculty	26	65	6	3	0	252
32	* Ethical standards are influenced by perceived preference of top executives.	2003	Faculty	33	56	8	3	0	253
33	* Ethical standards are influenced by family experiences.	2003	Faculty	11	61	14	12	1	254

34	* Ethical standards are influenced by church experiences.	2003	Faculty	8	51	21	17	3	254
35	* Ethical standards are influenced by your educational experiences.	2003	Faculty	8	65	14	12	1	254
36	* Ethical standards are influenced by company's ethical code or policy.	2003	Faculty	11	64	13	10	2	254
37	* Ethical standards are influenced by professional ethical code.	2003	Faculty	15	63	11	10	2	254
38	* Ethical standards are influenced by society's moral climate.	2003	Faculty	20	60	11	8	1	255

Source: 2003 Study of Ethics

* The actual question on the questionnaire was "To what extent are ethical standards influenced by ..."

SECTION 7:

FOCUS ON ONLY THE STUDENTS

FOR 2003

SECTION 7:

FOCUS ON ONLY THE STUDENTS FOR 2003

INTRODUCTION

In this section, the focus is only on the students for the 2003 study. Table 7A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 7B for a clearer understanding of these questions. Table 7B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed analysis of the information in this section is beyond the scope of the project.

TABLE 7A. PERCENT OF THE STUDENTS IN 2003 AGREEING WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Students	77%	2.2	0.9	1009
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Students	25%	3.4	1.0	1009
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Students	60%	2.5	0.9	1009
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Students	93%	1.5	0.8	1009
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Students	66%	2.3	1.0	1009
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Students	72%	2.2	0.9	1009
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Students	83%	1.9	0.8	1009
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Students	73%	2.2	0.9	1009
9	The corporation has a responsibility to help minority owned businesses.	2003	Students	30%	3.0	1.0	1009
10	The corporation has a responsibility to be truthful in advertising.	2003	Students	94%	1.5	0.7	1009
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Students	60%	2.6	1.2	1009
12	Ethical standards in business are lower than in government.	2003	Students	20%	3.4	1.0	1009
13	Ethical standards in business are lower than in most religious organizations.	2003	Students	55%	2.6	1.1	1009
14	Ethical standards in business are lower than in the typical American family.	2003	Students	46%	2.8	1.0	1009
15	The ethical standards used in business are as high as those practiced with family and	2003	Students	24%	3.3	1.0	1009

	friends.						
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Students	89%	2.0	0.6	1009
17	Much advertising done by business is misleading to the consumer.	2003	Students	60%	2.5	1.0	1009
18	Effective advertising may have to be somewhat misleading.	2003	Students	36%	3.2	1.1	1009
19	It is in the long run self-interest of business to protect the customer.	2003	Students	76%	2.1	0.9	1009
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Students	31%	3.1	1.0	1009
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Students	84%	1.8	0.9	1009
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Students	55%	2.7	1.1	1009
23	Wages and salaries should vary according to an employee's productivity.	2003	Students	84%	1.9	0.8	1009
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Students	81%	2.1	0.9	1009
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Students	36%	3.1	1.1	1009
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Students	47%	2.8	1.0	1009
27	The corporation should seek to maximize short run profits.	2003	Students	34%	3.1	1.0	1009
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Students	83%	2.1	0.7	1009
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Students	20%	3.6	1.1	1009
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Students	63%	2.4	1.0	1009
40	Individual freedom may have to be partly restricted in order for organizations to	2003	Students	50%	2.8	1.1	1009

	effectively function.						
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Students	28%	3.4	1.2	1009
42	Government should provide incentives for business to get involved in solving social problems.	2003	Students	71%	2.3	0.9	1009
43	Truth in lending regulations are needed to protect the customer.	2003	Students	75%	2.1	0.7	1009
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Students	67%	2.2	0.8	1009
45	Lazy or incompetent employees should be fired.	2003	Students	82%	1.9	0.9	1009
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Students	88%	1.7	0.8	1009
47	The corporation should seek to maximize long run profits.	2003	Students	88%	1.7	0.7	1009
30	* Ethical standards are influenced by peer group pressures.	2003	Students	75%	2.2	0.9	1004
31	* Ethical standards are influenced by prevailing industry practice.	2003	Students	87%	2.0	0.7	1004
32	* Ethical standards are influenced by the perceived preference of top executives.	2003	Students	86%	1.9	0.8	1004
33	* Ethical standards are influenced by family experiences.	2003	Students	58%	2.6	1.0	1004
34	* Ethical standards are influenced by church experiences.	2003	Students	43%	2.9	1.0	1004
35	* Ethical standards are influenced by your educational experiences.	2003	Students	78%	2.2	0.8	1004
36	* Ethical standards are influenced by company's ethical code or policy.	2003	Students	80%	2.1	0.8	1004
37	* Ethical standards are influenced by professional ethical code.	2003	Students	84%	2.1	0.8	1004
38	* Ethical standards are influenced by society's moral climate.	2003	Students	71%	2.3	0.9	1004

Source: 2003 Study of Ethics

- The actual question on the questionnaire was “To what extent are ethical standards influenced by “

Q#	QUESTION	Year	Type	% SA	% A	% NO	% D	% SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Students	23	54	11	11	1	1009
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Students	3	22	20	45	10	1009
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Students	7	53	25	13	1	1009
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Students	64	29	4	2	1	1009
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Students	20	46	19	14	1	1009
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Students	23	49	17	11	1	1009
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Students	30	53	10	6	1	2003
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003							

			Students	19	54	17	8	1	1009
9	The corporation has a responsibility to help minority owned businesses.	2003	Students	8	22	39	24	7	1009
10	The corporation has a responsibility to be truthful in advertising.	2003	Students	59	35	4	1	0	1009
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Students	16	44	13	21	6	1009
12	Ethical standards in business are lower than in government.	2003	Students	3	17	28	44	9	1009
13	Ethical standards in business are lower than in most religious organizations.	2003	Students	15	40	23	18	4	1009
14	Ethical standards in business are lower than in the typical American family.	2003	Students	8	38	28	24	3	1009
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Students	5	19	24	46	7	1009
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Students	17	72	7	4	0	1009
17	Much advertising done by business is misleading to the consumer.	2003	Students	10	50	17	22	1	1009
18	Effective advertising may have to be somewhat misleading.	2003	Students	4	32	14	42	9	1009
19	It is in the long run self-interest of business to protect the customer.	2003	Students	26	50	13	10	1	1009

20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Students	5	26	29	37	4	1009
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Students	41	43	8	7	1	1009
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Students	10	45	18	24	4	1009
23	Wages and salaries should vary according to an employee's productivity.	2003	Students	30	54	9	6	1	1009
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Students	25	56	9	9	1	1009
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Students	6	30	18	40	7	1009
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Students	5	42	30	16	7	1009
		2003	Students	5	42	30	16	7	1009
27	The corporation should seek to maximize short run profits.	2003	Students	3	31	28	33	5	1009
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Students	14	69	12	4	0	1009
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Students	4	16	17	43	19	1009
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003							

			Students	15	48	18	18	1	1009
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Students	6	44	18	26	6	1009
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Students	6	22	22	30	20	1009
42	Government should provide incentives for business to get involved in solving social problems.	2003	Students	16	55	15	11	3	1009
43	Truth in lending regulations is needed to protect the customer.	2003	Students	17	58	22	3	0	1009
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Students	19	48	26	5	1	1009
45	Lazy or incompetent employees should be fired.	2003	Students	39	43	12	5	1	1009
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Students	44	44	8	3	1	1009
47	The corporation should seek to maximize long run profits.	2003	Students	45	43	10	1	0	1009
30	* Ethical standards are influenced by peer group pressures?	2003	Students	13	62	14	10	2	1004
31	* Ethical standards are influenced by prevailing industry practice?	2003	Students	20	67	9	4	0	1004
32	* Ethical standards are influenced by perceived preference of top executives?	2003	Students	29	57	10	4	1	1004
33	* Ethical standards are influenced by family experiences?	2003	Students	11	47	20	21	1	1004

34	* Ethical standards are influenced by church experiences?	2003	Students	8	35	26	27	4	1004
35	* Ethical standards are influenced by your educational experiences?	2003	Students	14	64	12	9	1	1004
36	* Ethical standards are influenced by company's ethical code or policy?	2003	Students	19	61	12	7	1	1004
37	* Ethical standards are influenced by professional ethical code?	2003	Students	19	65	9	6	1	1004
38	* Ethical standards are influenced by society's moral climate?	2003	Students	14	57	16	12	2	1004

Source: 2003 Study of Ethics

* The actual question on the questionnaire was "To what extent are ethical standards influenced by..."

SECTION 8:

FOCUS ON ALL THREE GROUPS

FOR ALL YEARS

SECTION 8:

FOCUS ON ALL THREE GROUPS

FOR ALL YEARS

INTRODUCTION

In this section, the focus is only on all three groups for all of the respective years. Table 8A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 8B for a clearer understanding of these questions. Table 8B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed analysis of the information in this section is beyond the scope of the project.

TABLE 8A. FOR ALL YEARS, PERCENT OF EACH OF THE RESPONDING GROUPS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)							
Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Business Leaders	76%	2.1	1.0	66
		2003	Faculty	67%	2.4	1.2	269
		2003	Students	77%	2.2	0.9	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	62%	2.6	1.4	439
		1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Business Leaders	11%	4.0	1.0	66
		2003	Faculty	19%	3.8	1.1	269
		2003	Students	25%	3.4	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	18%	3.8	1.2	438
		1988	Business Leaders	11%	NI	NI	138
		1983	Business Leaders	26%	NI	NI	119
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Business Leaders	35%	3.1	0.9	66
		2003	Faculty	58%	2.7	1.0	269
		2003	Students	60%	2.5	0.9	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	73%	2.4	1.2	439
		1988	Business Leaders	46%	NI	NI	138
		1983	Business Leaders	42%	NI	NI	119
		2003	Business Leaders	99%	1.3	0.5	66
		2003	Faculty	95%	1.5	0.7	269

4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Students	93%	1.5	0.8	1009
		1995	Students	NI	1.7	0.7	191
		1989	Faculty	94%	1.7	1.1	440
		1988	Business Leaders	97%	NI	NI	138
		1983	Business Leaders	97%	NI	NI	119
		2003	Business Leaders	71%	2.4	1.0	66
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Faculty	68%	2.4	1.1	269
		2003	Students	66%	2.3	1.0	1009
		1995	Students	NI	1.9	0.8	191
		1989	Faculty	74%	2.3	1.2	440
		1988	Business Leaders	67%	NI	NI	138
		1983	Business Leaders	67%	NI	NI	119
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Business Leaders	70%	2.4	1.0	66
		2003	Faculty	73%	2.2	1.1	269
		2003	Students	72%	2.2	0.9	1009
		1995	Students	NI	1.9	0.7	191
		1989	Faculty	81%	2.1	1.2	440
		1988	Business Leaders	74%	NI	NI	138
		1983	Business Leaders	67%	NI	NI	119
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Business Leaders	92%	1.9	0.8	66
		2003	Faculty	81%	2.0	1.0	269
		2003	Students	83%	1.9	0.8	1009
		1995	Students	NI	1.6	0.6	191
		1989	Faculty	90%	1.9	1.1	440
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	86%	NI	NI	119
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the	2003	Business Leaders	88%	1.7	0.9	66
		2003	Faculty	80%	2.0	0.9	269
		2003	Students	73%	2.2	0.9	1009
		1995	Students	NI	NI	NI	191

9	firm has plants or offices.	1989	Faculty	76%	2.3	1.1	440
		1988	Business Leaders	90%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
	The corporation has a responsibility to help minority owned businesses.	2003	Business Leaders	56%	2.6	1.1	66
		2003	Faculty	42%	2.8	1.0	269
		2003	Students	30%	3.0	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	41%	3.0	1.2	439
1988	Business Leaders	43%	NI	NI	138		
1983	Business Leaders	38%	NI	NI	119		
10	The corporation has a responsibility to be truthful in advertising.	2003	Business Leaders	99%	1.2	0.4	66
		2003	Faculty	99%	1.2	0.5	269
		2003	Students	94%	1.5	0.7	1009
		1995	Students	NI	1.7	0.6	191
		1989	Faculty	98%	1.5	1.0	440
		1988	Business Leaders	99%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Business Leaders	12%	4.3	1.0	66
		2003	Faculty	38%	3.2	1.2	269
		2003	Students	60%	2.6	1.2	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	46%	3.1	1.5	432
		1988	Business Leaders	16%	NI	NI	138
		1983	Business Leaders	20%	NI	NI	119
12	Ethical standards in business are lower than in government.	2003	Business Leaders	11%	4.2	0.9	66
		2003	Faculty	15%	3.7	1.0	269
		2003	Students	20%	3.4	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	9%	4.1	1.1	436
		1988	Business Leaders	5%	NI	NI	138
		1983	Business Leaders	3%	NI	NI	119
		2003	Business Leaders	28%	3.5	1.2	66

13	Ethical standards in business are lower than in most religious organizations.	2003	Faculty	51%	2.9	1.2	269
		2003	Students	55%	2.6	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	50%	3.0	1.4	436
		1988	Business Leaders	29%	NI	NI	138
		1983	Business Leaders	29%	NI	NI	119
14	Ethical standards in business are lower than in the typical American family.	2003	Business Leaders	19%	3.8	1.1	66
		2003	Faculty	36%	3.1	1.1	269
		2003	Students	46%	2.8	1.0	1009
		1995	Students	NI	2.8	0.9	191
		1989	Faculty	39%	3.2	1.4	436
		1988	Business Leaders	15%	NI	NI	138
		1983	Business Leaders	16%	NI	NI	119
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Business Leaders	67%	2.5	0.9	66
		2003	Faculty	34%	3.2	1.0	269
		2003	Students	24%	3.3	1.0	1009
		1995	Students	NI	2.3	1.0	191
		1989	Faculty	18%	3.8	1.2	436
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Business Leaders	67%	2.5	0.9	66
		2003	Faculty	34%	3.2	1.0	269
		2003	Students	24%	3.3	1.0	1009
		1995	Students	NI	2.3	1.0	191
		1989	Faculty	18%	3.8	1.2	436
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
17	Much advertising done by business is misleading to the consumer.	2003	Business Leaders	29%	3.3	1.0	66
		2003	Faculty	53%	2.8	1.1	269
		2003	Students	60%	2.5	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	62%	2.7	1.4	438

		1988	Business Leaders	39%	NI	NI	138
		1983	Business Leaders	23%	NI	NI	119
18	Effective advertising may have to be somewhat misleading.	2003	Business Leaders	8%	4.1	0.8	66
		2003	Faculty	7%	4.1	0.8	269
		2003	Students	36%	3.2	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	13%	3.9	1.1	438
		1988	Business Leaders	8%	NI	NI	138
		1983	Business Leaders	9%	NI	NI	119
19	It is in the long run self-interest of business to protect the customer.	2003	Business Leaders	91%	1.8	0.8	66
		2003	Faculty	92%	1.6	0.8	269
		2003	Students	76%	2.1	0.9	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	91%	1.8	1.3	435
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	98%	NI	NI	119
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Business Leaders	31%	3.1	1.0	66
		2003	Faculty	20%	3.3	0.9	269
		2003	Students	31%	3.1	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	33%	3.2	1.3	436
		1988	Business Leaders	42%	NI	NI	138
		1983	Business Leaders	53%	NI	NI	119
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Business Leaders	87%	1.7	0.9	66
		2003	Faculty	81%	1.9	1.0	269
		2003	Students	84%	1.8	0.9	1009
		1995	Students	NI	1.8	0.8	191
		1989	Faculty	81%	2.0	1.4	437
		1988	Business Leaders	87%	NI	NI	138
		1983	Business Leaders	89%	NI	NI	119
		2003	Business Leaders	53%	2.8	1.2	66

22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Faculty	43%	3.1	1.2	269
		2003	Students	55%	2.7	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	40%	3.2	1.4	438
		1988	Business Leaders	51%	NI	NI	138
		1983	Business Leaders	42%	NI	NI	119
23	Wages and salaries should vary according to an employee's productivity.	2003	Business Leaders	88%	1.8	0.8	66
		2003	Faculty	91%	1.8	0.7	269
		2003	Students	84%	1.9	0.8	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	89%	1.9	1.2	437
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Business Leaders	49%	2.9	1.1	66
		2003	Faculty	54%	2.7	1.1	269
		2003	Students	81%	2.1	0.9	1009
		1995	Students	NI	2.0	0.8	191
		1989	Faculty	63%	2.7	1.3	438
		1988	Business Leaders	48%	NI	NI	138
		1983	Business Leaders	53%	NI	NI	119
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Business Leaders	3%	4.2	0.7	66
		2003	Faculty	3%	4.1	0.7	269
		2003	Students	36%	3.1	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	3%	4.3	0.9	438
		1988	Business Leaders	4%	NI	NI	138
		1983	Business Leaders	1%	NI	NI	119
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Business Leaders	29%	3.6	1.2	66
		2003	Faculty	54%	2.8	1.1	269
		2003	Students	47%	2.8	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	61%	2.8	1.3	438

		1988	Business Leaders	26%	NI	NI	138
		1983	Business Leaders	21%	NI	NI	119
27	The corporation should seek to maximize short run profits.	2003	Business Leaders	29%	3.4	1.2	66
		2003	Faculty	16%	3.9	1.1	269
		2003	Students	34%	3.1	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	10%	4.1	1.0	441
		1988	Business Leaders	13%	NI	NI	138
		1983	Business Leaders	15%	NI	NI	119
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Business Leaders	99%	1.5	0.5	66
		2003	Faculty	95%	1.8	0.6	269
		2003	Students	83%	2.1	0.7	1009
		1995	Students	NI	2.0	0.6	191
		1989	Faculty	93%	1.9	0.1	440
		1988	Business Leaders	98%	NI	NI	138
		1983	Business Leaders	100%	NI	NI	119
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Business Leaders	0%	4.5	0.6	66
		2003	Faculty	7%	4.0	0.8	269
		2003	Students	20%	3.6	1.1	1009
		1995	Students	NI	3.5	1.1	191
		1989	Faculty	10%	4.1	1.1	440
		1988	Business Leaders	6%	NI	NI	138
		1983	Business Leaders	5%	NI	NI	119
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Business Leaders	34%	3.1	1.0	65
		2003	Faculty	43%	2.8	1.1	268
		2003	Students	63%	2.4	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	77%	NI	NI	119
		2003	Business Leaders	56%	2.7	1.1	66

40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Faculty	69%	2.6	1.1	269
		2003	Students	50%	2.8	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	70%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Business Leaders	23%	3.7	1.1	66
		2003	Faculty	35%	3.3	1.3	269
		2003	Students	28%	3.4	1.2	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	NA	N/A	N/A	N/A
		1983	Business Leaders	12%	NI	NI	119
42	Government should provide incentives for business to get involved in solving social problems.	2003	Business Leaders	55%	2.8	1.1	66
		2003	Faculty	74%	2.4	1.1	269
		2003	Students	71%	2.3	0.9	1009
		1995	Students	NI	2.0	0.8	191
		1989	Faculty	NA	N/A	N/A	N/A
		1983	Business Leaders	54%	NI	NI	119
43	Truth in lending regulations are needed to protect the customer.	2003	Business Leaders	86%	2.0	0.8	66
		2003	Faculty	88%	1.9	0.8	269
		2003	Students	75%	2.1	0.7	1009
		1995	Students	NI	1.8	0.7	191
		1989	Faculty	NA	N/A	N/A	N/A
		1983	Business Leaders	68%	NI	NI	119
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Business Leaders	85%	2.1	0.8	66
		2003	Faculty	82%	2.0	0.9	269
		2003	Students	67%	2.2	0.8	1009
		1995	Students	NI	1.9	0.8	191
		1989	Faculty	NA	N/A	N/A	N/A

		1988	Business Leaders	79%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	68%	<i>NI</i>	<i>NI</i>	119
45	Lazy or incompetent employees should be fired.	2003	Business Leaders	86%	1.9	0.9	66
		2003	Faculty	87%	1.8	0.8	269
		2003	Students	82%	1.9	0.9	1009
		1995	Students	<i>NI</i>	2.3	1.0	191
		1989	Faculty	<i>NA</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
		1988	Business Leaders	81%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	84%	<i>NI</i>	<i>NI</i>	119
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Business Leaders	86%	1.8	1.0	66
		2003	Faculty	91%	1.7	0.8	269
		2003	Students	88%	1.7	0.8	1009
		1995	Students	<i>NI</i>	1.8	0.8	191
		1989	Faculty	<i>NA</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
		1988	Business Leaders	91%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	89%	<i>NI</i>	<i>NI</i>	119
47	The corporation should seek to maximize long run profits.	2003	Business Leaders	93%	1.7	0.8	66
		2003	Faculty	92%	1.6	0.8	269
		2003	Students	88%	1.7	0.7	1009
		1995	Students	<i>NI</i>	1.8	0.6	191
		1989	Faculty	<i>NA</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
		1988	Business Leaders	96%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	94%	<i>NI</i>	<i>NI</i>	119
30	To what extent are ethical standards influenced by peer group pressures?	2003	Business Leaders	55%	2.8	1.0	64
		2003	Faculty	87%	2.0	0.8	252
		2003	Students	75%	2.2	0.9	1004
		1995	Students	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
		1989	Faculty	94%	1.7	1.1	439
		1988	Business Leaders	84%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	82%	<i>NI</i>	<i>NI</i>	119

31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Business Leaders	66%	2.6	1.0	64
		2003	Faculty	91%	1.9	0.6	252
		2003	Students	87%	2.0	0.7	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	90%	1.9	1.1	440
		1988	Business Leaders	70%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Business Leaders	81%	2.2	0.9	64
		2003	Faculty	89%	1.8	0.7	253
		2003	Students	86%	1.9	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	92%	1.7	1.2	437
		1988	Business Leaders	82%	NI	NI	138
		1983	Business Leaders	74%	NI	NI	119
33	To what extent are ethical standards influenced by family experiences?	2003	Business Leaders	83%	2.2	0.8	64
		2003	Faculty	72%	2.3	1.0	254
		2003	Students	58%	2.6	1.0	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	83%	1.9	1.2	440
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	92%	NI	NI	119
34	To what extent are ethical standards influenced by church experiences?	2003	Business Leaders	74%	2.4	0.9	64
		2003	Faculty	59%	2.6	1.0	254
		2003	Students	43%	2.9	1.0	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	70%	2.3	1.3	440
		1988	Business Leaders	74%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119

35	To what extent are ethical standards influenced by your educational experiences?	2003	Business Leaders	83%	2.2	0.7	64
		2003	Faculty	73%	2.3	0.8	254
		2003	Students	78%	2.2	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	65%	2.5	1.3	440
		1988	Business Leaders	87%	NI	NI	138
		1983	Business Leaders	87%	NI	NI	119
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Business Leaders	90%	1.9	0.8	64
		2003	Faculty	75%	2.3	0.9	254
		2003	Students	80%	2.1	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	76%	2.3	1.3	439
		1988	Business Leaders	89%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
37	To what extent are ethical standards influenced by professional ethical code?	2003	Business Leaders	85%	2.0	0.8	64
		2003	Faculty	78%	2.2	0.9	254
		2003	Students	84%	2.1	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	76%	2.3	1.3	440
		1988	Business Leaders	88%	NI	NI	138
		1983	Business Leaders	92%	NI	NI	119
38	To what extent are ethical standards influenced by society's moral climate?	2003	Business Leaders	75%	2.3	0.9	64
		2003	Faculty	80%	2.1	0.8	255
		2003	Students	71%	2.3	0.9	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	78%	2.2	1.3	439
		1988	Business Leaders	80%	NI	NI	138
		1983	Business Leaders	73%	NI	NI	119

Source: 2003 Study of Ethics

TABLE 8B. FOR ALL SEVEN YEARS, PERCENT OF EACH OF THE THREE GROUPS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
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1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Bus. Leaders	29	47	12	9	3	66
		2003	Faculty	23	44	9	20	4	269
		2003	Students	23	54	11	11	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	21	41	7	25	5	439
		1988	Bus. Leaders	20	56	5	17	2	138
		1983	Bus. Leaders	13	57	5	21	3	119
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Bus. Leaders	3	8	8	52	30	66
		2003	Faculty	3	16	7	52	23	269
		2003	Students	3	22	20	45	10	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	4	14	5	54	22	438
		1988	Bus. Leaders	2	9	7	69	12	138
		1983	Bus. Leaders	3	23	5	56	12	119
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Bus. Leaders	2	33	21	42	2	66
		2003	Faculty	7	51	15	23	5	269
		2003	Students	7	53	25	13	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	12	61	8	16	2	439
		1988	Bus. Leaders	1	45	8	44	2	138
		1983	Bus. Leaders	4	38	13	41	3	119
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Bus. Leaders	76	23	0	2	0	66
		2003	Faculty	64	31	3	2	1	269
		2003	Students	64	29	4	2	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	43	51	3	2	1	440
		1988	Bus. Leaders	35	62	2	1	0	138

		1983	Bus. Leaders	31	66	0	2	0	119
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Bus. Leaders	15	56	8	18	3	66
		2003	Faculty	23	45	11	18	3	269
		2003	Students	20	46	19	14	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	22	52	10	14	2	440
		1988	Bus. Leaders	9	58	15	17	1	138
		1983	Bus. Leaders	9	58	14	15	3	119
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Bus. Leaders	11	59	11	15	5	66
		2003	Faculty	26	47	7	16	3	269
		2003	Students	23	49	17	11	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	26	55	7	9	2	440
		1988	Bus. Leaders	15	59	16	9	1	138
		1983	Bus. Leaders	10	57	17	12	3	119
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Bus. Leaders	26	66	2	5	2	66
		2003	Faculty	35	46	5	12	2	269
		2003	Students	30	53	10	6	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	33	57	4	5	1	440
		1988	Bus. Leaders	19	74	4	3	0	138
		1983	Bus. Leaders	14	72	6	6	1	119
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Bus. Leaders	53	35	6	5	2	66
		2003	Faculty	31	49	9	9	1	269
		2003	Students	19	54	17	8	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	18	58	14	9	2	440
		1988	Bus. Leaders	25	65	4	7	0	138

		1983	Bus. Leaders	26	64	5	4	0	119
9	The corporation has a responsibility to help minority owned businesses.	2003	Bus. Leaders	14	42	24	15	5	66
		2003	Faculty	9	33	31	23	5	269
		2003	Students	8	22	39	24	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	34	29	25	5	439
		1988	Bus. Leaders	5	38	25	30	3	138
		1983	Bus. Leaders	6	32	26	30	5	119
10	The corporation has a responsibility to be truthful in advertising.	2003	Bus. Leaders	85	14	2	0	0	66
		2003	Faculty	82	17	1	0	0	269
		2003	Students	59	35	4	1	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	58	40	1	0	0	440
		1988	Bus. Leaders	54	45	1	1	0	138
		1983	Bus. Leaders	13	57	5	21	3	119
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Bus. Leaders	0	12	2	33	53	66
		2003	Faculty	8	30	12	35	16	269
		2003	Students	16	44	13	21	6	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	9	37	8	40	5	432
		1988	Bus. Leaders	6	10	5	52	27	138
		1983	Bus. Leaders	3	17	3	43	33	119
12	Ethical standards in business are lower than in government.	2003	Bus. Leaders	0	11	5	44	41	66
		2003	Faculty	3	12	16	49	20	269
		2003	Students	3	17	28	44	9	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	3	6	10	56	24	436
		1988	Bus. Leaders	1	4	3	42	50	138

		1983	Bus. Leaders	1	2	3	36	59	119
13	Ethical standards in business are lower than in most religious organizations.	2003	Bus. Leaders	5	23	15	32	26	66
		2003	Faculty	10	41	12	29	8	269
		2003	Students	15	40	23	18	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	43	13	29	7	436
		1988	Bus. Leaders	4	25	14	44	12	138
		1983	Bus. Leaders	0	29	21	39	10	119
14	Ethical standards in business are lower than in the typical American family.	2003	Bus. Leaders	2	17	11	45	26	66
		2003	Faculty	6	30	22	35	7	269
		2003	Students	8	38	28	24	3	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	6	33	14	41	5	436
		1988	Bus. Leaders	4	11	14	58	13	138
		1983	Bus. Leaders	0	16	11	60	12	119
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Bus. Leaders	6	61	9	24	0	66
		2003	Faculty	4	30	16	45	4	269
		2003	Students	5	19	24	46	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	17	11	52	18	436
		1988	Bus. Leaders	38	55	3	2	2	138
		1983	Bus. Leaders	37	57	3	3	0	119
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Bus. Leaders	6	53	6	29	6	66
		2003	Faculty	13	72	7	7	1	269
		2003	Students	17	72	7	4	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	18	7	48	25	436
		1988	Bus. Leaders	1	12	4	52	30	138

		1983	Bus. Leaders	3	16	1	59	20	119
17	Much advertising done by business is misleading to the consumer.	2003	Bus. Leaders	3	26	15	53	3	66
		2003	Faculty	7	46	9	32	6	269
		2003	Students	10	50	17	22	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	12	50	5	29	3	438
		1988	Bus. Leaders	7	32	10	46	5	138
		1983	Bus. Leaders	3	20	10	50	17	119
18	Effective advertising may have to be somewhat misleading.	2003	Bus. Leaders	0	8	8	56	29	66
		2003	Faculty	1	6	6	59	27	269
		2003	Students	4	32	14	42	9	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	12	1	64	21	438
		1988	Bus. Leaders	0	8	6	60	26	138
		1983	Bus. Leaders	2	7	6	63	22	119
19	It is in the long run self-interest of business to protect the customer.	2003	Bus. Leaders	35	56	3	6	0	66
		2003	Faculty	50	42	5	3	0	269
		2003	Students	26	50	13	10	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	45	46	3	4	1	435
		1988	Bus. Leaders	53	43	3	1	1	138
		1983	Bus. Leaders	48	50	1	1	0	119
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Bus. Leaders	5	26	30	33	6	66
		2003	Faculty	3	17	34	43	3	269
		2003	Students	5	26	29	37	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	4	29	22	38	6	436
		1988	Bus. Leaders	9	33	22	33	2	138

		1983	Bus. Leaders	12	41	22	24	1	119
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Bus. Leaders	55	32	5	9	0	66
		2003	Faculty	42	39	6	13	0	269
		2003	Students	41	43	8	7	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	41	40	7	10	1	437
		1988	Bus. Leaders	43	44	4	7	1	138
		1983	Bus. Leaders	42	47	3	8	1	119
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Bus. Leaders	14	39	12	27	8	66
		2003	Faculty	9	34	9	37	11	269
		2003	Students	10	45	18	24	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	33	8	42	9	438
		1988	Bus. Leaders	7	44	9	34	6	138
		1983	Bus. Leaders	7	35	13	36	9	119
23	Wages and salaries should vary according to an employee's productivity.	2003	Bus. Leaders	36	52	6	6	0	66
		2003	Faculty	39	52	6	3	1	269
		2003	Students	30	54	9	6	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	35	54	5	4	1	437
		1988	Bus. Leaders	34	62	1	3	1	138
		1983	Bus. Leaders	38	56	6	0	0	119
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Bus. Leaders	8	41	11	35	6	66
		2003	Faculty	8	46	16	25	5	269
		2003	Students	25	56	9	9	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	9	54	10	24	3	438
		1988	Bus. Leaders	5	43	5	39	8	138

25	Wages and salaries should vary primarily with the employee's years of service with the firm.	1983	Bus. Leaders	11	42	14	28	5	119
		2003	Bus. Leaders	0	3	6	61	30	66
		2003	Faculty	1	2	8	62	27	269
		2003	Students	6	30	18	40	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	0	3	4	60	32	438
		1988	Bus. Leaders	2	2	3	42	50	138
		1983	Bus. Leaders	0	1	4	53	42	119

26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Bus. Leaders	3	26	9	33	29	66
		2003	Faculty	7	47	17	19	10	269
		2003	Students	5	42	30	16	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	54	12	19	7	438
		1988	Bus. Leaders	1	25	9	41	23	138
		1983	Bus. Leaders	1	20	9	44	27	119

27	The corporation should seek to maximize short run profits.	2003	Bus. Leaders	8	21	11	44	17	66
		2003	Faculty	3	13	9	45	31	269
		2003	Students	3	31	28	33	5	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	9	8	50	32	441
		1988	Bus. Leaders	1	12	7	53	28	138
		1983	Bus. Leaders	1	14	9	56	20	119

28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Bus. Leaders	52	47	2	0	0	66
		2003	Faculty	30	65	2	2	0	269
		2003	Students	14	69	12	4	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	24	69	3	2	1	440

		1988	Bus. Leaders	39	59	1	1	0	138
		1983	Bus. Leaders	37	63	0	0	0	119
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Bus. Leaders	0	0	3	49	49	66
		2003	Faculty	1	6	6	62	25	269
		2003	Students	4	16	17	43	19	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	2	8	5	54	31	440
		1988	Bus. Leaders	3	3	2	59	33	138
		1983	Bus. Leaders	2	3	2	56	36	119
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Bus. Leaders	2	32	25	37	5	65
		2003	Faculty	12	31	27	27	3	268
		2003	Students	15	48	18	18	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	23	53	11	13	1	138
		1983	Bus. Leaders	26	51	6	18	0	119
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Bus. Leaders	6	50	14	24	6	66
		2003	Faculty	7	62	10	13	9	269
		2003	Students	6	44	18	26	6	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	13	57	6	18	6	138
		1983	Bus. Leaders	16	68	3	12	1	119
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Bus. Leaders	2	21	11	38	29	66
		2003	Faculty	7	28	14	30	21	269
		2003	Students	6	22	22	30	20	1009
		1995	Students	NI	NI	NI	NI	NI	191

		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	2	13	6	38	42	138
		1983	Bus. Leaders	3	9	6	30	52	119
42	Government should provide incentives for business to get involved in solving social problems.	2003	Bus. Leaders	8	47	14	26	6	66
		2003	Faculty	15	59	7	14	5	269
		2003	Students	16	55	15	11	3	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	14	47	13	18	7	138
		1983	Bus. Leaders	9	45	14	25	6	119
43	Truth in lending regulations is needed to protect the customer.	2003	Bus. Leaders	21	65	6	6	2	66
		2003	Faculty	33	55	8	3	2	269
		2003	Students	17	58	22	3	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	11	67	7	15	0	138
		1983	Bus. Leaders	3	65	9	18	5	119
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Bus. Leaders	20	65	8	6	2	66
		2003	Faculty	26	56	12	3	3	269
		2003	Students	19	48	26	5	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	13	66	7	12	1	138
		1983	Bus. Leaders	4	64	8	20	3	119
		2003	Bus. Leaders	33	53	5	9	0	66
		2003	Faculty	39	48	8	5	1	269
		2003	Students	39	43	12	5	1	1009

45	Lazy or incompetent employees should be fired.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	45	36	1	15	2	138
		1983	Bus. Leaders	42	42	3	12	1	119
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Bus. Leaders	44	42	8	2	5	66
		2003	Faculty	49	42	5	1	3	269
		2003	Students	44	44	8	3	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	31	60	4	3	1	138
		1983	Bus. Leaders	35	54	5	5	1	119
47	The corporation should seek to maximize long run profits.	2003	Bus. Leaders	46	47	3	5	0	66
		2003	Faculty	51	41	5	3	1	269
		2003	Students	45	43	10	1	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	45	51	2	1	1	138
		1983	Bus. Leaders	41	53	2	3	0	119
30	To what extent are ethical standards influenced by peer group pressures?	2003	Bus. Leaders	2	53	13	28	5	64
		2003	Faculty	23	64	8	5	1	252
		2003	Students	13	62	14	10	2	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	47	47	2	3	1	439
		1988	Bus. Leaders	28	56	4	8	4	138
		1983	Bus. Leaders	21	61	3	11	3	119
		2003	Bus. Leaders	3	63	8	25	2	64
		2003	Faculty	26	65	6	3	0	252
		2003	Students	20	67	9	4	0	1004

31	To what extent are ethical standards influenced by prevailing industry practice?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	32	58	4	6	0	440
		1988	Bus. Leaders	11	59	7	20	3	138
		1983	Bus. Leaders	9	61	7	21	1	119
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Bus. Leaders	17	64	6	9	3	64
		2003	Faculty	33	56	8	3	0	253
		2003	Students	29	57	10	4	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	49	43	4	3	0	437
		1988	Bus. Leaders	25	57	5	10	3	138
		1983	Bus. Leaders	20	54	8	14	3	119
33	To what extent are ethical standards influenced by family experiences?	2003	Bus. Leaders	8	75	6	9	2	64
		2003	Faculty	11	61	14	12	1	254
		2003	Students	11	47	20	21	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	42	41	7	9	1	440
		1988	Bus. Leaders	61	32	4	3	0	138
		1983	Bus. Leaders	49	43	2	4	1	119
34	To what extent are ethical standards influenced by church experiences?	2003	Bus. Leaders	8	66	10	14	2	64
		2003	Faculty	8	51	21	17	3	254
		2003	Students	8	35	26	27	4	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	26	44	10	16	3	440
		1988	Bus. Leaders	39	35	14	11	1	138
		1983	Bus. Leaders	36	48	7	7	1	119
		2003	Bus. Leaders	8	75	9	6	2	64
		2003	Faculty	8	65	14	12	1	254

35	To what extent are ethical standards influenced by your educational experiences?	2003	Students	14	64	12	9	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	14	51	9	23	2	440
		1988	Bus. Leaders	26	61	5	7	0	138
		1983	Bus. Leaders	29	58	3	9	0	119
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Bus. Leaders	27	63	3	6	2	64
		2003	Faculty	11	64	13	10	2	254
		2003	Students	19	61	12	7	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	22	54	6	16	1	439
		1988	Bus. Leaders	27	62	4	6	1	138
		1983	Bus. Leaders	26	64	3	7	0	119
37	To what extent are ethical standards influenced by professional ethical code?	2003	Bus. Leaders	27	58	8	8	0	64
		2003	Faculty	15	63	11	10	2	254
		2003	Students	19	65	9	6	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	24	52	5	17	1	440
		1988	Bus. Leaders	48	40	4	5	2	138
		1983	Bus. Leaders	53	39	4	3	0	119
38	To what extent are ethical standards influenced by society's moral climate?	2003	Bus. Leaders	8	67	9	14	2	64
		2003	Faculty	20	60	11	8	1	255
		2003	Students	14	57	16	12	2	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	26	52	7	13	1	439
		1988	Bus. Leaders	20	60	4	13	3	138
		1983	Bus. Leaders	16	57	9	16	1	119

Source: 2003 Study of Ethics

SECTION 9:

FOCUS ON BUSINESS LEADERS

FOR THREE YEARS

SECTION 9:

FOCUS ON BUSINESS LEADERS

FOR THREE YEARS

INTRODUCTION

In this section, the focus is only on the business leaders for all three years. Table 9A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 9B for a clearer understanding of these questions. Table 9B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed analysis of the information in this section is beyond the scope of the project

TABLE 9A. FOR EACH OF THE THREE STUDIES, PERCENT OF THE BUSINESS LEADERS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Business Leaders	76%	2.1	1.0	66
		1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Business Leaders	11%	4.0	1.0	66
		1988	Business Leaders	11%	NI	NI	138
		1983	Business Leaders	26%	NI	NI	119
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Business Leaders	35%	3.1	0.9	66
		1988	Business Leaders	46%	NI	NI	138
		1983	Business Leaders	42%	NI	NI	119
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Business Leaders	99%	1.3	0.5	66
		1988	Business Leaders	97%	NI	NI	138
		1983	Business Leaders	97%	NI	NI	119
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Business Leaders	71%	2.4	1.0	66
		1988	Business Leaders	67%	NI	NI	138
		1983	Business Leaders	67%	NI	NI	119
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Business Leaders	70%	2.4	1.0	66
		1988	Business Leaders	74%	NI	NI	138
		1983	Business Leaders	67%	NI	NI	119
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Business Leaders	92%	1.9	0.8	66
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	86%	NI	NI	119
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Business Leaders	88%	1.7	0.9	66
		1988	Business Leaders	90%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
9	The corporation has a responsibility to help minority owned businesses.	2003	Business Leaders	56%	2.6	1.1	66
		1988	Business Leaders	43%	NI	NI	138
		1983	Business Leaders	38%	NI	NI	119

10	The corporation has a responsibility to be truthful in advertising.	2003	Business Leaders	99%	1.2	0.4	66
		1988	Business Leaders	99%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Business Leaders	12%	4.3	1.0	66
		1988	Business Leaders	16%	NI	NI	138
		1983	Business Leaders	20%	NI	NI	119
12	Ethical standards in business are lower than in government.	2003	Business Leaders	11%	4.2	0.9	66
		1988	Business Leaders	5%	NI	NI	138
		1983	Business Leaders	3%	NI	NI	119
13	Ethical standards in business are lower than in most religious organizations.	2003	Business Leaders	28%	3.5	1.2	66
		1988	Business Leaders	29%	NI	NI	138
		1983	Business Leaders	29%	NI	NI	119
14	Ethical standards in business are lower than in the typical American family.	2003	Business Leaders	19%	3.8	1.1	66
		1988	Business Leaders	15%	NI	NI	138
		1983	Business Leaders	16%	NI	NI	119
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Business Leaders	67%	2.5	0.9	66
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Business Leaders	67%	2.5	0.9	66
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
17	Much advertising done by business is misleading to the consumer.	2003	Business Leaders	29%	3.3	1.0	66
		1988	Business Leaders	39%	NI	NI	138
		1983	Business Leaders	23%	NI	NI	119
18	Effective advertising may have to be somewhat misleading.	2003	Business Leaders	8%	4.1	0.8	66
		1988	Business Leaders	8%	NI	NI	138
		1983	Business Leaders	9%	NI	NI	119
19	It is in the long run self-interest of business to protect the customer.	2003	Business Leaders	91%	1.8	0.8	66
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	98%	NI	NI	119

20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Business Leaders	31%	3.1	1.0	66
		1988	Business Leaders	42%	NI	NI	138
		1983	Business Leaders	53%	NI	NI	119
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Business Leaders	87%	1.7	0.9	66
		1988	Business Leaders	87%	NI	NI	138
		1983	Business Leaders	89%	NI	NI	119
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Business Leaders	53%	2.8	1.2	66
		1988	Business Leaders	51%	NI	NI	138
		1983	Business Leaders	42%	NI	NI	119
23	Wages and salaries should vary according to an employee's productivity.	2003	Business Leaders	88%	1.8	0.8	66
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Business Leaders	49%	2.9	1.1	66
		1988	Business Leaders	48%	NI	NI	138
		1983	Business Leaders	53%	NI	NI	119
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Business Leaders	3%	4.2	0.7	66
		1988	Business Leaders	4%	NI	NI	138
		1983	Business Leaders	1%	NI	NI	119
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Business Leaders	29%	3.6	1.2	66
		1988	Business Leaders	26%	NI	NI	138
		1983	Business Leaders	21%	NI	NI	119
27	The corporation should seek to maximize short run profits.	2003	Business Leaders	29%	3.4	1.2	66
		1988	Business Leaders	13%	NI	NI	138
		1983	Business Leaders	15%	NI	NI	119
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Business Leaders	99%	1.5	0.5	66
		1988	Business Leaders	98%	NI	NI	138
		1983	Business Leaders	100%	NI	NI	119
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Business Leaders	0%	4.5	0.6	66
		1988	Business Leaders	6%	NI	NI	138
		1983	Business Leaders	5%	NI	NI	119

39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Business Leaders	34%	3.1	1.0	65
		1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	77%	NI	NI	119
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Business Leaders	56%	2.7	1.1	66
		1988	Business Leaders	70%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Business Leaders	23%	3.7	1.1	66
		1988	Business Leaders	15%	NI	NI	138
		1983	Business Leaders	12%	NI	NI	119
42	Government should provide incentives for business to get involved in solving social problems.	2003	Business Leaders	55%	2.8	1.1	66
		1988	Business Leaders	61%	NI	NI	138
		1983	Business Leaders	54%	NI	NI	119
43	Truth in lending regulations are needed to protect the customer.	2003	Business Leaders	86%	2.0	0.8	66
		1988	Business Leaders	78%	NI	NI	138
		1983	Business Leaders	68%	NI	NI	119
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Business Leaders	85%	2.1	0.8	66
		1988	Business Leaders	79%	NI	NI	138
		1983	Business Leaders	68%	NI	NI	119
45	Lazy or incompetent employees should be fired.	2003	Business Leaders	86%	1.9	0.9	66
		1988	Business Leaders	81%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Business Leaders	86%	1.8	1.0	66
		1988	Business Leaders	91%	NI	NI	138
		1983	Business Leaders	89%	NI	NI	119
47	The corporation should seek to maximize long run profits.	2003	Business Leaders	93%	1.7	0.8	66
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
30	To what extent are ethical standards	2003	Business Leaders	55%	2.8	1.0	64
		1988	Business Leaders	84%	NI	NI	138

	influenced by peer group pressures?	1983	Business Leaders	82%	NI	NI	119
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Business Leaders	66%	2.6	1.0	64
		1988	Business Leaders	70%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Business Leaders	81%	2.2	0.9	64
		1988	Business Leaders	82%	NI	NI	138
		1983	Business Leaders	74%	NI	NI	119
33	To what extent are ethical standards influenced by family experiences?	2003	Business Leaders	83%	2.2	0.8	64
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	92%	NI	NI	119
34	To what extent are ethical standards influenced by church experiences?	2003	Business Leaders	74%	2.4	0.9	64
		1988	Business Leaders	74%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119
35	To what extent are ethical standards influenced by your educational experiences?	2003	Business Leaders	83%	2.2	0.7	64
		1988	Business Leaders	87%	NI	NI	138
		1983	Business Leaders	87%	NI	NI	119
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Business Leaders	90%	1.9	0.8	64
		1988	Business Leaders	89%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
37	To what extent are ethical standards influenced by professional ethical code?	2003	Business Leaders	85%	2.0	0.8	64
		1988	Business Leaders	88%	NI	NI	138
		1983	Business Leaders	92%	NI	NI	119
38	To what extent are ethical standards influenced by society's moral climate?	2003	Business Leaders	75%	2.3	0.9	64
		1988	Business Leaders	80%	NI	NI	138
		1983	Business Leaders	73%	NI	NI	119

Source: 2003 Study of Ethics

TABLE 9B. FOR EACH OF THE THREE STUDIES, PERCENT OF THE BUSINESS LEADERS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
		2003	Bus. Leaders	29	47	12	9	3	66

1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	1988	Bus. Leaders	20	56	5	17	2	138
		1983	Bus. Leaders	13	57	5	21	3	119
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Bus. Leaders	3	8	8	52	30	66
		1988	Bus. Leaders	2	9	7	69	12	138
		1983	Bus. Leaders	3	23	5	56	12	119
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Bus. Leaders	2	33	21	42	2	66
		1988	Bus. Leaders	1	45	8	44	2	138
		1983	Bus. Leaders	4	38	13	41	3	119
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Bus. Leaders	76	23	0	2	0	66
		1988	Bus. Leaders	35	62	2	1	0	138
		1983	Bus. Leaders	31	66	0	2	0	119
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Bus. Leaders	15	56	8	18	3	66
		1988	Bus. Leaders	9	58	15	17	1	138
		1983	Bus. Leaders	9	58	14	15	3	119
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Bus. Leaders	11	59	11	15	5	66
		1988	Bus. Leaders	15	59	16	9	1	138
		1983	Bus. Leaders	10	57	17	12	3	119
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Bus. Leaders	26	66	2	5	2	66
		1988	Bus. Leaders	19	74	4	3	0	138
		1983	Bus. Leaders	14	72	6	6	1	119
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Bus. Leaders	53	35	6	5	2	66
		1988	Bus. Leaders	25	65	4	7	0	138
		1983	Bus. Leaders	26	64	5	4	0	119
9	The corporation has a responsibility to help minority owned businesses.	2003	Bus. Leaders	14	42	24	15	5	66
		1988	Bus. Leaders	5	38	25	30	3	138
		1983	Bus. Leaders	6	32	26	30	5	119
		2003	Bus. Leaders	85	14	2	0	0	66

10	The corporation has a responsibility to be truthful in advertising.	1988	Bus. Leaders	54	45	1	1	0	138
		1983	Bus. Leaders	13	57	5	21	3	119
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Bus. Leaders	0	12	2	33	53	66
		1988	Bus. Leaders	6	10	5	52	27	138
		1983	Bus. Leaders	3	17	3	43	33	119
12	Ethical standards in business are lower than in government.	2003	Bus. Leaders	0	11	5	44	41	66
		1988	Bus. Leaders	1	4	3	42	50	138
		1983	Bus. Leaders	1	2	3	36	59	119
13	Ethical standards in business are lower than in most religious organizations.	2003	Bus. Leaders	5	23	15	32	26	66
		1988	Bus. Leaders	4	25	14	44	12	138
		1983	Bus. Leaders	0	29	21	39	10	119
14	Ethical standards in business are lower than in the typical American family.	2003	Bus. Leaders	2	17	11	45	26	66
		1988	Bus. Leaders	4	11	14	58	13	138
		1983	Bus. Leaders	0	16	11	60	12	119
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Bus. Leaders	6	61	9	24	0	66
		1988	Bus. Leaders	38	55	3	2	2	138
		1983	Bus. Leaders	37	57	3	3	0	119
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Bus. Leaders	6	53	6	29	6	66
		1988	Bus. Leaders	1	12	4	52	30	138
		1983	Bus. Leaders	3	16	1	59	20	119
17	Much advertising done by business is misleading to the consumer.	2003	Bus. Leaders	3	26	15	53	3	66
		1988	Bus. Leaders	7	32	10	46	5	138
		1983	Bus. Leaders	3	20	10	50	17	119
18	Effective advertising may have to be somewhat misleading.	2003	Bus. Leaders	0	8	8	56	29	66
		1988	Bus. Leaders	0	8	6	60	26	138
		1983	Bus. Leaders	2	7	6	63	22	119

19	It is in the long run self-interest of business to protect the customer.	2003	Bus. Leaders	35	56	3	6	0	66
		1988	Bus. Leaders	53	43	3	1	1	138
		1983	Bus. Leaders	48	50	1	1	0	119
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Bus. Leaders	5	26	30	33	6	66
		1988	Bus. Leaders	9	33	22	33	2	138
		1983	Bus. Leaders	12	41	22	24	1	119
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Bus. Leaders	55	32	5	9	0	66
		1988	Bus. Leaders	43	44	4	7	1	138
		1983	Bus. Leaders	42	47	3	8	1	119
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Bus. Leaders	14	39	12	27	8	66
		1988	Bus. Leaders	7	44	9	34	6	138
		1983	Bus. Leaders	7	35	13	36	9	119
23	Wages and salaries should vary according to an employee's productivity.	2003	Bus. Leaders	36	52	6	6	0	66
		1988	Bus. Leaders	34	62	1	3	1	138
		1983	Bus. Leaders	38	56	6	0	0	119
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Bus. Leaders	8	41	11	35	6	66
		1988	Bus. Leaders	5	43	5	39	8	138
		1983	Bus. Leaders	11	42	14	28	5	119
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Bus. Leaders	0	3	6	61	30	66
		1988	Bus. Leaders	2	2	3	42	50	138
		1983	Bus. Leaders	0	1	4	53	42	119
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Bus. Leaders	3	26	9	33	29	66
		1988	Bus. Leaders	1	25	9	41	23	138
		1983	Bus. Leaders	1	20	9	44	27	119
27	The corporation should seek to maximize short run profits.	2003	Bus. Leaders	8	21	11	44	17	66
		1988	Bus. Leaders	1	12	7	53	28	138
		1983	Bus. Leaders	1	14	9	56	20	119

28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Bus. Leaders	52	47	2	0	0	66
		1988	Bus. Leaders	39	59	1	1	0	138
		1983	Bus. Leaders	37	63	0	0	0	119
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Bus. Leaders	0	0	3	49	49	66
		1988	Bus. Leaders	3	3	2	59	33	138
		1983	Bus. Leaders	2	3	2	56	36	119
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Bus. Leaders	2	32	25	37	5	65
		1988	Bus. Leaders	23	53	11	13	1	138
		1983	Bus. Leaders	26	51	6	18	0	119
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Bus. Leaders	6	50	14	24	6	66
		1988	Bus. Leaders	13	57	6	18	6	138
		1983	Bus. Leaders	16	68	3	12	1	119
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Bus. Leaders	2	21	11	38	29	66
		1988	Bus. Leaders	2	13	6	38	42	138
		1983	Bus. Leaders	3	9	6	30	52	119
42	Government should provide incentives for business to get involved in solving social problems.	2003	Bus. Leaders	8	47	14	26	6	66
		1988	Bus. Leaders	14	47	13	18	7	138
		1983	Bus. Leaders	9	45	14	25	6	119
43	Truth in lending regulations is needed to protect the customer.	2003	Bus. Leaders	21	65	6	6	2	66
		1988	Bus. Leaders	11	67	7	15	0	138
		1983	Bus. Leaders	3	65	9	18	5	119
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Bus. Leaders	20	65	8	6	2	66
		1988	Bus. Leaders	13	66	7	12	1	138
		1983	Bus. Leaders	4	64	8	20	3	119
45	Lazy or incompetent employees should be fired.	2003	Bus. Leaders	33	53	5	9	0	66
		1988	Bus. Leaders	45	36	1	15	2	138
		1983	Bus. Leaders	42	42	3	12	1	119

46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Bus. Leaders	44	42	8	2	5	66
		1988	Bus. Leaders	31	60	4	3	1	138
		1983	Bus. Leaders	35	54	5	5	1	119
47	The corporation should seek to maximize long run profits.	2003	Bus. Leaders	46	47	3	5	0	66
		1988	Bus. Leaders	45	51	2	1	1	138
		1983	Bus. Leaders	41	53	2	3	0	119
30	To what extent are ethical standards influenced by peer group pressures?	2003	Bus. Leaders	2	53	13	28	5	64
		1988	Bus. Leaders	28	56	4	8	4	138
		1983	Bus. Leaders	21	61	3	11	3	119
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Bus. Leaders	3	63	8	25	2	64
		1988	Bus. Leaders	11	59	7	20	3	138
		1983	Bus. Leaders	9	61	7	21	1	119
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Bus. Leaders	17	64	6	9	3	64
		1988	Bus. Leaders	25	57	5	10	3	138
		1983	Bus. Leaders	20	54	8	14	3	119
33	To what extent are ethical standards influenced by family experiences?	2003	Bus. Leaders	8	75	6	9	2	64
		1988	Bus. Leaders	61	32	4	3	0	138
		1983	Bus. Leaders	49	43	2	4	1	119
34	To what extent are ethical standards influenced by church experiences?	2003	Bus. Leaders	8	66	10	14	2	64
		1988	Bus. Leaders	39	35	14	11	1	138
		1983	Bus. Leaders	36	48	7	7	1	119
35	To what extent are ethical standards influenced by your educational experiences?	2003	Bus. Leaders	8	75	9	6	2	64
		1988	Bus. Leaders	26	61	5	7	0	138
		1983	Bus. Leaders	29	58	3	9	0	119
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Bus. Leaders	27	63	3	6	2	64
		1988	Bus. Leaders	27	62	4	6	1	138
		1983	Bus. Leaders	26	64	3	7	0	119

37	To what extent are ethical standards influenced by professional ethical code?	2003	Bus. Leaders	27	58	8	8	0	64
		1988	Bus. Leaders	48	40	4	5	2	138
		1983	Bus. Leaders	53	39	4	3	0	119
38	To what extent are ethical standards influenced by society's moral climate?	2003	Bus. Leaders	8	67	9	14	2	64
		1988	Bus. Leaders	20	60	4	13	3	138
		1983	Bus. Leaders	16	57	9	16	1	119

Source: *2003 Study of Ethics*

SECTION 10:

FOCUS ON FACULTY

FOR TWO YEARS

SECTION 10:

FOCUS ON FACULTY

FOR ALL YEARS

INTRODUCTION

In this section, the focus is only on the faculty for two years. Table 10A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 10B for a clearer understanding of these questions. Table 10B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed

analysis of the information in this section is beyond the scope of the project.

TABLE 10A. FOR ALL YEARS, PERCENT OF EACH OF THE RESPONDING GROUPS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)							
Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Faculty	67%	2.4	1.2	269
		1989	Faculty	62%	2.6	1.4	439
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Faculty	19%	3.8	1.1	269
		1989	Faculty	18%	3.8	1.2	438
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Faculty	58%	2.7	1.0	269
		1989	Faculty	73%	2.4	1.2	439
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Faculty	95%	1.5	0.7	269
		1989	Faculty	94%	1.7	1.1	440
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Faculty	68%	2.4	1.1	269
		1989	Faculty	74%	2.3	1.2	440
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Faculty	73%	2.2	1.1	269
		1989	Faculty	81%	2.1	1.2	440
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a	2003	Faculty	81%	2.0	1.0	269

	reduction in profits.	1989	Faculty	90%	1.9	1.1	440
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Faculty	80%	2.0	0.9	269
		1989	Faculty	76%	2.3	1.1	440
9	The corporation has a responsibility to help minority owned businesses.	2003	Faculty	42%	2.8	1.0	269
		1989	Faculty	41%	3.0	1.2	439
10	The corporation has a responsibility to be truthful in advertising.	2003	Faculty	99%	1.2	0.5	269
		1989	Faculty	98%	1.5	1.0	440
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Faculty	38%	3.2	1.2	269
		1989	Faculty	46%	3.1	1.5	432
12	Ethical standards in business are lower than in government.	2003	Faculty	15%	3.7	1.0	269
		1989	Faculty	9%	4.1	1.1	436
13	Ethical standards in business are lower than in most religious organizations.	2003	Faculty	51%	2.9	1.2	269
		1989	Faculty	50%	3.0	1.4	436
14	Ethical standards in business are lower than in the typical American family.	2003	Faculty	36%	3.1	1.1	269
		1989	Faculty	39%	3.2	1.4	436
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Faculty	34%	3.2	1.0	269
		1989	Faculty	18%	3.8	1.2	436
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Faculty	34%	3.2	1.0	269
		1989	Faculty	18%	3.8	1.2	436

17	Much advertising done by business is misleading to the consumer.	2003	Faculty	53%	2.8	1.1	269
		1989	Faculty	62%	2.7	1.4	438
18	Effective advertising may have to be somewhat misleading.	2003	Faculty	7%	4.1	0.8	269
		1989	Faculty	13%	3.9	1.1	438
19	It is in the long run self-interest of business to protect the customer.	2003	Faculty	92%	1.6	0.8	269
		1989	Faculty	91%	1.8	1.3	435
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Faculty	20%	3.3	0.9	269
		1989	Faculty	33%	3.2	1.3	436
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Faculty	81%	1.9	1.0	269
		1989	Faculty	81%	2.0	1.4	437
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Faculty	43%	3.1	1.2	269
		1989	Faculty	40%	3.2	1.4	438
23	Wages and salaries should vary according to an employee's productivity.	2003	Faculty	91%	1.8	0.7	269
		1989	Faculty	89%	1.9	1.2	437
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Faculty	54%	2.7	1.1	269
		1989	Faculty	63%	2.7	1.3	438
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Faculty	3%	4.1	0.7	269
		1989	Faculty	3%	4.3	0.9	438
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Faculty	54%	2.8	1.1	269
		1989	Faculty	61%	2.8	1.3	438

27	The corporation should seek to maximize short run profits.	2003	Faculty	16%	3.9	1.1	269
		1989	Faculty	10%	4.1	1.0	441
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Faculty	95%	1.8	0.6	269
		1989	Faculty	93%	1.9	0.1	440
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Faculty	7%	4.0	0.8	269
		1989	Faculty	10%	4.1	1.1	440
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Faculty	43%	2.8	1.1	268
		1989	Faculty	NA	N/A	N/A	N/A
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Faculty	69%	2.6	1.1	269
		1989	Faculty	NA	N/A	N/A	N/A
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Faculty	35%	3.3	1.3	269
		1989	Faculty	NA	N/A	N/A	N/A
42	Government should provide incentives for business to get involved in solving social problems.	2003	Faculty	74%	2.4	1.1	269
		1989	Faculty	NA	N/A	N/A	N/A
43	Truth in lending regulations are needed to protect the customer.	2003	Faculty	88%	1.9	0.8	269
		1989	Faculty	NA	N/A	N/A	N/A
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Faculty	82%	2.0	0.9	269
		1989	Faculty	NA	N/A	N/A	N/A
45	Lazy or incompetent employees should be fired.	2003	Faculty	87%	1.8	0.8	269
		1989	Faculty	NA	N/A	N/A	N/A

46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Faculty	91%	1.7	0.8	269
		1989	Faculty	NA	N/A	N/A	N/A
47	The corporation should seek to maximize long run profits.	2003	Faculty	92%	1.6	0.8	269
		1989	Faculty	NA	N/A	N/A	N/A
30	To what extent are ethical standards influenced by peer group pressures?	2003	Faculty	87%	2.0	0.8	252
		1989	Faculty	94%	1.7	1.1	439
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Faculty	91%	1.9	0.6	252
		1989	Faculty	90%	1.9	1.1	440
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Faculty	89%	1.8	0.7	253
		1989	Faculty	92%	1.7	1.2	437
33	To what extent are ethical standards influenced by family experiences?	2003	Faculty	72%	2.3	1.0	254
		1989	Faculty	83%	1.9	1.2	440
34	To what extent are ethical standards influenced by church experiences?	2003	Faculty	59%	2.6	1.0	254
		1989	Faculty	70%	2.3	1.3	440
35	To what extent are ethical standards influenced by your educational experiences?	2003	Faculty	73%	2.3	0.8	254
		1989	Faculty	65%	2.5	1.3	440
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Faculty	75%	2.3	0.9	254
		1989	Faculty	76%	2.3	1.3	439
37	To what extent are ethical standards influenced by professional ethical code?	2003	Faculty	78%	2.2	0.9	254
		1989	Faculty	76%	2.3	1.3	440
	To what extent are ethical standards	2003	Faculty	80%	2.1	0.8	255

38	influenced by society's moral climate?	1989	Faculty	78%	2.2	1.3	439
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Source: 2003 Study of Ethics

TABLE 10B. FOR EACH OF THE 2 STUDIES, PERCENT OF THE FACULTY PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)									
Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Faculty	23	44	9	20	4	269
		1989	Faculty	21	41	7	25	5	439
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Faculty	3	16	7	52	23	269
		1989	Faculty	4	14	5	54	22	438
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Faculty	7	51	15	23	5	269
		1989	Faculty	12	61	8	16	2	439
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Faculty	64	31	3	2	1	269
		1989	Faculty	43	51	3	2	1	440
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Faculty	23	45	11	18	3	269
		1989	Faculty	22	52	10	14	2	440
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Faculty	26	47	7	16	3	269
		1989	Faculty	26	55	7	9	2	440
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Faculty	35	46	5	12	2	269
		1989	Faculty	33	57	4	5	1	440

8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Faculty	31	49	9	9	1	269
		1989	Faculty	18	58	14	9	2	440
9	The corporation has a responsibility to help minority owned businesses.	2003	Faculty	9	33	31	23	5	269
		1989	Faculty	7	34	29	25	5	439
10	The corporation has a responsibility to be truthful in advertising.	2003	Faculty	82	17	1	0	0	269
		1989	Faculty	58	40	1	0	0	440
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Faculty	8	30	12	35	16	269
		1989	Faculty	9	37	8	40	5	432
12	Ethical standards in business are lower than in government.	2003	Faculty	3	12	16	49	20	269
		1989	Faculty	3	6	10	56	24	436
13	Ethical standards in business are lower than in most religious organizations.	2003	Faculty	10	41	12	29	8	269
		1989	Faculty	7	43	13	29	7	436
14	Ethical standards in business are lower than in the typical American family.	2003	Faculty	6	30	22	35	7	269
		1989	Faculty	6	33	14	41	5	436
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Faculty	4	30	16	45	4	269
		1989	Faculty	1	17	11	52	18	436
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Faculty	13	72	7	7	1	269
		1989	Faculty	1	18	7	48	25	436

17	Much advertising done by business is misleading to the consumer.	2003	Faculty	7	46	9	32	6	269
		1989	Faculty	12	50	5	29	3	438
18	Effective advertising may have to be somewhat misleading.	2003	Faculty	1	6	6	59	27	269
		1989	Faculty	1	12	1	64	21	438
19	It is in the long run self-interest of business to protect the customer.	2003	Faculty	50	42	5	3	0	269
		1989	Faculty	45	46	3	4	1	435
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Faculty	3	17	34	43	3	269
		1989	Faculty	4	29	22	38	6	436
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Faculty	42	39	6	13	0	269
		1989	Faculty	41	40	7	10	1	437
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Faculty	9	34	9	37	11	269
		1989	Faculty	7	33	8	42	9	438
23	Wages and salaries should vary according to an employee's productivity.	2003	Faculty	39	52	6	3	1	269
		1989	Faculty	35	54	5	4	1	437
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Faculty	8	46	16	25	5	269
		1989	Faculty	9	54	10	24	3	438
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Faculty	1	2	8	62	27	269
		1989	Faculty	0	3	4	60	32	438

26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Faculty	7	47	17	19	10	269
		1989	Faculty	7	54	12	19	7	438
27	The corporation should seek to maximize short run profits.	2003	Faculty	3	13	9	45	31	269
		1989	Faculty	1	9	8	50	32	441
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Faculty	30	65	2	2	0	269
		1989	Faculty	24	69	3	2	1	440
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Faculty	1	6	6	62	25	269
		1989	Faculty	2	8	5	54	31	440
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Faculty	12	31	27	27	3	268
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Faculty	7	62	10	13	9	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Faculty	7	28	14	30	21	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
42	Government should provide incentives for business to get involved in solving social problems.	2003	Faculty	15	59	7	14	5	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
43	Truth in lending regulations is needed to protect	2003	Faculty	33	55	8	3	2	269

	the customer.	1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Faculty	26	56	12	3	3	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
45	Lazy or incompetent employees should be fired.	2003	Faculty	39	48	8	5	1	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Faculty	49	42	5	1	3	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
47	The corporation should seek to maximize long run profits.	2003	Faculty	51	41	5	3	1	269
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
30	To what extent are ethical standards influenced by peer group pressures?	2003	Faculty	23	64	8	5	1	252
		1989	Faculty	47	47	2	3	1	439
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Faculty	26	65	6	3	0	252
		1989	Faculty	32	58	4	6	0	440
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Faculty	33	56	8	3	0	253
		1989	Faculty	49	43	4	3	0	437
33	To what extent are ethical standards influenced by family experiences?	2003	Faculty	11	61	14	12	1	254
		1989	Faculty	42	41	7	9	1	440
34	To what extent are ethical standards influenced by church experiences?	2003	Faculty	8	51	21	17	3	254
		1989	Faculty	26	44	10	16	3	440

35	To what extent are ethical standards influenced by your educational experiences?	2003	Faculty	8	65	14	12	1	254
		1989	Faculty	14	51	9	23	2	440
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Faculty	11	64	13	10	2	254
		1989	Faculty	22	54	6	16	1	439
37	To what extent are ethical standards influenced by professional ethical code?	2003	Faculty	15	63	11	10	2	254
		1989	Faculty	24	52	5	17	1	440
38	To what extent are ethical standards influenced by society's moral climate?	2003	Faculty	20	60	11	8	1	255
		1989	Faculty	26	52	7	13	1	439

Source: *2003 Study of Ethics*

SECTION 11:

FOCUS ON STUDENTS

FOR TWO YEARS

SECTION 11:

FOCUS ON STUDENTS

FOR ALL YEARS

INTRODUCTION

In this section, the focus is only on the students for two years. Table 11A presents a summary version of the information for each of the 47 attitudinal questions. For each question, the percent that agreed with each statement is given. In addition, the average response (low is positive) and the standard deviation for each question are provided. The number of responses completes the information for each group for each question. Questions 30 to 38 are given at the end of the table since their answers should have reflected “to what extent” instead of a SA to SD perspective. See Table 11B for a clearer understanding of these questions. Table 11B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question.

ANALYSIS

One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. A detailed analysis of the information in this section is beyond the scope of the project.

TABLE 11A. FOR EACH OF THE TWO STUDIES, PERCENT OF THE STUDENTS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)
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Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Students	77%	2.2	0.9	1009
		1995	Students	NI	NI	NI	191
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Students	25%	3.4	1.0	1009
		1995	Students	NI	NI	NI	191
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Students	60%	2.5	0.9	1009
		1995	Students	NI	NI	NI	191
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Students	93%	1.5	0.8	1009
		1995	Students	NI	1.7	0.7	191
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Students	66%	2.3	1.0	1009
		1995	Students	NI	1.9	0.8	191
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Students	72%	2.2	0.9	1009
		1995	Students	NI	1.9	0.7	191
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Students	83%	1.9	0.8	1009
		1995	Students	NI	1.6	0.6	191
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Students	73%	2.2	0.9	1009
		1995	Students	NI	NI	NI	191
9	The corporation has a responsibility to help minority owned businesses.	2003	Students	30%	3.0	1.0	1009
		1995	Students	NI	NI	NI	191
10	The corporation has a responsibility to be truthful in advertising.	2003	Students	94%	1.5	0.7	1009
		1995	Students	NI	1.7	0.6	191
11	The typical business executive has two sets of ethical standards, one which he/she applies to	2003	Students	60%	2.6	1.2	1009

	business activities and another which is applied to his/her private life.	1995	Students	NI	NI	NI	191
12	Ethical standards in business are lower than in government.	2003	Students	20%	3.4	1.0	1009
		1995	Students	NI	NI	NI	191
13	Ethical standards in business are lower than in most religious organizations.	2003	Students	55%	2.6	1.1	1009
		1995	Students	NI	NI	NI	191
14	Ethical standards in business are lower than in the typical American family.	2003	Students	46%	2.8	1.0	1009
		1995	Students	NI	2.8	0.9	191
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Students	24%	3.3	1.0	1009
		1995	Students	NI	2.3	1.0	191
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Students	24%	3.3	1.0	1009
		1995	Students	NI	2.3	1.0	191
17	Much advertising done by business is misleading to the consumer.	2003	Students	60%	2.5	1.0	1009
		1995	Students	NI	NI	NI	191
18	Effective advertising may have to be somewhat misleading.	2003	Students	36%	3.2	1.1	1009
		1995	Students	NI	NI	NI	191
19	It is in the long run self-interest of business to protect the customer.	2003	Students	76%	2.1	0.9	1009
		1995	Students	NI	NI	NI	191
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Students	31%	3.1	1.0	1009
		1995	Students	NI	NI	NI	191
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Students	84%	1.8	0.9	1009
		1995	Students	NI	1.8	0.8	191
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Students	55%	2.7	1.1	1009
		1995	Students	NI	NI	NI	191

23	Wages and salaries should vary according to an employee's productivity.	2003	Students	84%	1.9	0.8	1009
		1995	Students	NI	NI	NI	191
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Students	81%	2.1	0.9	1009
		1995	Students	NI	2.0	0.8	191
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Students	36%	3.1	1.1	1009
		1995	Students	NI	NI	NI	191
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Students	47%	2.8	1.0	1009
		1995	Students	NI	NI	NI	191
27	The corporation should seek to maximize short run profits.	2003	Students	34%	3.1	1.0	1009
		1995	Students	NI	NI	NI	191
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Students	83%	2.1	0.7	1009
		1995	Students	NI	2.0	0.6	191
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Students	20%	3.6	1.1	1009
		1995	Students	NI	3.5	1.1	191
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Students	63%	2.4	1.0	1009
		1995	Students	NI	NI	NI	191
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Students	50%	2.8	1.1	1009
		1995	Students	NI	NI	NI	191
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Students	28%	3.4	1.2	1009
		1995	Students	NI	NI	NI	191
42	Government should provide incentives for business to get involved in solving social problems.	2003	Students	71%	2.3	0.9	1009
		1995	Students	NI	2.0	0.8	191
43	Truth in lending regulations are needed to protect the customer.	2003	Students	75%	2.1	0.7	1009

		1995	Students	<i>NI</i>	1.8	0.7	191
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Students	67%	2.2	0.8	1009
		1995	Students	<i>NI</i>	1.9	0.8	191
45	Lazy or incompetent employees should be fired.	2003	Students	82%	1.9	0.9	1009
		1995	Students	<i>NI</i>	2.3	1.0	191
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Students	88%	1.7	0.8	1009
		1995	Students	<i>NI</i>	1.8	0.8	191
47	The corporation should seek to maximize long run profits.	2003	Students	88%	1.7	0.7	1009
		1995	Students	<i>NI</i>	1.8	0.6	191
30	To what extent are ethical standards influenced by peer group pressures?	2003	Students	75%	2.2	0.9	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Students	87%	2.0	0.7	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Students	86%	1.9	0.8	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
33	To what extent are ethical standards influenced by family experiences?	2003	Students	58%	2.6	1.0	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
34	To what extent are ethical standards influenced by church experiences?	2003	Students	43%	2.9	1.0	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
35	To what extent are ethical standards influenced by your educational experiences?	2003	Students	78%	2.2	0.8	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Students	80%	2.1	0.8	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
37	To what extent are ethical standards influenced by professional ethical code?	2003	Students	84%	2.1	0.8	1004
		1995	<i>Students</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>

38	To what extent are ethical standards influenced by society's moral climate?	2003	Students	71%	2.3	0.9	1004
		1995	Students	N/A	N/A	N/A	N/A

Source: 2003 Study of Ethics

TABLE 11B. FOR EACH OF THE TWO STUDIES, PERCENT OF THE STUDENTS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)

Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Students	23	54	11	11	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Students	3	22	20	45	10	1009
		1995	Students	NI	NI	NI	NI	NI	191
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Students	7	53	25	13	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Students	64	29	4	2	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Students	20	46	19	14	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Students	23	49	17	11	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Students	30	53	10	6	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Students	19	54	17	8	1	1009
		1995	Students	NI	NI	NI	NI	NI	191

9	The corporation has a responsibility to help minority owned businesses.	2003	Students	8	22	39	24	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
10	The corporation has a responsibility to be truthful in advertising.	2003	Students	59	35	4	1	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Students	16	44	13	21	6	1009
		1995	Students	NI	NI	NI	NI	NI	191
12	Ethical standards in business are lower than in government.	2003	Students	3	17	28	44	9	1009
		1995	Students	NI	NI	NI	NI	NI	191
13	Ethical standards in business are lower than in most religious organizations.	2003	Students	15	40	23	18	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
14	Ethical standards in business are lower than in the typical American family.	2003	Students	8	38	28	24	3	1009
		1995	Students	NI	NI	NI	NI	NI	191
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Students	5	19	24	46	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Students	17	72	7	4	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
17	Much advertising done by business is misleading to the consumer.	2003	Students	10	50	17	22	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
18	Effective advertising may have to be somewhat misleading.	2003	Students	4	32	14	42	9	1009
		1995	Students	NI	NI	NI	NI	NI	191
19	It is in the long run self-interest of business to protect the customer.	2003	Students	26	50	13	10	1	1009

		1995	Students	NI	NI	NI	NI	NI	191
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Students	5	26	29	37	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Students	41	43	8	7	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Students	10	45	18	24	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
23	Wages and salaries should vary according to an employee's productivity.	2003	Students	30	54	9	6	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Students	25	56	9	9	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Students	6	30	18	40	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Students	5	42	30	16	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
27	The corporation should seek to maximize short run profits.	2003	Students	3	31	28	33	5	1009
		1995	Students	NI	NI	NI	NI	NI	191
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Students	14	69	12	4	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Students	4	16	17	43	19	1009

		1995	Students	NI	NI	NI	NI	NI	191
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Students	15	48	18	18	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Students	6	44	18	26	6	1009
		1995	Students	NI	NI	NI	NI	NI	191
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Students	6	22	22	30	20	1009
		1995	Students	NI	NI	NI	NI	NI	191
42	Government should provide incentives for business to get involved in solving social problems.	2003	Students	16	55	15	11	3	1009
		1995	Students	NI	NI	NI	NI	NI	191
43	Truth in lending regulations is needed to protect the customer.	2003	Students	17	58	22	3	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Students	19	48	26	5	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
45	Lazy or incompetent employees should be fired.	2003	Students	39	43	12	5	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Students	44	44	8	3	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
47	The corporation should seek to maximize long run profits.	2003	Students	45	43	10	1	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
30	To what extent are ethical standards influenced by peer group pressures?	2003	Students	13	62	14	10	2	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
31	To what extent are ethical standards influenced by prevailing	2003	Students	20	67	9	4	0	1004

	industry practice?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Students	29	57	10	4	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
33	To what extent are ethical standards influenced by family experiences?	2003	Students	11	47	20	21	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
34	To what extent are ethical standards influenced by church experiences?	2003	Students	8	35	26	27	4	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
35	To what extent are ethical standards influenced by your educational experiences?	2003	Students	14	64	12	9	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Students	19	61	12	7	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
37	To what extent are ethical standards influenced by professional ethical code?	2003	Students	19	65	9	6	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
38	To what extent are ethical standards influenced by society's moral climate?	2003	Students	14	57	16	12	2	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A

Source: 2003 Study of Ethics

SECTION 12:

APPENDICES

APPENDIX A:

FIRST PAGE OF THE COMPLETE EXCEL DATA FILE

Order Revised	Year	Q#	Type	CODE	Question	SA	A	N/O	DA	SDA	Mean	Std. Dev.	n=
1	1983	III.3	B	1	Corporations should take the lead in solving major social problems such as pollution, discrimination, and safety.								
1	1984	5.08	B	1	Corporations should take the lead in solving major social problems such as pollution, discrimination, and safety.	13%	57%	5%	21%	3%	NI	NI	119

1	1989	5.08	B	1	Corporations should take the lead in solving major social problems such as pollution, discrimination, and safety.	20%	56%	5%	17%	2%	NI	NI	138
1	1990	7.01	F	1	Corporations should take the lead in solving major social problems such as pollution, discrimination, and safety.	21%	41%	7%	25%	5%	2.6	1.4	439
1	1998	43	S	1	<i>The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.</i>	NI	NI	NI	NI	NI	NI	NI	191
1	2003	1	B	1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	29%	47%	12%	9%	3%	2.1	1.0	66
1	2003	1	F	1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	23%	44%	9%	20%	4%	2.4	1.2	269

1	2003	1	S	1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	23%	54%	11%	11%	1%	2.2	0.9	1010
2	1983	III.4	B	2	Corporations should not become involved in solving social problems unless doing so becomes a cost of doing business or an opportunity to earn a profit.								
2	1984	5.09	B	2	Corporations should not become involved in solving social problems unless doing so becomes a cost of doing business or an opportunity to earn a profit.	3%	23%	5%	56%	12%	NI	NI	119
2	1989	5.09	B	2	Corporations should not become involved in solving social problems unless doing so becomes a cost of doing business or an opportunity to earn a profit.	2%	9%	7%	69%	12%	NI	NI	138
2	1990	7.2	F	2	Corporations should not become involved in solving social problems unless doing so becomes a cost of doing business or an opportunity to earn a profit.	4%	14%	5%	54%	22%	3.8	1.2	438

2	1998	44	S	2	<i>The corporation has the responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.</i>	NI	NI	NI	NI	NI	NI	NI	191
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APPENDIX B:

1983 BUSINESS LEADER

QUESTIONS

A. The individual and the Group					
	Strongly Agree	Agree	No Opinion	Disagree	StronglyDisagree
1. The individual is the most fundamental unit in our society.					
2. Work ethics such as hard work, diligence, thrift, respect for authority, etc. are the most important guidelines for conducting our lives.					
3. All institutions in our society should seek to protect and promote the interests of individuals.					
4. Individual freedom may have to be partly restricted in order for organizations to function effectively.					
B. Equality					
	Strongly Agree	Agree	No Opinion	Disagree	StronglyDisagree
1. All individuals deserve an equal opportunity to enter the higher paying and more prestigious occupations.					

2. Government should intervene in education and in labor markets to assure equality of opportunity.					
3. Income and employment should be determined by an individual's productivity. Those who work harder and/or have greater natural ability should earn higher incomes.					
4. The existing range of incomes in the United States is, in general, a fair distribution.					

C. Role of Government

1. Government should redistribute income in order to assure a minimum standard of living for all citizens.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
2. Government should not directly redistribute income. Instead it should try to make incomes more equal by promoting equality of opportunity and a healthy economy.					
3. Government currently restricts individual and organizational freedom to such an extent that efficiency is often sacrificed.					
4. In the future, government may have to restrict individual and organizational freedom even more in order to promote the common good and solve society's major problems.					
5. Government should provide incentives for business to get involved in solving social problems.					

D. Role of Technology

1. The quality of life can best be improved by the effective application of technological innovations.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
2. The quality of life can best be improved by the effective application of the kinds of knowledge which colleges teach in humanities, philosophy and social science courses.					

II. YOUR VIEWS REGARDING THE SOURCES OF ETHICAL STANDARDS

Many factors can influence a businessperson's ethical standards and ethical practice.

Which of the following factors influence the average business executive's ethical standards? (Circle the number which best conveys your opinion).

To What Extent are Ethical Standards Influenced by

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. Formal company policy and procedure					
2. Peer group pressure					
3. Prevailing industry practice					
4. Perceived preference of your boss					
5. Family Experiences					
6. Your church experiences					
7. Your educational experiences					
8. Your company's ethical code or policy					
9. Your professional ethical code					
10. Society's moral climate					

III. YOUR VIEWS REGARDING THE ROLE OF THE CORPORATION

This section asks for your opinions regarding the role of the business corporation in our society. (Circle the number that best conveys your opinion)

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. A corporation's primary responsibility is to its stockholders.					
2. A corporation is equally responsible to its stockholders, employees, customers, and other interested parties.					
3. Corporations should take the lead in solving major social problems such as pollution, discriminations and safety.					
4. Corporations should not become involved in solving social problems unless doing so becomes a cost of doing business or an opportunity to earn a profit.					
5. Most corporations get involved in social responsibility projects because outside pressures make such involvement a cost of doing business.					
6. Most corporations get involved in social responsibility projects because their managements believe it is the right action to take, regardless of the effect on the company's profits.					
7. Most corporations get involved in social responsibility projects because of the public relations value of such projects.					

IV. YOUR VIEWS REGARDING THE ETHICS OF BUSINESS PRACTICE

A. General

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.					
2. Ethical standards in business are lower than in government.					
3. Ethical standards in business are lower than in government.					
4. Ethical standards in business are lower than in the typical American family.					
5. The ethical standards I use in business are higher than the standards of my supervisor.					
6. The ethical standards I use in business are higher than the standards used by the people who work for me.					
7. The ethical standards I use in business are higher than the standards of my counterparts in other companies.					
8. The ethical standards I use in business are as high as those I practice with my family and friends.					
9. I occasionally make decision which are right for my business but which are inconsistent with my personal ethical principles.					
10. Most ethical decisions which I encounter involve conflict between the legitimate claims of two or more parties (e.g., stockholder vs. customer, employee vs. stockholder, etc.)					
B. Customer Relationships					

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. Much advertising done by business is misleading to the consumer.					
2. Effective advertising may have to be somewhat misleading.					
3. Some government regulation of labeling is needed to protect the consumer.					
4. Government safety regulations are needed to protect the consumer.					
5. Truth in lending regulations are needed to protect the customer.					
6. Antitrust laws prohibiting price fixing benefit the customer.					
7. It is in the long run self interest of business to protect the customer.					
8. The average customer is less ethical in dealing with business than the business is in dealing with that customer.					
C. Employee Relationships					
1. No employee should be required to engage in business practices which that employee considers unethical.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
2. In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.					
3. Lazy or incompetent employees should be fired.					

4. Management should not fire lazy or incompetent employees, rather they should be provided counseling in an effort to improve their performance.					
5. A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.					
6. Wages and salaries should vary according to an employee's productivity.					
7. Wages and salaries should vary according to both the employee's productivity and years of service with the firm.					
8. Wages and salaries should vary primarily with the employee's years of service with the firm.					
9. Government supervised equal employment opportunity legislation is necessary.					
10. Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.					

D. Stockholder Relationships

1. The corporation should seek to maximize short run profits.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
2. The corporation should seek to earn a satisfactory rate of return for stockholders.					
3. The corporation should seek to maximize long run profits.					

E. Relationships with Competitors

1. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct the others will have to follow in order to survive.	Strongly Agree		Agree	No Opinion	Disagree	Strongly Disagree
2. The antitrust laws promote a higher standard of ethics among competing firms.						

F. Relationship with the Community

The corporation has a responsibility to:

1. Promote equal opportunity in hiring and promotion.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
2. Conserve natural resources, even if doing so means a reduction in corporate profits.					
3. Promote conservation of energy even if doing so means a reduction in profits.					
4. Clean up or avoid causing air, noise and water pollution even if doing so means a reduction in profits.					
5. Contribute money and management time to civic activities in communities where the firm has plants or offices.					
6. Help minority owned businesses.					
7. Be truthful in advertising.					

V. YOUR VIEWS REGARDING METHODS OF DEALING WITH ETHICAL ISSUES

This section asks for your views regarding corporate policies dealing with ethical issues. There are two parts to each question.

A. First indicate your feelings as to the importance of each (regardless of whether or not your company currently uses it) in making corporations moral. (Please circle the number that best corresponds to your opinion.)

B. Second, place a checkmark in the last column if that policy is currently utilized by your company.

1. Individual executives are assigned and permitted to handle issues as they arise.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
2. Additional staff positions are created in order to take care of ethical issues.					
3. A temporary task force of executives and/or employees is formed to deal with critical issues as they arise.					
4. A permanent committee, such as a "publicly responsibility" committee, of senior officers handles ethical decisions.					

5. A permanent department is developed and assigned all recurring ethical decision and recommends ethical policies.					
6. A person(s) has been added to the board of directors to advise the corporation on ethical issues.					
7. The ethical responsibility task is delegated to the operating units as a part of the jobs performed in running the business.					
8. An industry-wide code of ethics is developed and all managers at all levels are made aware of the code through periodical educational programs.					
9. Socially responsible programs are incorporated into the basic company strategy in pursuing other corporate goals in order to be successful.					
10. Executives monitor the social and political trends in order to properly respond rather than wait for the legislature and courts to enforce public opinion.					
11. Participation of employees is sought and used in making decisions which have strong social implications.					
12. Performance evaluations of managers give careful consideration to the qualitative as well as future implications of the job performed.					
13. Reward and punishment systems are restricted so that they support managers who pursue ethically responsible actions on their own.					

VI. SOME BASIC INFORMATION ABOUT YOUR BACKGROUND	
A. Did you ever take a formal course in ethics or moral philosophy? Yes _____ No _____	
B. Your present title or position: _____	
C. a) State in which you live: _____ b) State in which you work: _____	
D. Your company size by number of employees: (Check one) 1-99 _____ 10,000-19,999 _____ 100-499 _____ 20,000-29,999 _____ 500-999 _____ 30,000-49,999 _____ 1,000-4,999 _____ 50,000 or more _____ 5,000-9,999 _____	

E. Your company size compared to other firms in the industry: One of the largest
 _____ Smaller than most _____ Larger than most
 _____ One of the smallest _____ About
 Average _____

F. Which of the following best describes the functional area in which you work?
 (Please check only one.) Accounting _____
 Marketing _____ Engineering, R & D _____
 _____ Personnel or _____
 Labor _____ Relations _____
 _____ Finance _____
 _____ Public Relations _____
 _____ General Management _____
 _____ Other (Please specify) _____

In what general area of business is your company? (Please check the area generating the largest percentage of your corporate sales.) Mining or Extraction; Oil _____
 _____ Construction _____ Manufacturing
 Consumer Goods _____ Manufacturing Industrial Goods
 Goods _____ Manufacturing, Other _____
 _____ Transportation; Public Utilities _____ Public
 Utilities _____
 _____ Wholesaling _____
 _____ Retailing _____ Banking,
 Investment, Insurance _____ Advertising, Media,
 Publishing _____ Business _____
 Services _____ Consumer or Social
 Services _____ Other (Please specify) _____

Which of the following best describes your corporate structure? (Please check the *one most important* only.) Functional _____
 Geographic Division _____ Functional
 with _____ Conglomerate
 _____ subsidiaries _____
 _____ Other (Please specify) _____ Production Division _____

AN OPEN ENDED INVITATION

A. Is there anything else you would like to say on the topic of social responsibility or business ethics?
 If so, please make your comments below (or on a separate sheet of paper if necessary).

Are there any company documents dealing with ethics or social responsibility that you would like to share with us? We would be delighted to receive a copy of your corporate code of ethics or any other documents illustrating your views on this topic.

APPENDIX C:

2003 BUSINESS LEADER

QUESTIONNAIRE

DATE: October 29, 2003

TO: Chief Executive Officer / President

FROM: _____
Paul C. Thistlethwaite
Professor of Marketing

RE: Ethics Survey

This survey is conducted for the American National Business Hall of Fame as part of its continuing study of ethics in American business. The first study of corporate executives was conducted in 1983. Other studies of businesses, faculty and students were conducted in 1988, 1989 and 1995, respectively. Based on this information, articles have been published in the Journal of Business Leadership. The website is “anbhf.org”.

As a professor of Marketing and a member of the ANBHF Board, I am conducting a follow-up study of the views of business leaders of ethics to determine how attitudes have changed over the past decade. You were randomly selected to receive this short survey. The primary purpose of this survey is to allow you to tell us in the academic community about ethical beliefs and practices related to business. The results should help our students enter the job market better prepared to handle the ethical aspects of their work. **If you cannot complete the survey, please ask another corporate executive or top manager to complete it.** Thank you for investing your time in this project.

Your assistance in providing insights concerning attitudes about ethics will be most appreciated. We look forward to hearing from you. If you have any questions, my telephone number is (309) 298-1401. My email is MFPCT@wiu.edu.

ATTITUDES ABOUT ETHICS IN BUSINES

October 2003

There are no right or wrong answers because we are dealing with values. Circle the answer that best matches your feelings about that statement.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The corporation has a responsibility to ...					
1. take the lead in solving major social problems such as pollution, discrimination, and safety.	SA	A	NO	D	SD
2. not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	SA	A	NO	D	SD
3. get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	SA	A	NO	D	SD
4. promote equal opportunity in hiring and promotion.	SA	A	NO	D	SD
5. promote conservation of energy, even if doing so means a reduction in profits.	SA	A	NO	D	SD
6. conserve natural resources, even if doing so means a reduction in profits.	SA	A	NO	D	SD
7. clean up or avoid causing air, noise and water pollution, even if doing so means a reduction in profits.	SA	A	NO	D	SD
8. contribute money and management time to civic activities in communities where the firm has plants or offices.	SA	A	NO	D	SD
9. help minority-owned businesses.	SA	A	NO	D	SD
10. be truthful in advertising.	SA	A	NO	D	SD
Other Issues					
11. The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	SA	A	NO	D	SD
12. Ethical standards in business are lower than in government.	SA	A	NO	D	SD
13. Ethical standards in business are lower than in most religious organizations.	SA	A	NO	D	SD
14. Ethical standards in business are lower than in the typical American family.	SA	A	NO	D	SD
15. The ethical standards used in business are as high as those practiced with family and friends.	SA	A	NO	D	SD
16. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	SA	A	NO	D	SD
17. Much advertising done by business is misleading to the consumer.	SA	A	NO	D	SD
18. Effective advertising may have to be somewhat misleading.	SA	A	NO	D	SD
19. It is in the long run self interest of business to protect the customer.	SA	A	NO	D	SD
20. The average customer is less ethical in dealing with business than the business is in dealing with that customer.	SA	A	NO	D	SD
21. No employee should be required to engage in business practices that the employee considers unethical.	SA	A	NO	D	SD

22. In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	SA	A	NO	D	SD
23. Wages and salaries should vary according to an employee's productivity.	SA	A	NO	D	SD
24. Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	SA	A	NO	D	SD
25. Wages and salaries should vary primarily with the employee's years of service with the firm.	SA	A	NO	D	SD
26. Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	SA	A	NO	D	SD
27. The corporation should seek to maximize short-run profits.	SA	A	NO	D	SD
28. The corporation should seek to earn a satisfactory rate of return for stockholders.	SA	A	NO	D	SD
29. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	SA	A	NO	D	SD

To what extent are ethical standards of business executives influenced by:

30. Peer group pressures	SA	A	NO	D	SD
31. Prevailing industry practice	SA	A	NO	D	SD
32. Perceived preference of top executives	SA	A	NO	D	SD
33. Family Experiences	SA	A	NO	D	SD
34. Church experiences	SA	A	NO	D	SD
35. Educational experiences	SA	A	NO	D	SD
36. Company's ethical code or policy	SA	A	NO	D	SD
37. Professional ethical code	SA	A	NO	D	SD
38. Society's moral climate	SA	A	NO	D	SD

Other Issues

39. All institutions in our society should seek to promote the interests of individuals.	SA	A	NO	D	SD
40. Individual freedom may have to be partly restricted in order for organizations to effectively function.	SA	A	NO	D	SD
41. The government should redistribute income in order to assure a minimum standard of living for all citizens.	SA	A	NO	D	SD
42. Government should provide incentives for business to get involved in solving social problems.	SA	A	NO	D	SD
43. Truth in lending regulations are needed to protect the customer.	SA	A	NO	D	SD
44. Antitrust laws prohibiting price fixing benefit the customer.	SA	A	NO	D	SD
45. Lazy or incompetent employees should be fired.	SA	A	NO	D	SD
46. A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	SA	A	NO	D	SD
47. The corporation should seek to maximize long run profits.	SA	A	NO	D	SD

Background Characteristics

- | | |
|---|--------|
| 1. Did you ever take a formal course in ethics or moral philosophy? •1. Yes | •2. No |
| 2. What is your present title or position? _____ | |

3.	In which state do you work: _____
4.	What is the approximate number of employees in your company? _____
5.	What is the largest general area of business for your company? _____
6.	What is the functional area in which you have primarily worked? _____
7.	What is your gender? •1. Male •2. Female

Thank you for your assistance. Please return to Paul Thistlethwaite, Dept of Mktg/Finance, WIU, Macomb, IL. 61455.

SECTION 12:

APPENDIX D:

2003 FACULTY

QUESTIONNAIRE



**WESTERN
ILLINOIS
UNIVERSITY**

Email: MFPCT@wiu.edu

**Department of
Marketing/Finance
Macomb, Illinois 61455-1369
(309) 298-1401**

DATE: December 11, 2003

TO: College of Business Dean

FROM: _____
Paul C. Thistlethwaite
Professor of Marketing

RE: Ethics Survey

This survey is conducted for the American National Business Hall of Fame as part of its continuing study of ethics in American business. The first study of corporate executives was conducted in 1983. Other studies of businesses, faculty and students were conducted in 1988, 1989 and 1995, respectively. Based on this information, articles have been published in the Journal of Business Leadership. The website is "anbhf.org".

As a professor of Marketing and a member of the ANBHF Board, I am conducting a follow-up study of administrators and faculty views of ethics to determine how attitudes have changed over the past few years. The primary purpose of this survey is to allow you to tell us in the academic community about ethical beliefs and practices related to business. Thank you for investing your time in this project. The results should help our students enter the job market better prepared to handle the ethical aspects of their work.

Your assistance is needed in two ways: 1. Please complete the survey and return it in the postage paid envelope provided with the survey; and 2. Please give the other survey envelopes to 3 of your faculty members so they can complete and return the survey.

We look forward to hearing from you. If you have any questions, my telephone number is (309) 298-1401. My email is MFPCT@wiu.edu.

DATE: October 29, 2003

TO: Faculty

FROM: _____
Paul C. Thistlethwaite
Professor of Marketing

RE: Ethics Survey

This survey is conducted for the American National Business Hall of Fame as part of its continuing study of ethics in American business. The first study of corporate executives was conducted in 1983. Other studies of businesses, faculty and students were conducted in 1988, 1989 and 1995, respectively. Based on this information, articles have been published in the Journal of Business Leadership. The website is "anbhf.org".

As a professor of Marketing and a member of the ANBHF Board, I am conducting a follow-up study of administrators and faculty views of ethics to determine how attitudes have changed over the past few years. The primary purpose of this survey is to allow you to tell us in the academic community about ethical beliefs and practices related to business. Thank you for investing your time in this project. The results should help our students enter the job market better prepared to handle the ethical aspects of their work.

We asked your Dean to select 3 faculty members to participate in this survey. We will greatly appreciate your assistance in completing it. Return it in the postage paid envelope provided with the survey. Thank you for your willingness to assist us.

We look forward to hearing from you. If you have any questions, my telephone number is (309) 298-1401. My email is MFPCT@wiu.edu.

ATTITUDES ABOUT ETHICS IN BUSINESS

October 2003

There are no right or wrong answers because we are dealing with values. Circle the answer that best matches your feelings about that statement.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The corporation has a responsibility to ...					
1. take the lead in solving major social problems such as pollution, discrimination, and safety.	SA	A	NO	D	SD
2. not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	SA	A	NO	D	SD
3. get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	SA	A	NO	D	SD
4. promote equal opportunity in hiring and promotion.	SA	A	NO	D	SD
5. promote conservation of energy, even if doing so means a reduction in profits.	SA	A	NO	D	SD
6. conserve natural resources, even if doing so means a reduction in profits.	SA	A	NO	D	SD
7. clean up or avoid causing air, noise and water pollution, even if doing so means a reduction in profits.	SA	A	NO	D	SD
8. contribute money and management time to civic activities in communities where the firm has plants or offices.	SA	A	NO	D	SD
9. help minority-owned businesses.	SA	A	NO	D	SD
10. be truthful in advertising.	SA	A	NO	D	SD
Other Issues					
11. The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	SA	A	NO	D	SD
12. Ethical standards in business are lower than in government.	SA	A	NO	D	SD
13. Ethical standards in business are lower than in most religious organizations.	SA	A	NO	D	SD
14. Ethical standards in business are lower than in the typical American family.	SA	A	NO	D	SD
15. The ethical standards used in business are as high as those practiced with family and friends.	SA	A	NO	D	SD
16. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	SA	A	NO	D	SD
17. Much advertising done by business is misleading to the consumer.	SA	A	NO	D	SD
18. Effective advertising may have to be somewhat misleading.	SA	A	NO	D	SD

19.	It is in the long run self interest of business to protect the customer.	SA	A	NO	D	SD
20.	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	SA	A	NO	D	SD
21.	No employee should be required to engage in business practices that the employee considers unethical.	SA	A	NO	D	SD
22.	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	SA	A	NO	D	SD
23.	Wages and salaries should vary according to an employee's productivity.	SA	A	NO	D	SD
24.	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	SA	A	NO	D	SD
25.	Wages and salaries should vary primarily with the employee's years of service with the firm.	SA	A	NO	D	SD
26.	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	SA	A	NO	D	SD
27.	The corporation should seek to maximize short-run profits.	SA	A	NO	D	SD
28.	The corporation should seek to earn a satisfactory rate of return for stockholders.	SA	A	NO	D	SD
29.	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	SA	A	NO	D	SD
Business executives are greatly influenced by:						
30.	Peer group pressures	SA	A	NO	D	SD
31.	Prevailing industry practice	SA	A	NO	D	SD
32.	Perceived preference of top executives	SA	A	NO	D	SD
33.	Family Experiences	SA	A	NO	D	SD
34.	Church experiences	SA	A	NO	D	SD
35.	Educational experiences	SA	A	NO	D	SD
36.	Company's ethical code or policy	SA	A	NO	D	SD
37.	Professional ethical code	SA	A	NO	D	SD
38.	Society's moral climate	SA	A	NO	D	SD
Other Issues						
39.	All institutions in our society should seek to promote the interests of individuals.	SA	A	NO	D	SD
40.	Individual freedom may have to be partly restricted in order for organizations to effectively function.	SA	A	NO	D	SD
41.	The government should redistribute income in order to assure a minimum standard of living for all citizens.	SA	A	NO	D	SD
42.	Government should provide incentives for business to get involved in solving social problems.	SA	A	NO	D	SD
43.	Truth in lending regulations are needed to protect the customer.	SA	A	NO	D	SD
44.	Antitrust laws prohibiting price fixing benefit the customer.	SA	A	NO	D	SD
45.	Lazy or incompetent employees should be fired.	SA	A	NO	D	SD
46.	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	SA	A	NO	D	SD
47.	The corporation should seek to maximize long run profits.	SA	A	NO	D	SD

Demographic Characteristics	
1.	Did you ever take a formal course in ethics or moral philosophy? •1. Yes •2. No
2.	What is your title? •1. Dean •2. Associate Dean •3. Faculty •4. Other _____
3.	What is your gender? •1. Male •2. Female
4.	What is the general nature of your university? •1. Regional university (undergraduate only) •2. Regional university (undergraduate and masters) •3. Doctoral granting university
5.	What is your general area of teaching? _____

Thank you for your assistance. Please return to Paul Thistlethwaite, Dept of Mktg/Finance, WIU, Macomb, IL 61455.

APPENDIX E:

2003 STUDENT

QUESTIONNAIRE

DATE: October 24, 2003

TO: ANBHF Board Member

FROM: _____
Paul C. Thistlethwaite
Professor of Marketing

RE: Ethics Survey

Last spring at the ANBHF Board meeting, we discussed doing a follow-up survey of business executives, faculty and students. The original studies were conducted in 1983, 1988, 1989 and 1995. Two research assistants (Ellen Sutor and Kathleen Casey) and I examined the 4 previous studies and discovered slight differences in the wording of questions that were on all surveys. These are the first 29 questions on the survey. We let Dick Hattwick decide on the best wording for those questions. The next 9 questions were on the 1983 business study and the 1988 faculty study. The next 9 questions were on the 1983 study and the 1995 study of students. Thus the majority of the questions were on all 3 surveys.

We are sending out the survey to 1500 businesses and 634 accredited colleges of business. The deans at the colleges of business were asked to complete the survey and have 3 of their faculty complete the survey.

We now ask for your assistance as a member of the Board. In order to have as large of a student pool of information as possible, we would like for you to copy the survey and distribute it to as many of your principles of marketing OR your principles of management classes as possible. After collecting the questionnaires, mail them back to me as soon as possible.

My email is MFPCT@wiu.edu. Please email me to let us know if you will be able to participate in this very meaningful update of the ANBHF ethics

studies. I will be happy to reimburse you or your department for the copying and mailing costs associated with the study.

Thanks so much for your support of the ANBHF. The results will be reported at the spring ANBHF meeting in Chicago. Anyone would who like access to the data may certainly have it by contacting Dick.

ATTITUDES ABOUT ETHICS IN BUSINESS

October 2003

There are no right or wrong answers because we are dealing with values. Circle the answer that best matches your feelings about that statement.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The corporation has a responsibility to ...					
1. take the lead in solving major social problems such as pollution, discrimination, and safety.	SA	A	NO	D	SD
2. not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	SA	A	NO	D	SD
3. get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	SA	A	NO	D	SD
4. promote equal opportunity in hiring and promotion.	SA	A	NO	D	SD
5. promote conservation of energy, even if doing so means a reduction in profits.	SA	A	NO	D	SD
6. conserve natural resources, even if doing so means a reduction in profits.	SA	A	NO	D	SD
7. clean up or avoid causing air, noise and water pollution, even if doing so means a reduction in profits.	SA	A	NO	D	SD
8. contribute money and management time to civic activities in communities where the firm has plants or offices.	SA	A	NO	D	SD
9. help minority-owned businesses.	SA	A	NO	D	SD
10. be truthful in advertising.	SA	A	NO	D	SD
Other Issues					
11. The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	SA	A	NO	D	SD
12. Ethical standards in business are lower than in government.	SA	A	NO	D	SD
13. Ethical standards in business are lower than in most religious organizations.	SA	A	NO	D	SD
14. Ethical standards in business are lower than in the typical American family.	SA	A	NO	D	SD
15. The ethical standards used in business are as high as those practiced with family and friends.	SA	A	NO	D	SD
16. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	SA	A	NO	D	SD
17. Much advertising done by business is misleading to the consumer.	SA	A	NO	D	SD
18. Effective advertising may have to be somewhat misleading.	SA	A	NO	D	SD
19. It is in the long run self interest of business to protect the customer.	SA	A	NO	D	SD

20.	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	SA	A	NO	D	SD
21.	No employee should be required to engage in business practices that the employee considers unethical.	SA	A	NO	D	SD
22.	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	SA	A	NO	D	SD
23.	Wages and salaries should vary according to an employee's productivity.	SA	A	NO	D	SD
24.	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	SA	A	NO	D	SD
25.	Wages and salaries should vary primarily with the employee's years of service with the firm.	SA	A	NO	D	SD
26.	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	SA	A	NO	D	SD
27.	The corporation should seek to maximize short-run profits.	SA	A	NO	D	SD
28.	The corporation should seek to earn a satisfactory rate of return for stockholders.	SA	A	NO	D	SD
29.	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	SA	A	NO	D	SD
To what extent are ethical standards of business executives influenced by:						
30.	Peer group pressures	SA	A	NO	D	SD
31.	Prevailing industry practice	SA	A	NO	D	SD
32.	Perceived preference of top executives	SA	A	NO	D	SD
33.	Family Experiences	SA	A	NO	D	SD
34.	Church experiences	SA	A	NO	D	SD
35.	Educational experiences	SA	A	NO	D	SD
36.	Company's ethical code or policy	SA	A	NO	D	SD
37.	Professional ethical code	SA	A	NO	D	SD
38.	Society's moral climate	SA	A	NO	D	SD
Other Issues						
39.	All institutions in our society should seek to promote the interests of individuals.	SA	A	NO	D	SD
40.	Individual freedom may have to be partly restricted in order for organizations to effectively function.	SA	A	NO	D	SD
41.	The government should redistribute income in order to assure a minimum standard of living for all citizens.	SA	A	NO	D	SD
42.	Government should provide incentives for business to get involved in solving social problems.	SA	A	NO	D	SD
43.	Truth in lending regulations are needed to protect the customer.	SA	A	NO	D	SD
44.	Antitrust laws prohibiting price fixing benefit the customer.	SA	A	NO	D	SD
45.	Lazy or incompetent employees should be fired.	SA	A	NO	D	SD
46.	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	SA	A	NO	D	SD
47.	The corporation should seek to maximize long run profits.	SA	A	NO	D	SD

Demographic Characteristics							
1.	Did you ever take a formal course in ethics or moral philosophy?		•1. Yes	•2. No			
2.	What is your gender?		•1. Male	•2. Female			
3.	What is your year in school?		•1. Fr	•2. Soph	•3. Jr	•4. Sr	•5. Graduate
4.	What is your major? _____			5. What is your minor? _____			

Thanks so much for your ideas. They are very valuable.