

# 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.

	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: 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 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 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. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING 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% (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>			

<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

## 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%.

<b>TABLE 3C. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING FACULTY</b>		
<b>Year of the Study</b>		
<b>Demographic Characteristics</b>	<b>2003</b>	<b>1989</b>
<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: 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**

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: 2003 Study of Ethics