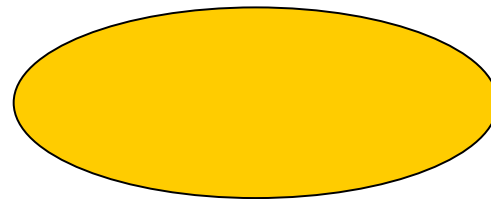
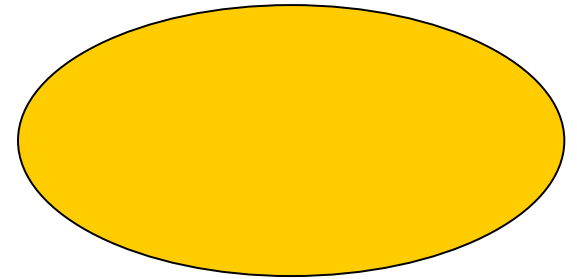
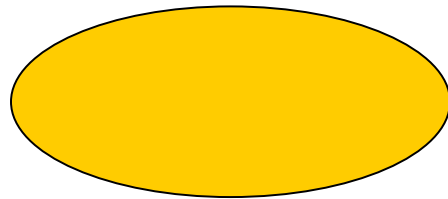
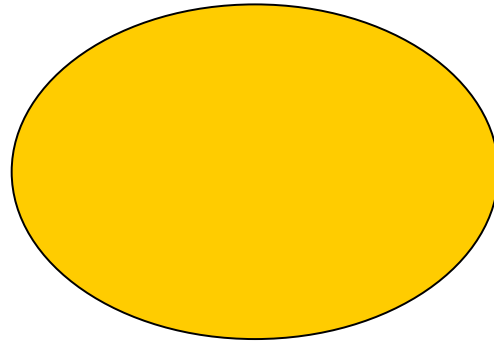
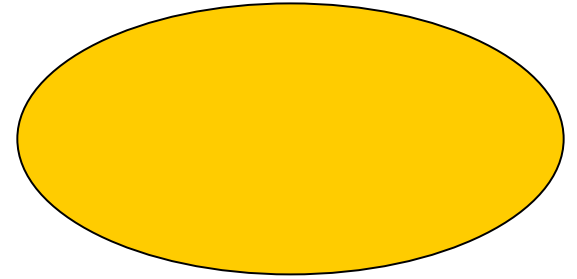
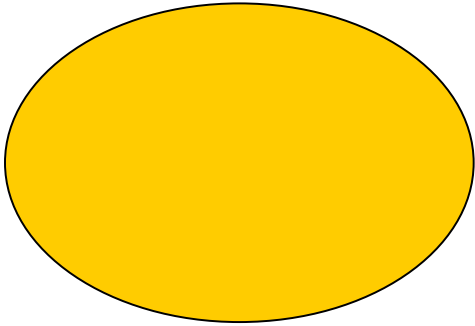
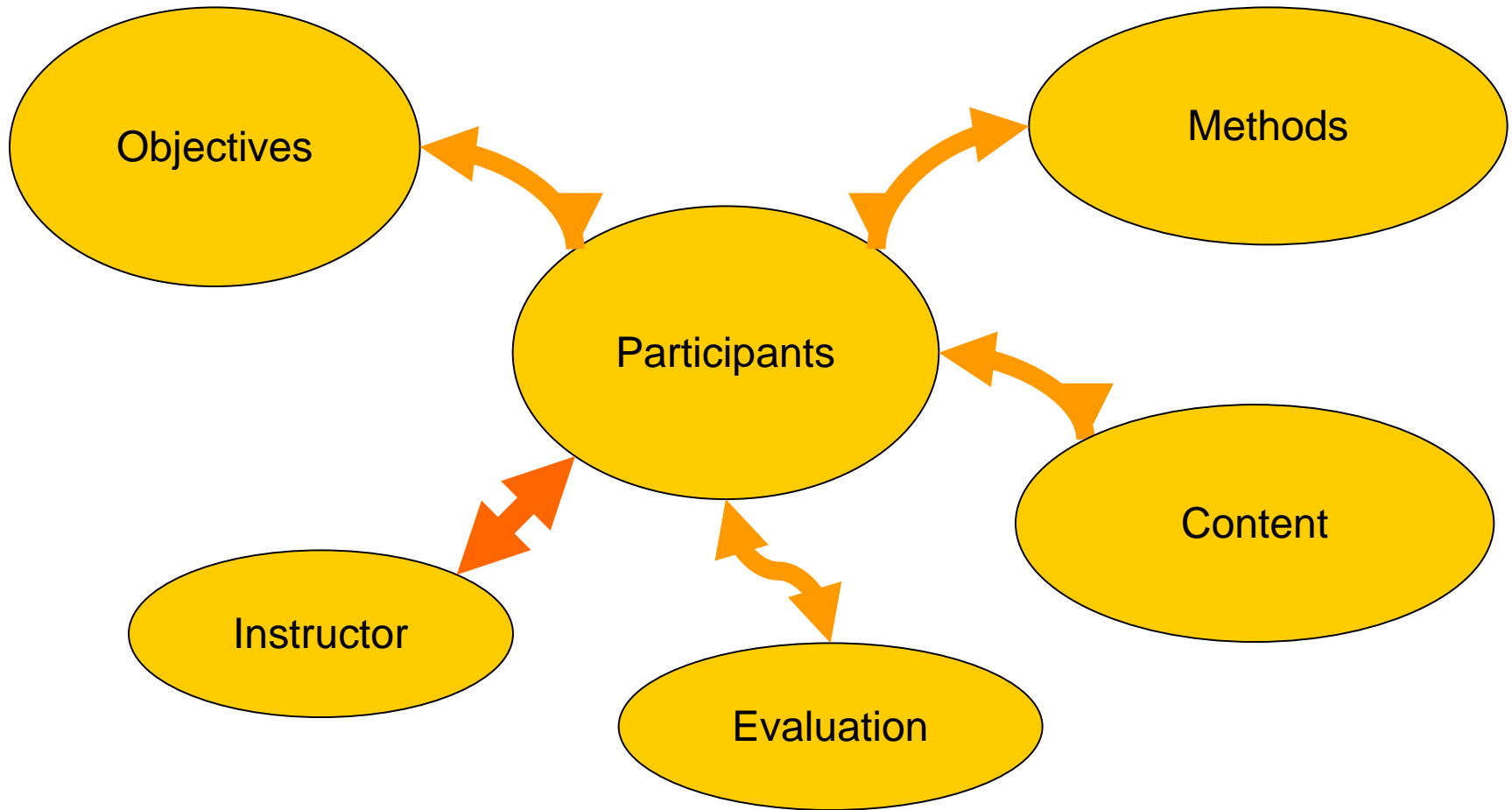

International Business Policy

A Business Ethics Perspective

UPF



Presentation of the course



Objectives

- To raise your awareness of non-economic issues of business
 - To help you dealing with ethical dilemmas
 - To increase your ability to choose how you want to see things
 - To learn from yourself, to learn from each other, and to develop your own questioning;
 - To share my enthusiasm in analyzing the contrast between the business and the ethical dimensions.
-

Methods

- Readings on my website
 - Case studies
 - Videos
 - Lectures
 - Discussions
 - Group presentations
-

Grading

- Each class is graded over 5 points
 - Questions at the start of the class (Lectures)
 - Assignments to be handed in (Seminars)
 - Presentations count for 25%
 - 4 classes can be ommitted!
-

Participation

- Read before class
 - Try to raise your awareness
 - Structure your arguments
 - Open your mind
 - Engage in dialogue with respect
 - Listen to your heart
 - Respect your soul
-

Participants

- One thing that makes you special
 - One thing you really do not like
 - Your professional dream
 - Your opinion about ethics and business
-

About myself

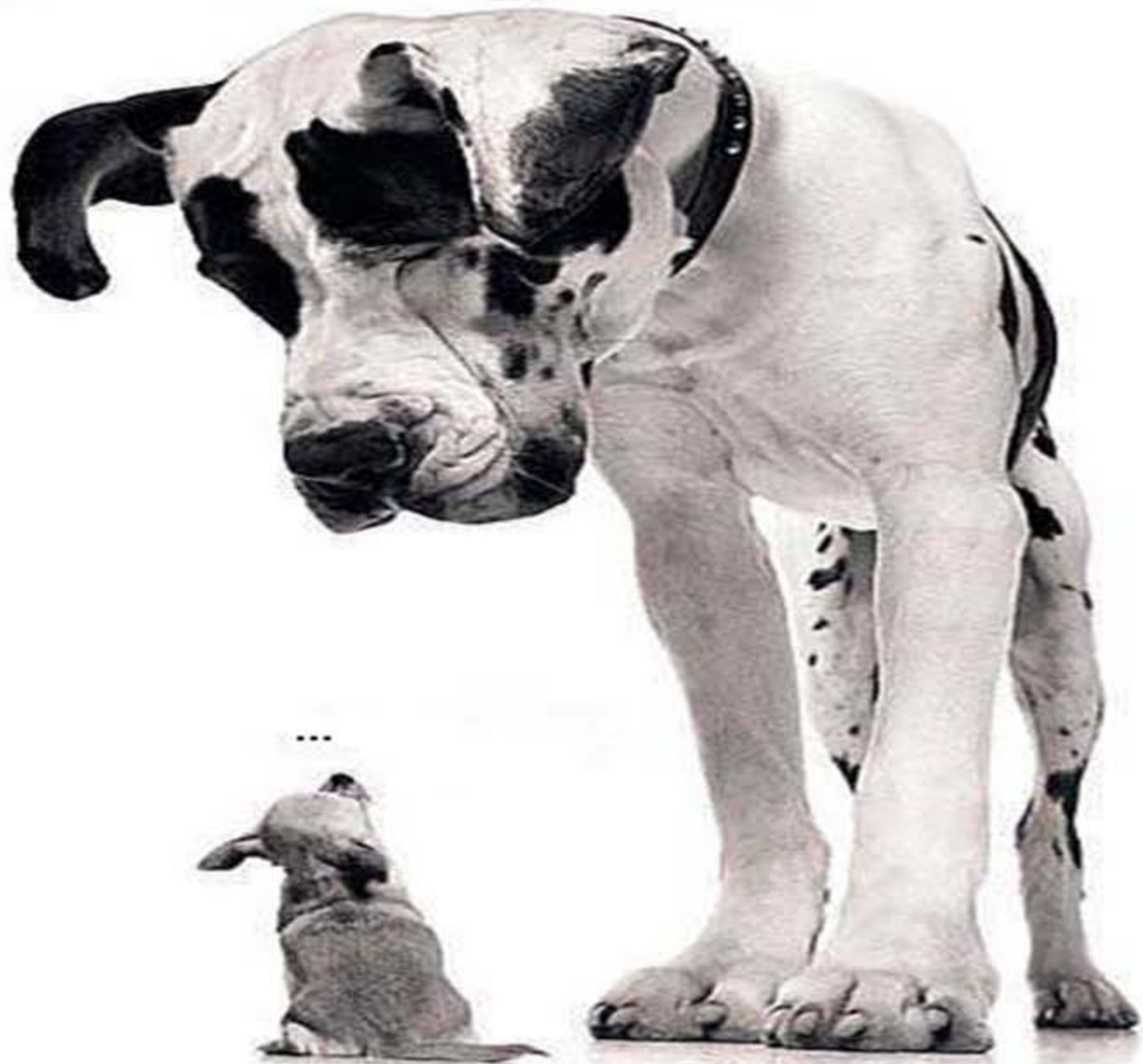
- I am passionate about rock-climbing
 - I really dislike intellectual dishonesty
 - My professional dream for this course is to give you strength, awareness, vision and a sense of responsibility
 - I believe business and ethics is like brain and heart. If you combine both, it is difficult but powerful and good
-

Why do people talk about values nowadays?

Why in a class at UPF?

Why would *you* like to talk about values?

Always have the courage to say what you think...



Bypassing the boss

In order to have efficient work relationships, it is often necessary to bypass the hierarchical line.

Do you:

1 - Strongly Agree

2 - Agree

3 - Neither agree or disagree

4 - Disagree

5 - Strongly disagree

Bypassing the boss

In order to have efficient work relationships, it is often necessary to bypass the hierarchical line.

Percent disagreement across countries

Sweden	USA	GB	Japan	France	NL	Germany	Indonesia	Italy	PRC
26	32	35	36	43	44	45	51	56	59

Two bosses

An organization structure in which certain subordinates have TWO direct bosses should be avoided at all cost

Do you:

1 - Strongly Agree

2 - Agree

3 - Neither agree or disagree

4 - Disagree

5 - Strongly disagree

Two bosses

An organization structure in which certain subordinates have TWO direct bosses should be avoided at all cost.

Percent agreement rate across countries

USA	NL	Sweden	Japan	GB	Germany	Indonesia	France	Italy	PRC
46	53	67	67	68	69	78	79	79	91

Precise answers

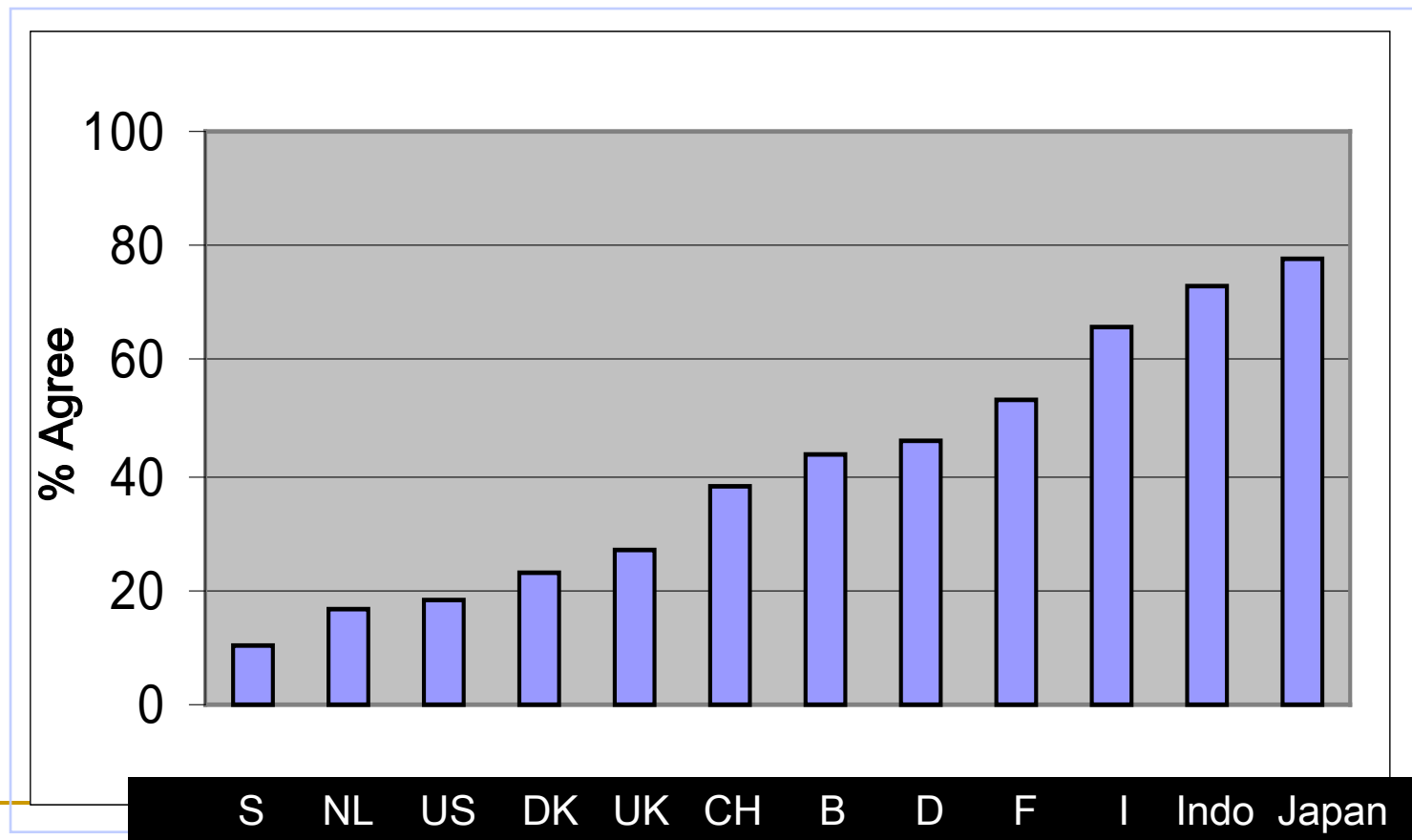
It is important for a manager to have at hand precise answers to most of the questions that his/her subordinates may raise about their work.

Do you:

- 1 - Strongly Agree
 - 2 - Agree
 - 3 - Neither agree or disagree
 - 4 - Disagree
 - 5 - Strongly disagree
-

Precise answers

It is important for a manager to have at hand precise answers to most of the questions that his subordinates may raise about their work.



Climatic Change

A store has been selling large snow shovels for sale for 15 €. The morning after a major snowstorm, the store raises its price to 20 €.

Is this ethical or unethical?

Closing a profitable plant

The biscuit division of Danone is making profit but not as much as the fresh products and beverage divisions. The company decides to close 2 plants in France in order to increase profitability.

Is this ethical or unethical?

Trendy Mobile Phones

Topcell produces mobile phones which reflect changing customer tastes. Their products are designed to last an average of 4 months, after which they are replaced with updated designs. In this manner, quality and durability needs not be a priority and profits are high. In fact, the strategy is successful and production of mobile phones is rapidly increasing, boosting the profits of Topcell.

Is this ethical or unethical?

Technological precaution

Bill Joy is the Chief Scientist of Sun Microsystems, a leading firm at the very heart of new technological advances. He came to think that, because of self-replication, complexity and irreversibility, “the most compelling 21st-century technologies - robotics, genetic engineering, and nanotechnology pose a different threat than the technologies that have come before. In truth, we have had in hand for years clear warnings of the dangers inherent in widespread knowledge of GNR technologies - of the possibility of knowledge alone enabling mass destruction. But these warnings haven't been widely publicized; the public discussions have been clearly inadequate. There is no profit in publicizing the dangers.” Against the public position of his company, he decides to speak out, calling for a pause in technological progress.

Is this ethical or unethical?

BEFORE



AFTER

The more oil we use, the higher the demand and the higher the price. As the rate of liquid oil production stabilizes and eventually declines, the offer reduces and raises the price too. The less oil producers invest in alternative energies, the higher the profits. The more oil producers invest in oil, the higher the pollution.



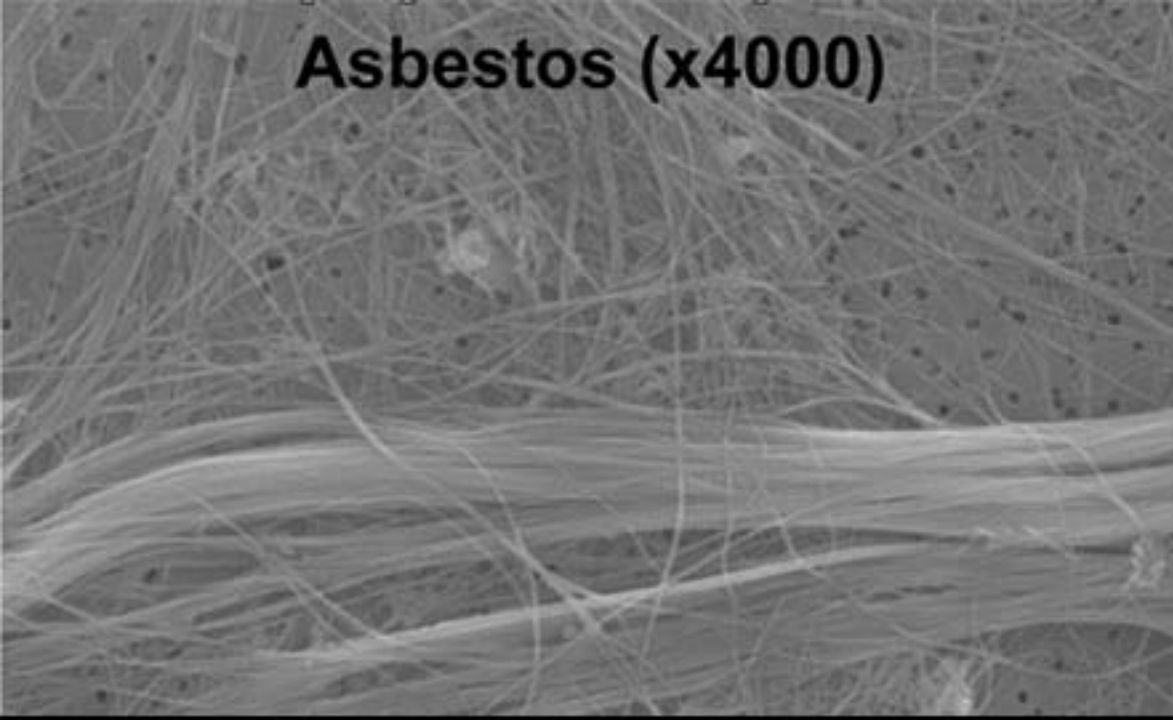
“The 62 richest billionaires own as much wealth as the poorer half of the world’s population.”
(2016 Oxfam Report)

“Capitalism has been distinctly less successful in shaping the political economy of a just society than in dramatically raising the average level of opulence.”
(Amartya Sen, Nobel Prize)

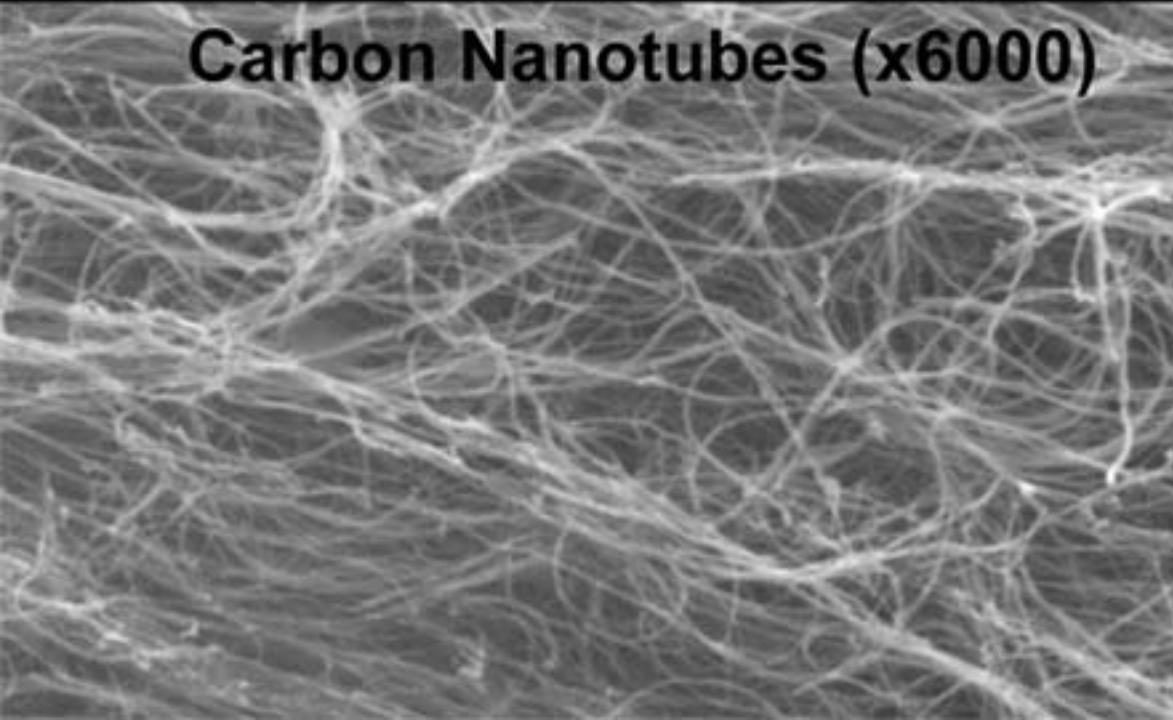


Each year between 20–50 million tons of e-waste is generated worldwide. Due to the crude recycling process, many pollutants, such as persistent organic pollutants and heavy metals, are released from e-waste, which can easily accumulate in the human body. This e-waste directly attack those cells in our body which help us to recover against breathing issues.

Asbestos (x4000)



Carbon Nanotubes (x6000)



Nanotechnology development has occurred in the absence of clear design rules for chemists and materials developers on how to integrate health, safety and environmental concerns into design. Political decision-makers have yet to address many of the shortcomings in legislation, research and development, and limitations in risk assessment, management and governance of nanotechnologies and other emerging technologies. As a result, there remains a developmental environment that hinders the adoption of precautionary yet socially and economically responsive strategies in the field of nanotechnology.

Nanotechnology — early lessons from early warnings EEA Report No 1/2013

What do you think?

In business, if you want to be successful, you should only act according to your self-interest.

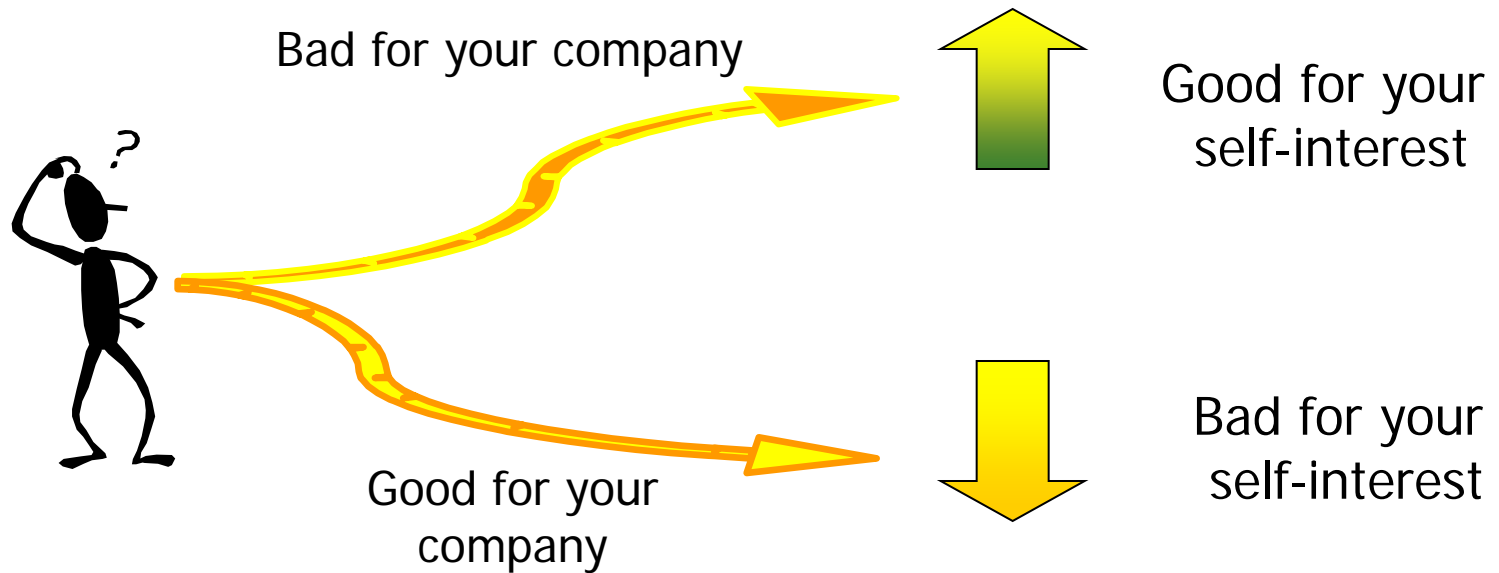
If you act ethically, then it will be good for you in the long term.

What do you think?

Companies should always choose the action that maximizes their business interest

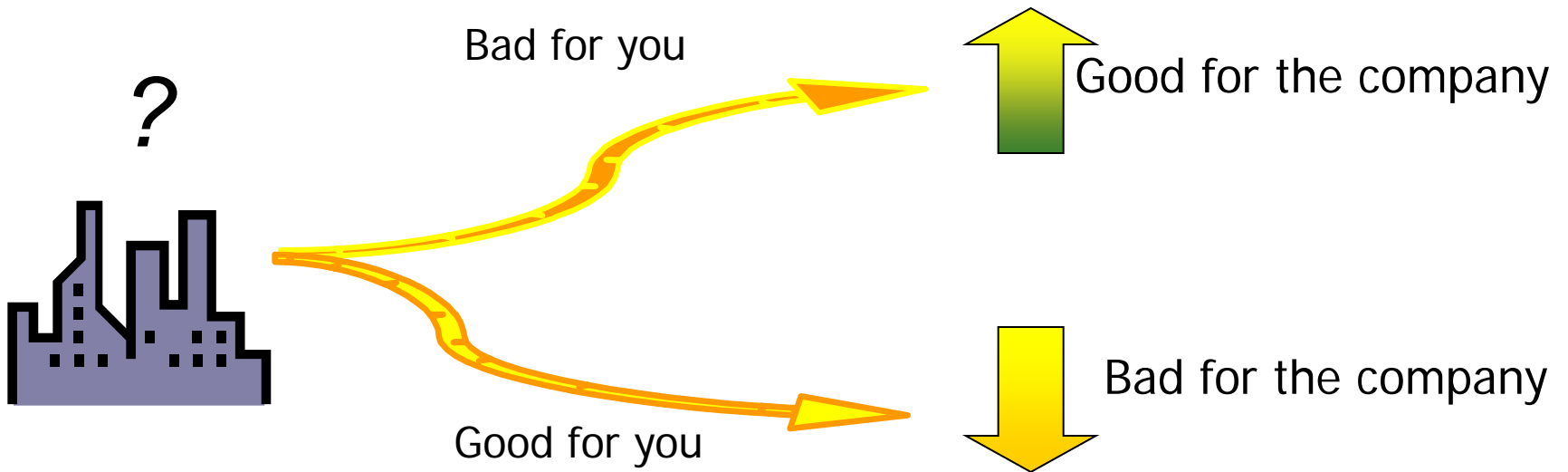
Today, the most successful companies are those that respect their employees and the environment.

What would you do?



Why?

What should the company do?



Reciprocity may not always be an ethical value for everybody...

Does this reflect your opinion? Why?

- Making economic growth a priority will increase prosperity and lead to world development
 - Current destruction and pollution of natural resources is threatening the survival of our civilization
-

A Biased Context

- We are not conscious of our lack of ethics
- We spend a lot of energy denying our lack of ethics (they make us uncomfortable)
- We waste a lot of energy justifying them (we believe we will be more comfortable)
- We reinforce our lack of ethics (until it is too late)

Such biases are prevalent, robust, contrary to conscious intention, consequential and costly

Can ethics be an opportunity?

- Better image, better reputation
- Improved anticipation of expectations and of risks
- Motivation of employees
- Cost reduction
- Competitive advantage (differentiation)
- Leadership Skill, Strategic orientation
- Enhanced meaning of professional life

*Promoting ethical values can be an opportunity for us or for the
company we work for*

Are you sure?

- It's just a discourse
 - It is in fashion
 - It does not always work
 - It is hypocritical, just window-dressing
 - Nobody believes this
 - Selling ethics is not ethical
 - What do we do when ethics does not pay?
 - What do we do when the lack of ethics pays even more?
-

Can the lack of Ethics in Business be a Problem?

- Environmental degradation; resource depletion
- Social inequalities, discrimination, exploitation
- Weakening of the rule of laws, of democracy; subversion and corruption of political institutions
- Economic inefficiency, bankruptcy of companies, scandals
- Personal issues, executives in jail

By doing business, we can harm ourselves, harm people, harm society and destroy the environment

Are you sure?

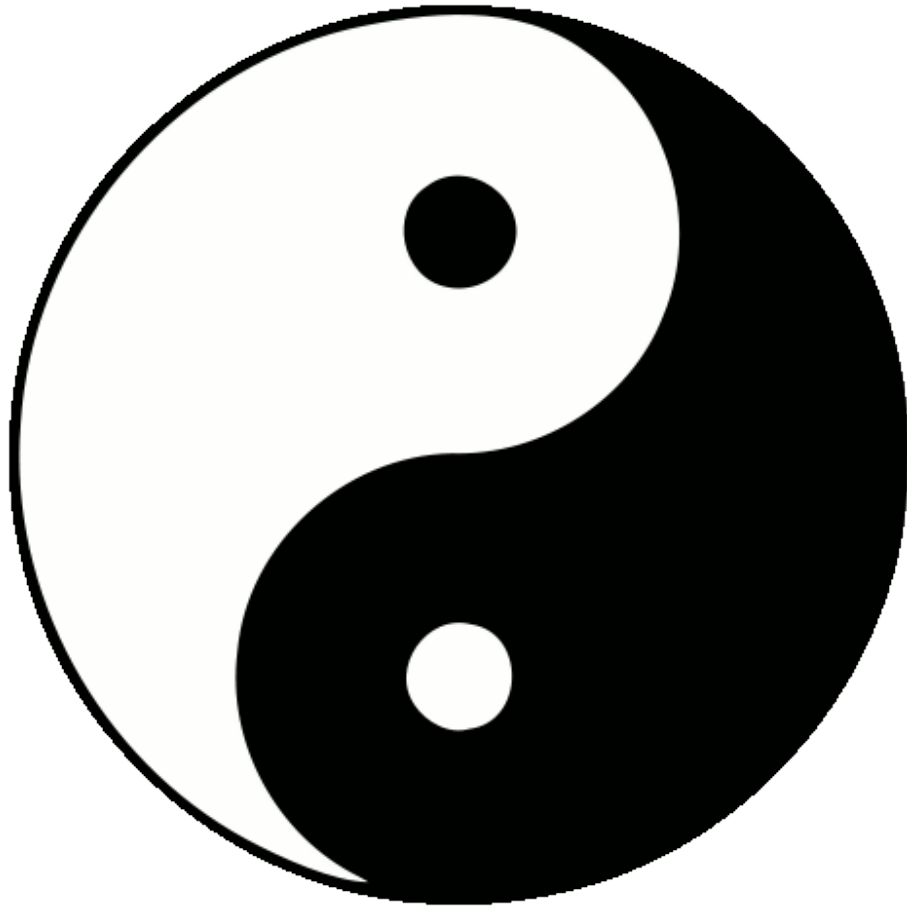
- There is no real problem
 - It depends...
 - Maybe, but not more than before...
 - These are political problems
 - We will find technological solutions
 - This is because laws are inadequate
 - It is part of human nature
 - We have no such problems in our company
 - Personally, I do not have such problems
 - We cannot do much about it, we need to survive in the competition
 - I cannot do anything about it, maybe when I will be the CEO...
-

Facing Ethics: Two Complementary Questions

How to improve my
interest or the one of
my business by being
more ethical?

How to be more ethical
even if it is against my
interest or the interest
of my company?

*For ethics in business to be more than a discourse, we must be able to look at ethics
as an **opportunity** and as a **dilemma***



*In ethics, the
contrary to
each truth
can be as
true as the
truth itself*

