

Business, Society & Ethics

24 January, 2019 | Lecture #5

A hand is shown at the bottom, palm up, holding a glowing blue globe. Overlaid on the globe is a world map with various circular nodes and dotted lines connecting them, representing a global network. The background is a dark blue gradient.

Business Beyond Borders



Business ethics is not
psychology



Nor is it *OB*



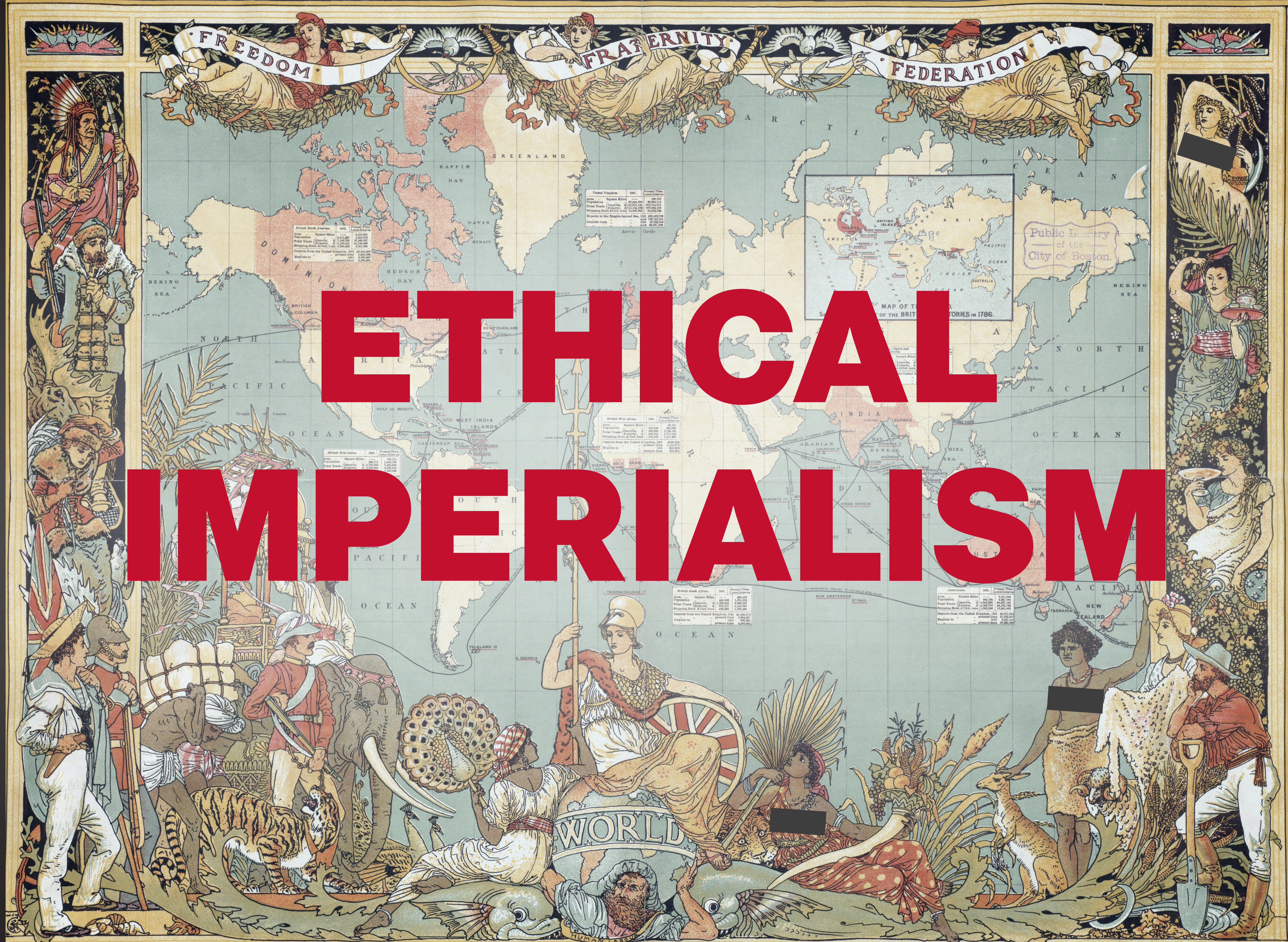
Not even *anthropology*



Law?
Not quite...

SECURE LEGITIMATE COOPERATION





A black and white photograph showing a group of Native Americans and a cowboy. In the center, a man in a cowboy hat is holding a knife. To his left, a Native American man wears a large feathered headdress and a necklace with a large circular pendant. To the right, another Native American man wears a large feathered headdress and a beaded necklace. The background shows other people in traditional attire.

CULTURAL RELATIVISM

A photograph of two children in a scrap metal yard, framed by a wooden window frame. The child in the foreground is wearing a green shirt and red shorts, with a backpack, and is leaning over a pile of scrap metal. The child in the background is sitting and working with a tool. The scene is set in a scrap metal yard with a hazy sky in the background.

CULTURAL RELATIVISM?

**Meanwhile,
In the KSA...**





“There are some hard truths, a set of
core human values,
which define minimum ethical
standards for all companies.

I call those three values
respect for human dignity,
respect for basic rights,
good citizenship.”

Vodafone Qatar's Amazon Adventure

We will look at how Vodafone Qatar found themselves in the heat of a controversy, when one of their initiatives was accused of disrespecting the local Qatari culture.

References

Africa Studio. (n.d.). [Wooden gavel and books on wooden table, on brown background]. [Online image]. Shutterstock. Retrieved September 4, 2016, from <https://www.shutterstock.com/image-photo/wooden-gavel-books-on-tableon-brown-115333348>.

Apollo 17 Crew. (2007, November 30). *The Blue Marble*. [Photograph, digital representation]. NASA. Retrieved September 6, 2016 from <https://www.nasa.gov/content/blue-marble-image-of-the-earth-from-apollo-17>. (Original photograph from December 7, 1972).

Brooks, K. (2013, December 12). [Two Saudi saleswomen in Harvey Nichols in Riyadh, Saudi Arabia]. [Online image]. *New Yorker*. Retrieved September 5, 2016 from <http://www.newyorker.com/culture/photo-booth/the-view-from-riyadh-working-women>.

[Col. Tim McCoy smoking peace pipe with Native Americans when he joined MGM studio as their new film star]. (2013, November 5). [Photo, digital representation]. *Doral News*. Retrieved September 6, 2016 from <http://www.doralnewsonline.com/doralfinal/wp-content/uploads/2013/11/foto-carlos-opina-bw.jpg>. (Original photograph from 1926).

Crane, W. (2010, October 30). *Imperial Federation, Map of the World Showing the Extent of the British Empire in 1886*. [Illustration, digital representation]. Wikimedia Commons. Retrieved September 6, 2016 from [https://en.wikipedia.org/wiki/File:Imperial_Federation,_Map_of_the_World_Showing_the_Extent_of_the_British_Empire_in_1886_\(levelled\).jpg](https://en.wikipedia.org/wiki/File:Imperial_Federation,_Map_of_the_World_Showing_the_Extent_of_the_British_Empire_in_1886_(levelled).jpg). (Original illustration from July 24, 1886).

Donaldson, T. (1996, September/October). Values in Tension: Ethics Away from Home. *Harvard Business Review*, 74(5), 48-62.

ESB Professional. (n.d.). [Blue global technology background with the planet Earth map]. [Online image]. Shutterstock. Retrieved January 17, 2018 from <https://www.shutterstock.com/image-illustration/blue-global-technology-background-planet-earth-122339998>.

Etcheverry, J. (2010). [Cueva de las Manos del Rio Pinturas, Cave of the Hands, Patagonia, Province of Santa Cruz, Argentina]. [Online image]. Javier Etcheverry Photography. Retrieved September 14, 2016 from https://irudi.photoshelter.com/image?&_bqG=34&_bqH=eJwr8E3zNjcuDcoqSwvwCU5PKfUOyavOtMwtz3WOMjG2MjQwAGEg6RnvEuxs6lYaWpaonZKqnZNYrO2bmJdfrAaWiHf0c7EtAbJDg12D4jldbENBmnxzM8MrXE3Nk3KK1eIdnUNsi1MTi5IzAEypJGM-&GI_ID=.

Halfpoint. (n.d.). [Business woman speaking at a conference]. [Online image]. Bigstock by Shutterstock. Retrieved August 24, 2016, from <https://www.bigstockphoto.com/image-39229894/stock-photo-business-conference>.

[Honeycomb with bees]. (n.d.). [Online image]. Retrieved September 14, 2016 from http://www.wallpapermania.eu/download/2012-04/2411/Honeycomb-with-bees_2560x1600.jpg.

London, A. J. (2001, April). *The Independence of Practical Ethics*. Theoretical Medicine and Bioethics, 22(2), 87-105.

McConnell, A. (n.d.). [Children break apart CRT monitors to salvage metal from inside, at Agbogbloshie dump in Ghana's capital, Accra]. [Online image]. Panos Pictures. Retrieved September 6, 2016 from <https://www.panos.co.uk/stories/1-5-1266-1772-ACC/Andrew-McConnell/>.

My Graduation Speech. (n.d.). Retrieved August 9, 2017 from <https://me.me/t/my-graduation-speech>. [Senior class speaker, Adam Rapfogel]. (2015, May 31). [Online image]. *D-E Today* [online magazine]. Retrieved August 9, 2017 from <http://d-etoday.org/commencement2015-a-glorious-day/>.

Valle, S. (n.d.). [Psychiatrist examining a patient]. [Online image]. 123RF. Retrieved September 7, 2016 from https://www.123rf.com/photo_12898410_psychiatrist-examining-a-female-patient.html.

Acknowledgements

Introductory slide photograph by ESB Professional (n.d.). The slide on academic integrity is based on various memes associated with “My Graduation Speech” (n.d.). The idea of securing legitimate cooperation is influenced by London (2001). Thanks to A. R. W. Cheek for advising me on the layout of the slide with *The Blue Marble* (Apollo 17 Crew, 1972/2007) and the quote from Donaldson (1996). Thanks also to my Facebook friends (too numerous to name) for helping me to select the Brooks (2013) photo.