



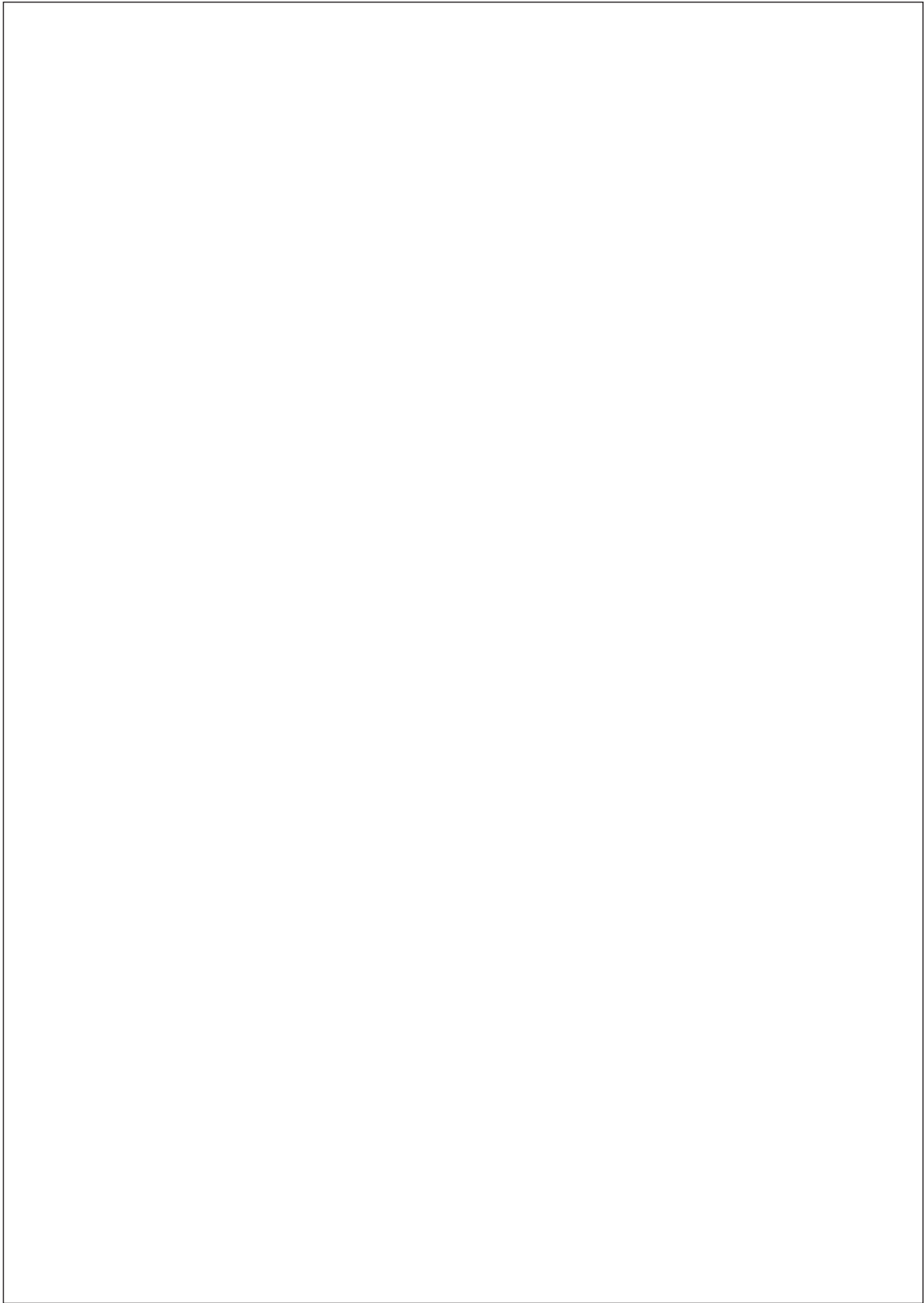
Faculty of Business Administration

Behavioral Business Ethics

CEMS
Ph.D. Workshop

March 20–22, 2009
Budapest, Hungary





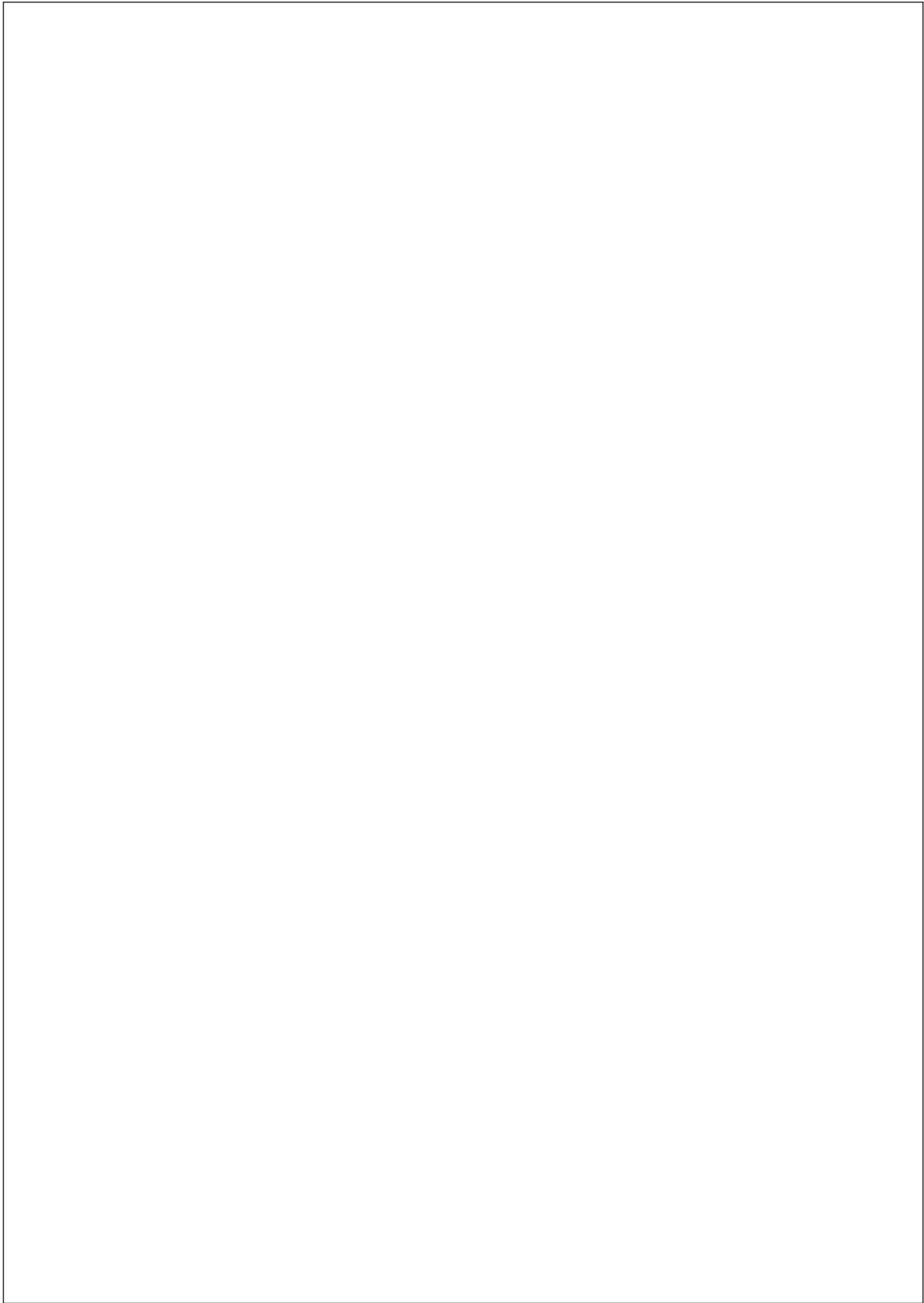
Behavioral Business Ethics

CEMS Ph.D. Workshop

organized by

Corvinus University of Budapest, Hungary

March 20–22, 2009 ▸ Budapest, Hungary



The CEMS Ph.D. workshop on *Behavioral Business Ethics* introduces cutting-edge results and approaches in business ethics. Behavioral economics and moral psychology are applied to arrive at more robust models of ethics in business.

Topics include the moral economic man, moral disengagement mechanisms, honesty and trust in business transactions, fairness in contracts and stakeholder relations, new models of business & civil society partnership, instrumental versus genuine use of ethical institutions, ethical behavior in competitive environment, and the collaborative enterprise.

The workshop is taught for 3 credits.

Teaching methods

lectures, games, case studies, videos

Evaluation method

30% participation, 70% paper

The workshop is organized by the

Business Ethics Center of the Corvinus University of Budapest

<http://ethics.uni-corvinus.hu>

COURSE DIRECTOR



LASZLO ZSOLNAI

Corvinus University of Budapest
Hungary

Laszlo Zsolnai is professor and director of the Business Ethics Center at the Corvinus University of Budapest. He is chairman of the Business Ethics Faculty Group of the CEMS. He is also Fellow Associate of Judge Business School, University of Cambridge.

László Zsolnai was born in 1958, in Szentes, Hungary. He has a master's in finance and a doctorate in sociology from the Budapest University of Economic Sciences. He received his Ph.D. and D.Sc. degrees in economics from the Hungarian Academy of Sciences.

He is Editor-in-Chief of "Ethical Prospects" published by Springer. He also serves as Series Editor of "Frontiers of Business Ethics" at Peter Lang Academic Publishers in Oxford.

Laszlo Zsolnai's books include:

- ▶ *The European Difference*. 1998. Boston–Dordrecht–London: Kluwer Academic Publishers.
- ▶ *Ethics and the Future of Capitalism*. 2002. New Jersey–London: Transaction Publishers (with Wojciech Gasparski).
- ▶ *Ethics in the Economy: Handbook of Business Ethics*. 2002. Oxford–Bern: Peter Lang Academic Publishers.
- ▶ *Spirituality and Ethics in Management*. 2004. Boston–Dordrecht–London: Kluwer Academic Publishers.
- ▶ *Business Within Limits: Deep Ecology and Buddhist Economics*. 2005. Oxford and Bern: Peter Lang Academic Publishers (with Knut J. Ims).
- ▶ *Spirituality as a Public Good*. 2007. Antwerp–Apeldoorn: Garant Publishers (with Luk Bouckaert).
- ▶ *Frugality: Rebalancing Material and Spiritual Values in Economic Life*. 2008. Oxford: Peter Lang Academic Publishers (with Luk Bouckaert and Hendrik Opdebeeck).
- ▶ *Europe–Asia Dialogue on Business Spirituality*. 2008. Antwerpen–Apeldoorn: Garant Publishers.
- ▶ *Responsible Decision Making*. 2008. New Brunswick– London: Transaction Publishers.

FACULTY



ZSOLT BODA

Corvinus University of Budapest
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Zsolt Boda was born in 1969 in Budapest, Hungary. He holds an MA in economics and a Ph.D. in political science. He is senior research fellow at the Institute of Political Science, Hungarian Academy of Sciences, and associate professor at the Business Ethics Center, Corvinus University of Budapest. He is visiting lecturer at University Pierre et Marie Curie (Paris 6) and European University 'Viadrina', Frankfurt a.O.

He is associate editor of *Ethical Prospects*, published by Springer, and *Politikatudományi Szemle*, the political science journal of the Hungarian Academy of Sciences.

He has co-edited and written books in Hungarian on corporate ethics, political theory, environmental politics and policy. He has published several papers, in academic journals, and books on international ethics involving the fair trade problematic, trade and environmental issues, and the politics of global environmentalism.

Zsolt Boda's publications in English include:

- ▶ “Understanding Hungary’s Foreign Environmental Policy: The Case of the Climate Change Regime and the Biodiversity Regime” in: Paul G. Harris (ed.) (forthcoming, 2009): *Climate Change and Foreign Policy: Case Studies from East to West* (with Györgyi Bela and Zsuzsanna Pató). London: Routledge.
- ▶ “Can Governance Structures and Civil-Corporate Partnerships Manage the Global Commons?” in: Henri-Claude de Bettignies, Francois Lépineux (eds) (forthcoming, 2009): *Globalization and the Common Good*. Oxford: Peter Lang Academic Publishers.
- ▶ “Hungary,” in: Naren Prasad (ed.) (2008): *Social Policies and Private Sector Participation in Water Supply. Beyond Regulation*, pp. 178–202 (with Gábor Scheiring, David Hall, and Emanuele Lobina). Palgrave: Macmillan.
- ▶ “The Ethical Consumerism Movement,” *Interdisciplinary Yearbook of Business Ethics*, 1, 2006, pp. 141–153 (with Emese Gulyas). Oxford: Peter Lang Academic Publishers.
- ▶ “Global Environmental Commons and the Need for Ethics,” *Society and Economy*, Fall 2003, pp. 213–224. Budapest: Akadémiai Kiadó.
- ▶ “Globalization and International Ethics,” in: Laszlo Zsolnai (ed.) (2002): *Ethics in the Economy: Handbook of Business Ethics*, pp. 233–258. Oxford: Peter Lang Academic Publishers.

FACULTY



LASZLO FEKETE

Corvinus University of Budapest
Hungary

Laszlo Fekete is associate professor of the Business Ethics Center at the Corvinus University of Budapest. He was born in 1951, in Budapest, Hungary. He studied history, economic history, and sociology at Eötvös Loránd University of Budapest, the Friedrich-Schiller-Universität zu Jena (Germany), and State University of New York at Binghamton (USA). He has M.A. in economic history and sociology, and a Ph.D. in philosophy. His research interests include the philosophical and ethical problems of business transactions, digital culture and information society.

Laszlo Fekete's recent essays—*Man, Machines, and Communications; Rights, Rules, and Regulations in Cyberspace; The Networks of Philosophy; Ethics of Economic Transactions in the Global Network Society*—have been published in different philosophical, economic and sociological reviews at home and abroad. He is the co-author and editor of *Contemporary Ethics* published in 2004. He is one of the contributors to the book on corporate social responsibility—*Corporate Social Responsibility across Europe*—which has been published by Springer Verlag.

F R I D A Y ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, March 20, 2009

9.00–10.30

The Moral Economic Man

Laszlo Zsolnai

Reading:

- Laszlo Zsolnai: “The Moral Economic Man” in: Laszlo Zsolnai (ed.): *Ethics in the Economy. Handbook of Business Ethics*, pp. 39–58. 2004. Oxford: Peter Lang Academic Publishers.

11.00–12.30

Moral Disengagement Mechanisms

Laszlo Zsolnai

Reading:

- Albert Bandura, Gian-Vittorio Caprara & Laszlo Zsolnai: “Corporate Transgressions” in: Laszlo Zsolnai (ed.): *Ethics in the Economy. Handbook of Business Ethics*, pp. 151–164. 2004. Oxford: Peter Lang Academic Publishers.

13.30–15.00

Fairness in Contracts and Stakeholder Relations

Laszlo Fekete

Reading:

- Laszlo Fekete: “Public versus Private Domain: Knowledge and Information in the Global Communications Network” *Ethical Prospects: Economy, Society and Environment*. Forthcoming 2009. Springer.

S A T U R D A Y ,
March 21, 2009

9.00–10.30

Honesty and Trust in Business Transactions

Laszlo Zsolnai

Reading:

- ▶ Laszlo Zsolnai: “Honesty and Trust in Economic Relationships” *Management Research News*, No. 7., pp. 57–62. 2004.

11.00–12.30

New Models of Business—Civil Society Partnership

Zsolt Boda

Reading:

- ▶ Zsolt Boda, Eleanor O’Higgins & Kuno Schedler: “Cooperating with Social and Political Actors” in: Laszlo Zsolnai & Antonio Tencati (eds): *The Future International Manager*. Forthcoming 2009. Palgrave.

13.30–15.00

The Paradox of Business Ethics

Laszlo Zsolnai

Readings:

- ▶ Luk Bouckaert *et al*: “The Ethics Management Paradox” *Interdisciplinary Yearbook of Business Ethics*, pp. 199–222. 2006. Oxford: Peter Lang Academic Publishers.
- ▶ Bruno S. Frey: *Not Just for the Money*. 2002. pp. 7–39. Cheltenham–Northampton: Edward Elgar.

15.30–17.00

Ethical Behavior in Competitive Environment

Laszlo Zsolnai

Reading:

- Robert Frank: *What Price the Moral High Ground?*, pp. 58–68. 2004. Princeton–Oxford: Princeton University Press.
- Laszlo Zsolnai: *Competitiveness and Corporate Social Responsibility*. CSR Paper Series No. 2. 2006. Milan: Fondazione Eni Enrico Mattei.
- Antonio Tencati & Laszlo Zsolnai: “The Collaborative Enterprise” *Journal of Business Ethics* 2009 (forthcoming).

S U N D A Y
March 22, 2009

11.00–12.30

General Discussion and Farewell Lunch

**Business Ethics Center
Corvinus University of Budapest**

Address

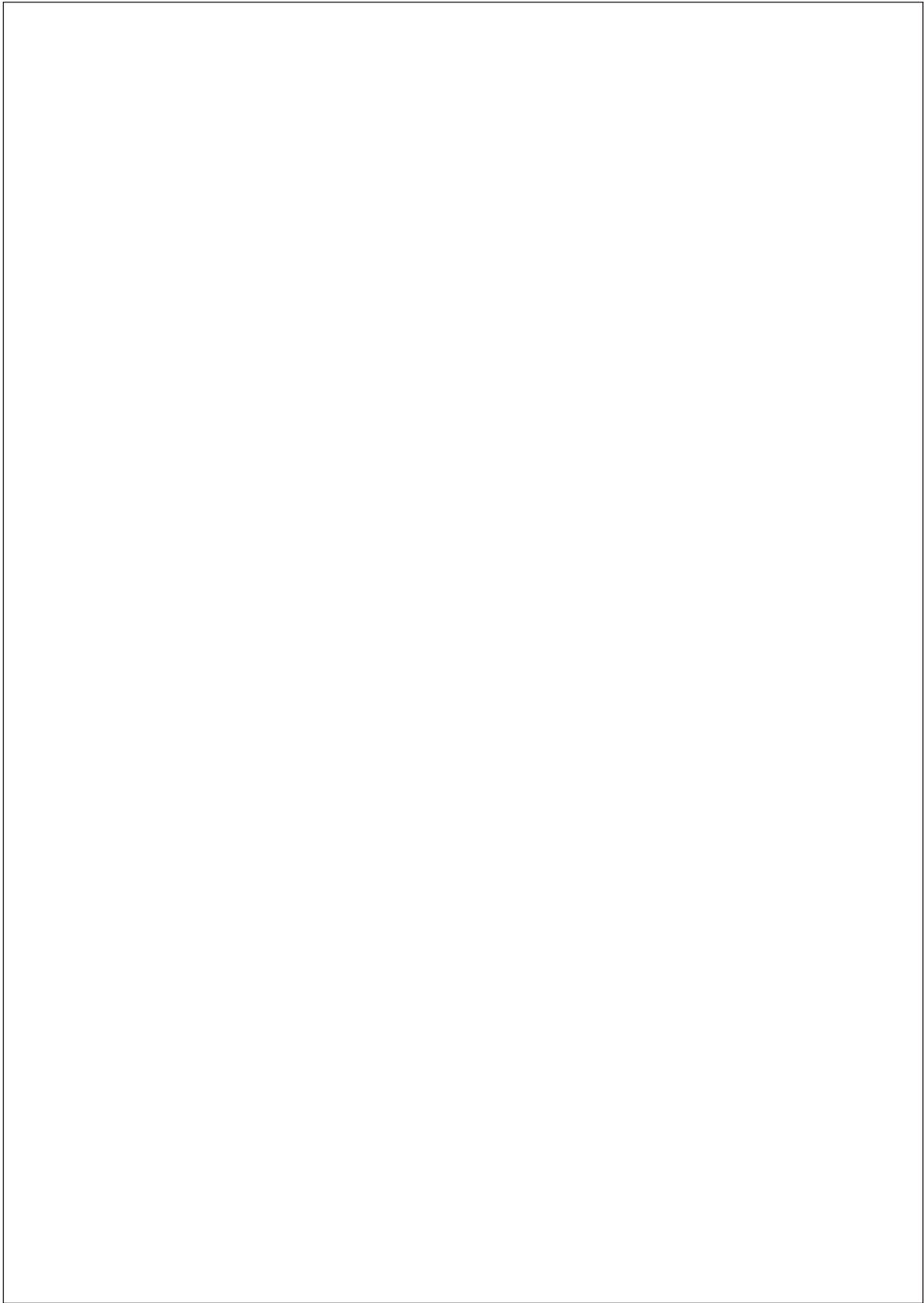
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