

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

**SELECT YEARS**

**1983 - 2003**



**FINAL DRAFT**

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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

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## 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 Americas 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, followup 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.

## METHODOLOGY

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.

TABLE 2A. RESPONSE RATES FOR THE THREE BUSINESS LEADER STUDIES.			
	1983 *	1988 ♦ **	2003
Population of interest			
Number Sent out	700	864	1445
Number of good responses	119	138	66
Response Rate	17	16	
Source: 2003 Study of Ethics			

\*Hattwick, Richard, Bong-Gon P. Shin and Larry C. Wall (1984). Business Ethics-Findings of a Survey of Americas 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.

TABLE 2B. RESPONSE RATES FOR THE TWO FACULTY STUDIES		
	1989*	2003
Population of interest		
Number Sent out	637 x 4	634 X 4
Number of good responses	445	269
Response Rate	17%	11%
Source: 2003 Study of Ethics		

\*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.



TABLE 2C. NUMBER OF STUDENTS FROM EACH UNIVERSITY			
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.

TABLE 2D. NUMBER OF RESPONSES FOR THE TWO STUDENT STUDIES		
	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.

TABLE 2E. NUMBER OF QUESTIONS ASKED IN EACH SURVEY			
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. 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.

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## 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

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: 1983 1988 1993 1998 2003 2008 2013 2018 2023 2028 2033 2038 2043 2048 2053 2058 2063 2068 2073 2078 2083 2088 2093 2098 2103 2108 2113 2118 2123 2128 2133 2138 2143 2148 2153 2158 2163 2168 2173 2178 2183 2188 2193 2198 2203 2208 2213 2218 2223 2228 2233 2238 2243 2248 2253 2258 2263 2268 2273 2278 2283 2288 2293 2298 2303 2308 2313 2318 2323 2328 2333 2338 2343 2348 2353 2358 2363 2368 2373 2378 2383 2388 2393 2398 2403 2408 2413 2418 2423 2428 2433 2438 2443 2448 2453 2458 2463 2468 2473 2478 2483 2488 2493 2498 2503 2508 2513 2518 2523 2528 2533 2538 2543 2548 2553 2558 2563 2568 2573 2578 2583 2588 2593 2598 2603 2608 2613 2618 2623 2628 2633 2638 2643 2648 2653 2658 2663 2668 2673 2678 2683 2688 2693 2698 2703 2708 2713 2718 2723 2728 2733 2738 2743 2748 2753 2758 2763 2768 2773 2778 2783 2788 2793 2798 2803 2808 2813 2818 2823 2828 2833 2838 2843 2848 2853 2858 2863 2868 2873 2878 2883 2888 2893 2898 2903 2908 2913 2918 2923 2928 2933 2938 2943 2948 2953 2958 2963 2968 2973 2978 2983 2988 2993 2998 3003 3008 3013 3018 3023 3028 3033 3038 3043 3048 3053 3058 3063 3068 3073 3078 3083 3088 3093 3098 3103 3108 3113 3118 3123 3128 3133 3138 3143 3148 3153 3158 3163 3168 3173 3178 3183 3188 3193 3198 3203 3208 3213 3218 3223 3228 3233 3238 3243 3248 3253 3258 3263 3268 3273 3278 3283 3288 3293 3298 3303 3308 3313 3318 3323 3328 3333 3338 3343 3348 3353 3358 3363 3368 3373 3378 3383 3388 3393 3398 3403 3408 3413 3418 3423 3428 3433 3438 3443 3448 3453 3458 3463 3468 3473 3478 3483 3488 3493 3498 3503 3508 3513 3518 3523 3528 3533 3538 3543 3548 3553 3558 3563 3568 3573 3578 3583 3588 3593 3598 3603 3608 3613 3618 3623 3628 3633 3638 3643 3648 3653 3658 3663 3668 3673 3678 3683 3688 3693 3698 3703 3708 3713 3718 3723 3728 3733 3738 3743 3748 3753 3758 3763 3768 3773 3778 3783 3788 3793 3798 3803 3808 3813 3818 3823 3828 3833 3838 3843 3848 3853 3858 3863 3868 3873 3878 3883 3888 3893 3898 3903 3908 3913 3918 3923 3928 3933 3938 3943 3948 3953 3958 3963 3968 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4973 4978 4983 4988 4993 4998 5003 5008 5013 5018 5023 5028 5033 5038 5043 5048 5053 5058 5063 5068 5073 5078 5083 5088 5093 5098 5103 5108 5113 5118 5123 5128 5133 5138 5143 5148 5153 5158 5163 5168 5173 5178 5183 5188 5193 5198 5203 5208 5213 5218 5223 5228 5233 5238 5243 5248 5253 5258 5263 5268 5273 5278 5283 5288 5293 5298 5303 5308 5313 5318 5323 5328 5333 5338 5343 5348 5353 5358 5363 5368 5373 5378 5383 5388 5393 5398 5403 5408 5413 5418 5423 5428 5433 5438 5443 5448 5453 5458 5463 5468 5473 5478 5483 5488 5493 5498 5503 5508 5513 5518 5523 5528 5533 5538 5543 5548 5553 5558 5563 5568 5573 5578 5583 5588 5593 5598 5603 5608 5613 5618 5623 5628 5633 5638 5643 5648 5653 5658 5663 5668 5673 5678 5683 5688 5693 5698 5703 5708 5713 5718 5723 5728 5733 5738 5743 5748 5753 5758 5763 5768 5773 5778 5783 5788 5793 5798 5803 5808 5813 5818 5823 5828 5833 5838 5843 5848 5853 5858 5863 5868 5873 5878 5883 5888 5893 5898 5903 5908 5913 5918 5923 5928 5933 5938 5943 5948 5953 5958 5963 5968 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TABLE 3B		DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING 1/2 BUSINESS LEADERS		
		Year of the Study		
Demographic Characteristics		2003	1988	1983
<b>Gender</b>				
	Male	92%		
	Females	8%		
		100% (n=63)		
<b>Approximate Number of Employees</b>				
	50	11%		
	500	22%		
	600	11%		
	700	11%		
	800	22%		
	900	22%		
		99% 1/2 (n=9)		
<b>State in which you work</b>				
	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)		
<b>Job Title or Position</b>				

TABLE 3B-2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS

<b>TABLE 3B DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS</b>			
<b>Demographic Characteristics</b>	<b>Year of the Study</b>		
	<b>2003</b>	<b>1988</b>	<b>1983</b>
CEO	47%		69%
President	20%		
Vice President	20%		14%
Other	14%		17%
	101% (n=64)		100% (n=119)
<b>Largest General Area of Your Business</b>			
Services	44%		
Manufacturing	30%		
Agriculture/Construction	8%		
Transportation	12%		
US/Global/North America	5%		
	99% (n=61)		
<b>Functional Area in Which You Have Primarily Worked?</b>			
Management	33%		
Marketing	18%		
Finance	13%		
Operations	27%		
Other	8%		
	99% (n=58)		

*Source: 2003 Study of Ethics*

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

TABLE 3C. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING FACULTY		
Year of the Study		
Demographic Characteristics	2003	1989
<b>Gender</b>		
Male	75%	
Female	25%	
	100% (n=264)	
<b>Title</b>		
Dean	39%	27%
Associate Dean	9%	
Faculty	52%	53%
Chairpersons	0%	20%
	100% (n=151)	100% (n=445)
<b>General Nature of their Universities</b>		
Regional U. & Undergraduate Only	9%	
Regional U. with Masters	52%	
Doctoral Granting	40%	
	100% (n=90)	
<b>General Area of teaching</b>		
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: 1989 & 2003 Study of Ethics

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

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

Source: "1 1/2 1/2 1/2 1/2 1/2 1/2 1/2 2003 Study of Ethics

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.

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	2003	Business Leaders	71%	2.4	1.0	66
		2003	Faculty	68%	2.4	1.1	269

	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	Business Leaders	70%	2.4	1.0	66
		2003	Faculty	73%	2.2	1.1	269
		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	Business Leaders	92%	1.9	0.8	66
		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
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	0.8	1004



		2003	2004	2005	2006	2007	2008
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
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
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
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
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
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
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
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
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 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
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

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
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
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such 1/2 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	3	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	51	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	39	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	Bus. Leaders	0	12	2	33	53	66
		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 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
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
29	The ethical standards in competition are determined by the least ethical competitor. 1/2 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
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
38	* Ethical standards are 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
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
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



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## 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.

<b>TABLE 5A. PERCENT OF THE BUSINESS LEADERS IN 2003 AGREEING WITH EACH STATEMENT (1 = SA; 5=SD)</b>							
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 $\frac{1}{2}$ 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 service with the firm.	2003	Business Leaders	3%	4.2	0.7	66
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
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 practice?	2003	Business Leaders	66%	2.6	1.0	64
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

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

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
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
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

## 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**

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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
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

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 function.	2003	Faculty	69%	2.6	1.1	269
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

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 1/2 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	33	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

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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.

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## ANALYSIS

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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.

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**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 $\frac{1}{2}$ 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 friends.	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	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
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



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 effectively function.	2003	Students	50%	2.8	1.1	1009
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

*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 1/2 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
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
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
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

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*Source: 2003 Study of Ethics*

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

*Source: 2003 Study of Ethics*

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