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			
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)

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 respondent s 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 CEO s, in the service sector and had a management and marketing background.

The percentage of respondents in 1983 identifying themselves as CEO s was very close to the 2003 percentage. No information was reported in the 1988 article about business leaders.

TABLE 3B. Output					
Year of the Study					
Demographic Characteristics	2003		1988	1983	
Gender OOOOOOOOO	}∲ :			·	
Male		92%			
Females		8%			
	100% (n=63	8)			
Approximate Number of Em	oloyees				
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				
МА	2				
Maryland	2				
MI	6	1			
Minnesota	3				
МО	2				
	1	1		İ	

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.	PHIC CHARACTEF	RISTICS OF TH	IE RESPONDING	
USINESS LEADER	RS			
	Year of the Study			
Demographic Characteristics	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 Bus	siness			
Services	44%			
Manufacturing	30%			
Agriculture/Construction	8%			
Transportation	12%			
US/Global/North America	5%			
	99% (n=61)			
Functional Area in Which You Ha	ve Primarily Worke	d?		
Management	33%			
Marketing	18%			
Finance	13%			
Operations	27%			
Other	8%			
	99% (n=58)			

Source: OOOOO 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%.

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100% (n=202)			
	Marketing		
		100% (n=202)	
AACSB Accredited 100% 43%	AACSB Accredited	100%	43%

Source: **OOOOOO** 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 OFTHERESPONDING STUDENTS					
Year of the S	Year of the Study				
Demographic Characteristics	2003	1995			
Gender					
Male	54%	49%			
Female	46%	51%			
	100% (n=1002)	100% (n=191)			
	• · · · · · ·				
Year in School					
Freshman/Sophomore	3%	8%			
Junior/Senior	48%	45%			
Senior/graduate school	39%	47%			
	100% (n=1009)	100% (n=191)			
	· · · · · ·				
Major					
College of Business	98%	90%			
Other	2%	10%			
	100% (n=995)	100% (n=191)			

Source: **OOO OO OO** Study of Ethics