

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 Study of Ethics

SOURCE: 2003 STUDY OF ETHICS

DEMOGRAPHIC CHARACTERISTICS

BUSINESS LEADERS

AS SHOWN IN TABLE 3B, IN 2003 AN OVERWHELMING PERCENTAGE OF THE RESPONDENTS WERE MALE, 92%. EVEN THOUGH BEST LISTS OF ARIZONA RANDOMLY SELECTED THE SAMPLE OF LARGE COMPANIES, NONE OF THE RESPONDENTS COMPANIES EMPLOYED MORE THAN 900 PERSONS. THE AVERAGE WAS IN THE 700 RANGE. THE TWO STATES WITH THE LARGEST NUMBER OF RESPONDENTS WERE CALIFORNIA AND ILLINOIS, 14% AND 11%. ALMOST HALF OF THE RESPONDENTS WERE CEOs, IN THE SERVICE SECTOR AND HAD A MANAGEMENT AND MARKETING BACKGROUND.

THE PERCENTAGE OF RESPONDENTS IN 1983 IDENTIFYING THEMSELVES AS CEOs WAS VERY CLOSE TO THE 2003 PERCENTAGE. NO INFORMATION WAS REPORTED IN THE 1988 ARTICLE ABOUT BUSINESS LEADERS.

TABLE 3B.-1 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS

TABLE 3B DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS			
Demographic Characteristics	Year of the Study		
	2003	1988	1983
Gender			
Male	92%		
Females	8%		
	100% (n=63)		
Approximate Number of Employees			
50	11%		
500	22%		
600	11%		
700	11%		
800	22%		
900	22%		
	99% (n=9)		
State in which you work			
Alabama	2		
CA	14		
Colorado	2		
Connecticut	2		
Florida	3		
Georgia	3		
Illinois	11		
Indiana	6		
Iowa	2		
Kentucky	2		
Louisiana	3		
MA	2		
Maryland	2		
MI	6		
Minnesota	3		
MO	2		
Nebraska	2		
New Jersey	3		
New York	5		
NC	3		
Ohio	6		
PA	5		
SC	2		
South Dakota	2		
Tennessee	2		
Texas	6		
	101% (n=66)		
Job Title or Position			

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

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

Source: 2003 Study of Ethics

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
Gender		
Male	75%	
Female	25%	
	100% (n=264)	
Title		
Dean	39%	27%
Associate Dean	9%	
Faculty	52%	53%
Chairpersons	0%	20%
	100% (n=151)	100% (n=445)
General Nature of their Universities		
Regional U. 1/2 Undergraduate Only	9%	
Regional U. with Masters	52%	
Doctoral Granting	40%	
	100% (n=90)	
General Area of teaching		
Accounting	11%	
Business Administration	13%	
Management	30%	
Ethics and/or Law	6%	
Management Information	6%	
Economics	11%	
Other	4%	
Finance	7	
Marketing	13%	
	100% (n=202)	
AACSB Accredited	100%	43%

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

SOURCE: 2003 STUDY OF ETHICS

STUDENTS

