

SECTION 7:  
FOCUS ON ONLY THE STUDENTS  
FOR 2003

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INTRODUCTION

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.

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.

Q#	QUESTION	Year	Type	% Agree	Mean	Srd. 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 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

*Source: 2003 Study of Ethics*

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

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