

SECTION 4:

FOCUS ON ALL THREE GROUPS

FOR 2003 ONLY

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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.

TABLE 4A. ♦♦♦♦ PERCENT OF EACH OF THE THREE 2003 RESPONDING GROUPS 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	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	2003	Business Leaders	11%	4.0	1.0	66
		2003	Faculty	19%	3.8	1.1	269

	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 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 reduction in profits.	2003	Business Leaders	71%	2.4	1.0	66
		2003	Faculty	68%	2.4	1.1	269
		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	2003	Business Leaders	88%	1.8	0.8	66

	employee's productivity.	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
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	2003	Business Leaders	86%	2.0	0.8	66
			Faculty	88%	1.9		

	the customer.	2003				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
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	0.9	1004
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
	To what extent are ethical standards influenced	2003	Business Leaders	90%	1.9	0.8	64

36	by company's ethical code or policy?	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

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 ♦ 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	5	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	31	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	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	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
	Wages and salaries should vary according to both the employee's	2003	Bus. Leaders	8	41	11	35	6	66

24	productivity and years of service with the firm.	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. ♦ 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
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	3	5		

47	The corporation should seek to maximize long run profits.	2003	Bus. Leaders	46				0	66
		2003	Faculty	51	41	5	3	1	269
		2003	Students	45	43	10	1	0	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

Source: 2003 Study of Ethics

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