SECTION 8:

FOCUS ON ALL THREE GROUPS

FOR ALL YEARS

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FOCUS ON ALL THREE GROUPS FOR ALL YEARS

INTRODUCTION

In this section, the focus is only on all three groups for all of the respective years. Table 8A 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 question of the table since their answers should have reflected to what extent instead of a SA to SD perspective. See Table 8B for a clearer understanding of these questions. Table 8B gives the percentage of respondents who either Strongly Agreed, Agreed, Agreed, Agreed, Agreed, Agreed, 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.

TAB			TABLE 8A.��� FOR ALL YEARS, PERCENT OF EACH OF THE RESPONDING GROUPS AGREEING WITH EACH STATEMENT��� (1=SA;�5=SD)												
Q#	QUESTION	Year	Туре	% Agree	Mean	Std. Dev.	n=								
		2003	Business Leaders	76%	2.1	1.0	66								
		2003	Faculty	67%	2.4	1.2	269								
	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								
1		1995	Students	NI	NI	NI	191								
1		1989	Faculty	62%	2.6	1.4	439								
		1988	Business Leaders	76%	NI	NI	138								
		1983	Business Leaders	70%	NI	NI	119								
			_												
		2003	Business Leaders	11%	4.0	1.0	66								
	The corporation has a	2003	Faculty	19%	3.8	1.1	269								
	responsibility to not become	2003	Students	25%	3.4	1.0	1009								
2	involved in solving social problems unless doing so	1995	Students	NI	NI	NI	191								
4	becomes a cost of doing	1989	Faculty	18%	3.8	1.2	438								

	business or the opportunity to earn a profit.	1988	Business Leaders	11%	NI	NI	138
		1983	Business Leaders	26%	NI	NI	119
	1		I Described			1	1
		2003	Business Leaders	35%	3.1	0.9	66
	771	2003	Faculty	58%	2.7	1.0	269
	The corporation has the responsibility to get involved in	2003	Students	60%	2.5	0.9	1009
	social responsibility projects	1995	Students	NI	NI	NI	191
3	because outside pressures make	1989	Faculty	73%	2.4	1.2	439
	such an involvement a cost of doing business.	1988	Business Leaders	46%	NI	NI	138
		1983	Business Leaders	42%	NI	NI	119
			•	•			
		2003	Business Leaders	99%	1.3	0.5	66
		2003	Faculty	95%	1.5	0.7	269
	The corporation has a	2003	Students	93%	1.5	0.8	1009
ļ	responsibility to promote equal	1995	Students	NI	1.7	0.7	191
	opportunity in hiring and	1989	Faculty	94%	1.7	1.1	440
	promotion.	1988	Business Leaders	97%	NI	NI	138
		1983	Business Leaders	97%	NI	NI	119
		2003	Business Leaders	71%	2.4	1.0	66
	The corporation has a responsibility to promote conservation of energy even if	2003	Faculty	68%	2.4	1.1	269
		2003	Students	66%	2.3	1.0	1009
5		1995	Students	NI	1.9	0.8	191
,	doing so means a reduction in	1989	Faculty	74%	2.3	1.2	440
	profits.	1988	Business Leaders	67%	NI	NI	138
		1983	Business Leaders	67%	NI	NI	119
				•			
			Business	700/	2.4		
		2003	Leaders	70% 73%	2.4	1.0	66
		2003	Faculty	72%	2.2	1.1	269
	The corporation has a responsibility to conserve natural	2003	Students		2.2	0.9	1009
,	responsibility to conserve natural resources, even if doing so	1995	Students	NI 910/	1.9	0.7	191
	means a reduction in profits.	1989	Faculty Business Leaders	74%	2.1 NI	1.2 NI	138
		1,00	Business			1,1	150
		1983	Leaders	67%	NI	NI	119
		2003	Business Leaders	92%	1.9	0.8	66
		2003	Faculty	81%	2.0	1.0	269
	The corporation has a	2003	Students	83%	1.9	0.8	1009
,	responsibility to clean up or avoid causing air, noise, and	1995	Students	NI	1.6	0.6	191
	water pollution even if doing so	1989	Faculty	90%	1.9	1.1	440
	means a reduction in profits.	1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	86%	NI	NI	119
		1703	Business	3370	-	-	117

		2003	Leaders	88%	1.7 2.0	0.9	66
	The corporation has a	2003	Faculty	80%		0.9	269
	responsibility to contribute	2003	Students	73%	2.2	0.9	1009
8	money and management time to civic activities in communities	1995	Students	NI	NI	NI	191
	where the firm has plants or	1989	Faculty	76%	2.3	1.1	440
	offices.	1988	Business Leaders	90%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
		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
_	The corporation has a	1995	Students	NI	NI	NI	191
9	responsibility to help minority owned businesses.	1989	Faculty	41%	3.0	1.2	439
	owned businesses.		Business Leaders	43%	NI		
		1988	Business	4370	IVI	NI	138
		1983	Leaders	38%	NI	NI	119
			Business		1	1	1
		2003	Leaders	99%	1.2	0.4	66
		2003	Faculty	99%	1.2	0.4	
		2003	Students	94%	1.5	0.3	_
	The corporation has a		Students	NI	1.7		_
10	responsibility to be truthful in	1995		98%	1.5	0.6	119 66 269 1009 191 440 138 119 66 269 1009 191 432
	advertising.	1989	Faculty Business	9070	1.5	1.0	
		1988	Leaders	99%	NI	NI	
		1983	Business Leaders	70%	NI	NI	119
					_		
			Business				
			T 1			1 0	
		2003	Leaders	12%	4.3	1.0	_
	The typical business executive	2003	Faculty	38%	3.2	1.2	269
	has two sets of ethical standards,	2003 2003	Faculty Students	38% 60%	3.2 2.6	1.2	269 1009
11	has two sets of ethical standards, one which he/she applies to	2003 2003 1995	Faculty Students Students	38% 60% NI	3.2 2.6 <i>NI</i>	1.2 1.2 <i>NI</i>	269 1009 191
11	has two sets of ethical standards, one which he/she applies to business activities and another	2003 2003	Faculty Students Students Faculty	38% 60%	3.2 2.6	1.2	269 1009 191
11	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her	2003 2003 1995 1989	Faculty Students Students Faculty Business	38% 60% <i>NI</i> 46%	3.2 2.6 <i>NI</i> 3.1	1.2 1.2 <i>NI</i> 1.5	269 1009 191 432
11	has two sets of ethical standards, one which he/she applies to business activities and another	2003 2003 1995	Faculty Students Students Faculty Business Leaders	38% 60% NI	3.2 2.6 <i>NI</i>	1.2 1.2 <i>NI</i>	269 1009 191
11	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her	2003 2003 1995 1989 1988	Faculty Students Students Faculty Business Leaders Business	38% 60% NI 46% 16%	3.2 2.6 <i>NI</i> 3.1	1.2 1.2 NI 1.5	269 1009 191 432 138
11	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her	2003 2003 1995 1989	Faculty Students Students Faculty Business Leaders Business Leaders	38% 60% <i>NI</i> 46%	3.2 2.6 <i>NI</i> 3.1	1.2 1.2 <i>NI</i> 1.5	269 1009 191 432
11	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her	2003 2003 1995 1989 1988	Faculty Students Students Faculty Business Leaders Business Leaders Business	38% 60% NI 46% 16%	3.2 2.6 NI 3.1 NI	1.2 1.2 NI 1.5 NI	269 1009 191 432 138
11	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her	2003 2003 1995 1989 1988 1983 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders	38% 60% NI 46% 16% 20%	3.2 2.6 NI 3.1 NI NI 4.2	1.2 1.2 NI 1.5 NI NI 0.9	269 1009 191 432 138 119
11	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her	2003 2003 1995 1989 1988 1983 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty	38% 60% NI 46% 16% 20% 11% 15%	3.2 2.6 NI 3.1 NI NI 4.2 3.7	1.2 1.2 NI 1.5 NI NI 0.9	269 1009 191 432 138 119 66 269
	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 2003 1995 1989 1988 1983 2003 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students	38% 60% NI 46% 16% 20% 11% 15% 20%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4	1.2 1.2 NI 1.5 NI NI 0.9 1.0	269 1009 191 432 138 119 66 269 1009
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 1995	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students	38% 60% NI 46% 16% 20% 11% 15% 20% NI	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI	1.2 1.2 NI 1.5 NI NI 0.9 1.0 1.0	269 1009 191 432 138 119 66 269 1009 191
	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 2003 1995 1989 1988 1983 2003 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty	38% 60% NI 46% 16% 20% 11% 15% 20%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4	1.2 1.2 NI 1.5 NI NI 0.9 1.0	269 1009 191 432 138 119 66 269 1009
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1989	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Business	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI	269 1009 191 432 138 119 66 269 1009 191 436
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 1995	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Business Leaders	38% 60% NI 46% 16% 20% 11% 15% 20% NI	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI	1.2 1.2 NI 1.5 NI NI 0.9 1.0 1.0	269 1009 191 432 138 119 66 269 1009 191
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1989	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Business	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI	269 1009 191 432 138 119 66 269 1009 191 436
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1989	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Faculty Students Faculty Business Leaders Faculty Business Leaders Business Business Business Business	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1	269 1009 191 432 138 119 66 269 1009 191 436
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1989	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Faculty Students Faculty Business Leaders Business Leaders Faculty Business Leaders Business Leaders	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1	269 1009 191 432 138 119 66 269 1009 191 436
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1989 1988	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Students Faculty Business Leaders Business Leaders Business Business Leaders Business Leaders Business	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5% 3%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1	269 1009 191 432 138 119 66 269 1009 191 436 138
	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are lower than in government.	2003 2003 1995 1989 1988 1983 2003 2003 2003 1989 1988 1983 2003 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Faculty Students Faculty Students Students Faculty Students Faculty Business Leaders Business Leaders Business Leaders Business Leaders Business Leaders	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5% 3% 28%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1 NI 3.5	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1 NI 1.1	269 1009 191 432 138 119 66 269 1009 191 436 138 119 66 269
12	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are lower than in government.	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1988 1988 2003 2003 2003 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Business Leaders Faculty Business Leaders Business Leaders Faculty Students Students Faculty Students Students Faculty Students Students	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5% 3% 28% 51%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1 NI NI 2.9	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1 NI 1.1	269 1009 191 432 138 119 66 269 1009 191 436 138 119 66 269 1009
12	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are lower than in government. Ethical standards in business are lower than in most religious	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1988 1983 2003 2003 2003 2003 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Business Leaders Faculty Business Leaders Business Leaders Faculty Students Students Students Students	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5% 3% 28% 51% 55%	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1 NI NI 2.9 2.6	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1 NI 1.1 NI	269 1009 191 432 138 119 66 269 1009 191 436 138 119 66 269 1009 191
112	has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life. Ethical standards in business are lower than in government.	2003 2003 1995 1989 1988 1983 2003 2003 2003 1995 1988 1988 2003 2003 2003 2003 2003	Faculty Students Students Faculty Business Leaders Business Leaders Business Leaders Faculty Students Students Faculty Business Leaders Faculty Business Leaders Business Leaders Faculty Students Students Faculty Students Students Faculty Students Students	38% 60% NI 46% 16% 20% 11% 15% 20% NI 9% 5% 3% 28% 51% 55% NI	3.2 2.6 NI 3.1 NI NI 4.2 3.7 3.4 NI 4.1 NI NI 2.9 2.6 NI	1.2 1.2 NI 1.5 NI 0.9 1.0 1.0 NI 1.1 NI 1.1	269 1009 191 432 138 119 66 269 1009 191 436 138 119 66 269 1009

		1002	Business Leaders	29%	NI	NI	119
		1983	Leauers	2 9 70	1 VI	IVI	119
			Business		1		
		2003	Leaders	19%	3.8	1.1	66
		2003	Faculty	36%	3.1	1.1	269
		2003	Students	46%	2.8	1.0	1009
4	Ethical standards in business are	1995	Students	NI	2.8	0.9	191
4	lower than in the typical American family.	1989	Faculty	39%	3.2	1.4	436
	American family.		Business				100
		1988	Leaders	15%	NI	NI	138
			Business				
		1983	Leaders	16%	NI	NI	119
	1	ı	Business				1
		2003	Leaders	67%	2.5	0.9	66
		2003	Faculty	34%	3.2	1.0	269
	771 41: 1 4 1 1 1:	2003	Students	24%	3.3	1.0	1009
	The ethical standards used in business are as high as those	1995	Students	NI	2.3	1.0	191
5	practiced with family and	1989	Faculty	18%	3.8	1.0	436
	friends.	1909	Business	1070	5.0	1.2	430
		1988	Leaders	93%	NI	NI	138
			Business				
		1983	Leaders	94%	NI	NI	119
			Business				
		2003	Leaders	67%	2.5	0.9	66
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Faculty	34%	3.2	1.0	269
		2003	Students	24%	3.3	1.0	1009
6		1995	Students	NI	2.3	1.0	191
		1989	Faculty	18%	3.8	1.2	436
			Business	020/	3.77		
		1988	Leaders	93%	NI	NI	138
		1002	Business Leaders	94%	NI	NI	110
		1983	Leaders	34 /0	1 V1	IVI	119
			Business			1	
		2003	Leaders	29%	3.3	1.0	66
		2003	Faculty	53%	2.8	1.1	269
		2003	Students	60%	2.5	1.0	1009
7	Much advertising done by	1995	Students	NI	NI	NI	191
/	business is misleading to the consumer.	1989	Faculty	62%	2.7	1.4	438
			Business				
		1988	Leaders	39%	NI	NI	138
			Business	220/			
		1983	Leaders	23%	NI	NI	119
	1		Business				
		2003	Leaders	8%	4.1	0.8	66
		2003	Faculty	7%	4.1	0.8	269
		2003	Students	36%	3.2	1.1	1009
0	Effective advertising may have	1995	Students	NI	NI	NI	191
8	to be somewhat misleading.	1989	Faculty	13%	3.9	1.1	438
			Business		Ī	1	
		1988	Leaders	8%	NI	NI	138
			Business				
		1983	Leaders	9%	NI	NI	119
	1		Business	1	1	1	
		2003	Leaders	91%	1.8	0.8	66
		2003	Faculty	92%	1.6	0.8	269
		. 2003				0.0	207

i	1	2003	Students	76%	2.1	0.9	1009
	It is in the long run self-interest	1995	Students	NI	NI	NI	191
19	of business to protect the	1989	Faculty	91%	1.8	1.3	435
	customer.	1707	Business			1.5	433
		1988	Leaders	96%	NI	NI	138
			Business				
		1983	Leaders	98%	NI	NI	119
			Business	210/	2.1		
		2003	Leaders	31%	3.1	1.0	66
		2003	Faculty	20%	3.3	0.9	269
	The average customer is less	2003	Students	31%	3.1	1.0	1009
20	ethical in dealing with business than the business is in dealing	1995	Students	NI 33%	NI 2.2	NI	191
	with that customer.	1989	Faculty Business	33%	3.2	1.3	436
		1988	Leaders	42%	NI	NI	138
		1700	Business			111	130
		1983	Leaders	53%	NI	NI	119
			Business	050/			
		2003	Leaders	87%	1.7	0.9	66
		2003	Faculty	81%	1.9	1.0	269
	No employee should be required	2003	Students	84%	1.8	0.9	1009
21	to engage in business practices that employee considers	1995	Students	NI 910/	1.8	0.8	191
	unethical.	1989	Faculty Business	81%	2.0	1.4	437
		1988	Leaders	87%	NI	NI	138
		1988	Business	0770	2112	IVI	130
		1983	Leaders	89%	NI	NI	119
				-			
			Business				
		2003	Leaders	53%	2.8	1.2	66
	In accepting an employment	2003	Faculty	43%	3.1	1.2	269
	offer each employee implicitly	2003	Students	55%	2.7	1.1	1009
22	agrees to abide by the ethical standards of the employer, even	1995	Students	NI	NI	NI	191
	if the company standards differ	1989	Faculty	40%	3.2	1.4	438
	from those of the employee.	1988	Business Leaders	51%	NI	NI	138
		1988	Business	31 /0	IVI	IVI	138
		1983	Leaders	42%	NI	NI	119
		1700					117
			Business				
		2003	Leaders	88%	1.8	0.8	66
		2003	Faculty	91%	1.8	0.7	269
	Wages and salaries should vary	2003	Students	84%	1.9	0.8	1009
23	according to an employeess	1995	Students	NI	NI	NI	191
	productivity.	1989	Faculty	89%	1.9	1.2	437
		100-	Business	0697	777		100
		1988	Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
-		1783	Business	77/0	111	1 VI	119
		2003	Leaders	49%	2.9	1.1	66
		2003	Faculty	54%	2.7	1.1	269
	Wages and salaries should vary	2003	Students	81%	2.1	0.9	1009
24	according to both the	1995	Students	NI	2.0	0.8	191
24	employee s productivity and	1989	Faculty	63%	2.7	1.3	438
	years of service with the firm.		Business			T	
		1988	Leaders	48%	NI	NI	138
			Business	526	277		
		1983	Leaders	53%	NI	NI	119

		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
2.5	Wages and salaries should vary	1995	Students	NI	NI	NI	191
25	primarily with the employee's years of service with the firm.	1989	Faculty	3%	4.3	0.9	438
	years of service with the fifth.		Business	40/	277		
		1988	Leaders Business	4%	NI	NI	138
		1983	Leaders	1%	NI	NI	119
			Business		I	1	T
		2003	Leaders	29%	3.6	1.2	66
		2003	Faculty	54%	2.8	1.1	269
	Labor unions serve a useful	2003	Students	47%	2.8	1.0	1009
26	purpose by prodding a particular	1995	Students	NI	NI	NI	191
26	management into fulfilling its	1989	Faculty	61%	2.8	1.3	438
	responsibilities to labor.		Business				
		1988	Leaders	26%	NI	NI	138
			Business				
		1983	Leaders	21%	NI	NI	119
			Business				
	2003	Leaders	29%	3.4	1.2	66	
	The corporation should seek to maximize short run profits.	2003	Faculty	16%	3.9	1.1	269
		2003	Students	34%	3.1	1.0	1009
27		1995	Students	NI	NI	NI	191
21		1989	Faculty	10%	4.1	1.0	441
			Business				
		1988	Leaders	13%	NI	NI	138
			Business	150/	3.77		
		1983	Leaders	15%	NI	NI	119
		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
•	The corporation should seek to	1995	Students	NI	2.0	0.6	191
28	earn a satisfactory rate of return	1989	Faculty	93%	1.9	0.1	440
	for stockholders.	1,0,	Business			0.1	1.0
		1988	Leaders	98%	NI	NI	138
		1983	Business Leaders	100%	NI	NI	119
	<u>I</u>	1703	Democis	10070	111	111	117
			Business			1	
		2003	Leaders	0%	4.5	0.6	66
	The ethical standards in	2003	Faculty	7%	4.0	0.8	269
	competition are determined by	2003	Students	20%	3.6	1.1	1009
29	the least ethical competitor. If	1995	Students	NI	3.5	1.1	191
	one firm engages in unethical	1989	Faculty	10%	4.1	1.1	440
	conduct, the others will have to follow to survive.	1988	Business Leaders	6%	NI	NI	138
		1700	Business	070	111	111	130
		1983	Leaders	5%	NI	NI	119
		1	Duginasa			_	1
		2003	Business Leaders	34%	3.1	1.0	65
		2003	Faculty	43%	2.8	1.0	268

20	should seek to protect and	1995	I	ı	ı	NI	191
39	promote the interests of	1989	Faculty	NA	N/A	N/A	N/A
	individuals.	1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	77%	NI	NI	119
		1983	Leaders	///0	IVI	IVI	119
			Business				
		2003	Leaders	56%	2.7	1.1	66
		2003	Faculty	69%	2.6	1.1	269
	Individual freedom may have to	2003	Students	50%	2.8	1.1	1009
40	be partly restricted in order for	1995	Students	NI	NI	NI	191
	organizations to effectively function.	1989	Faculty	NA	N/A	N/A	N/A
	function.	1988	Business Leaders	70%	NI	NI	138
			Business				
		1983	Leaders	84%	NI	NI	119
		2002	Business	23%	2.7		
		2003	Leaders Faculty		3.7	1.1	66
		2003		35%	3.3	1.3	269
	Government should redistribute	2003	Students	28%	3.4	1.2	1009
41	income in order to assure a minimum standard of living for	1995	Students	NI	NI N/4	NI	191
	all citizens.	1989	Faculty Business	NA	N/A	N/A	N/A
		1988	Leaders	15%	NI	NI	138
		1700	Business	1070		111	130
		1983	Leaders	12%	NI	NI	119
	Τ	1	Business		1	1	1
		2003	Leaders	55%	2.8	1.1	66
		2003	Faculty	74%	2.4	1.1	269
	Government should provide	2003	Students	71%	2.3	0.9	1009
40	incentives for business to get	1995	Students	NI	2.0	0.8	191
42	involved in solving social	1989	Faculty	NA	N/A	N/A	N/A
	problems.		Business				
		1988	Leaders	61%	NI	NI	138
		1983	Business Leaders	54%	NI	NI	119
		1703				111	117
			Business				
		2003	Leaders	86%	2.0	0.8	66
		2003	Faculty	88%	1.9	0.8	269
		2003	Students	75%	2.1	0.7	1009
43	Truth in lending regulations are	1995	Students	NI	1.8	0.7	191
	needed to protect the customer.	1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	78%	NI	NI	138
		1983	Business Leaders	68%	NI	NI	119
	1	1 - 2 0 0	-	•	-		1
			Business				
		2003	Leaders	85%	2.1	0.8	66
		2003	Faculty	82%	2.0	0.9	269
		2003	Students	67%	2.2	0.8	1009
44	Antitrust laws prohibiting price	1995	Students	NI	1.9	0.8	191
	fixing benefit the customer.	1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	79%	NI	NI	138
		1983	Business Leaders	68%	NI	NI	119
						-	1

		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
45	Lazy or incompetent employees	1995	Students	NI	2.3	1.0	191
43	should be fired.	1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	81%	NI	NI	138
		1700	Business				150
		1983	Leaders	84%	NI	NI	119
			Business		1	1	
		2003	Leaders	86%	1.8	1.0	66
	A company should have formal	2003	Faculty	91%	1.7	0.8	269
	policies to guarantee that every	2003	Students	88%	1.7	0.8	1009
46	employee has an equal	1995	Students	NI	1.8	0.8	191
40	opportunity for promotion, pay	1989	Faculty	NA	N/A	N/A	N/A
	increases, and other rewards provided by the firm.	1000	Business Leaders	010/	NII		120
	-	1988		91%	NI	NI	138
		1983	Business Leaders	89%	NI	NI	119
		2003	Business Leaders	93%	1.7	0.8	66
		2003	Faculty	92%	1.6	0.8	269
			Students	88%	1.7		
	The corporation should seek to	2003		_	_	0.7	1009
47	maximize long run profits.	1995	Students	NI	1.8	0.6	191
	manning rong run promer	1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	96%	NI	NI	138
		1988	Business	3070	111	1 V1	136
		1983	Leaders	94%	NI	NI	119
	1	1	Business	1	1	1	1
		2003	Leaders	55%	2.8	1.0	64
		2003	Faculty	87%	2.0	0.8	252
		2003	Students	75%	2.2	0.9	1004
20	To what extent are ethical	1995	Students	N/A	N/A	N/A	N/A
30	standards influenced by peer group pressures?	1989	Faculty	94%	1.7	1.1	439
	8 ap pressures.		Business				
		1988	Leaders	84%	NI	NI	138
		1983	Business Leaders	82%	NI	λ//	110
	1	1983	Leauels	02/0	111	NI	119
			Business		1	Ī	
		2003	Leaders	66%	2.6	1.0	64
		2003	Faculty	91%	1.9	0.6	252
	To what autont are allied	2003	Students	87%	2.0	0.7	1004
31	To what extent are ethical standards influenced by	1995	Students	N/A	N/A	N/A	N/A
	prevailing industry practice?	1989	Faculty	90%	1.9	1.1	440
		1988	Business Leaders	70%	NI	NI	138
			Business Leaders	70%	NI		
		1983	Leauers	/070	INI	NI	119
			Business				
		2003	Leaders	81%	2.2	0.9	64
		2003	Faculty	89%	1.8	0.7	253
		2003	Students	86%	1.9	0.8	1004

	To what extent are ethical standards influenced by	1995	Students	N/A	N/A	N/A	N/A
32	perceived preference of top	1989	Faculty	92%	1.7	1.2	437
	executives?	1707	Business	7270	11.7	1.2	437
		1988	Leaders	82%	NI	NI	138
			Business				
		1983	Leaders	74%	NI	NI	119
		•					
			Business	920/	2.2	0.0	
		2003	Leaders	83%	2.2	0.8	64
		2003	Faculty	72%	2.3	1.0	254
	To what extent are ethical	2003	Students	58%	2.6	1.0	1004
33	standards influenced by family	1995	Students	N/A	N/A	N/A	N/A
	experiences?	1989	Faculty	83%	1.9	1.2	440
		4000	Business	020/	N//		4.00
		1988	Leaders	93%	NI	NI	138
		1002	Business Leaders	92%	NI	7//	110
		1983	Leaders	92/0	1 V1	NI	119
		1	Business	1	1	1	
		2003	Leaders	74%	2.4	0.9	64
		2003	Faculty	59%	2.6	1.0	254
		2003	Students	43%	2.9	1.0	1004
	To what extent are ethical	1995	Students	N/A	N/A	N/A	N/A
34	standards influenced by church	1989	Faculty	70%	2.3	1.3	440
	experiences?	1707	Business	7070	2.3	1.5	770
		1988	Leaders	74%	NI	NI	138
		1700	Business			- 112	100
		1983	Leaders	84%	NI	NI	119
		1					1
			Business				
		2003	Leaders	83%	2.2	0.7	64
		2003	Faculty	73%	2.3	0.8	254
	To what extent are ethical	2003	Students	78%	2.2	0.8	1004
35	standards influenced by your	1995	Students	N/A	N/A	N/A	N/A
,,,	educational experiences?	1989	Faculty	65%	2.5	1.3	440
	1		Business				
		1988	Leaders	87%	NI	NI	138
			Business	0=0/			
		1983	Leaders	87%	NI	NI	119
	I	1	Business			1	ı
		2003	Leaders	90%	1.9	0.8	64
			Faculty	75%	2.3	0.8	254
		2003	Students	80%	2.3	_	1004
	To what extent are ethical	2003	Students	N/A	N/A	0.8	_
36	standards influenced by company's ethical code or	1995		76%	2.3	N/A	N/A
	policy?	1989	Faculty	/0%	2.3	1.3	439
	1	1988	Business Leaders	89%	NI	NI	138
		1700	Business	0770	111	1 VI	130
		1983	Leaders	90%	NI	NI	119
	1	1703		2070		111	11)
			Business				
		2003	Leaders	85%	2.0	0.8	64
		2003	Faculty	78%	2.2	0.9	254
		2003	Students	84%	2.1	0.8	1004
	To what extent are ethical	1995	Students	N/A	N/A	N/A	N/A
37	standards influenced by	1989	Faculty	76%	2.3	1.3	440
	professional ethical code?	1707	Business		1	1.5	1.10
		1988	Leaders	88%	NI	NI	138

		1983	Business Leaders	92%	NI	NI	119
		2003	Business Leaders	75%	2.3	0.9	64
		2003	Faculty	80%	2.1	0.8	255
	To and at any at any attingt	2003	Students	71%	2.3	0.9	1004
38	To what extent are ethical standards influenced by society's	1995	Students	N/A	N/A	N/A	N/A
30	moral climate?	1989	Faculty	78%	2.2	1.3	439
		1988	Business Leaders	80%	NI	NI	138
		1983	Business Leaders	73%	NI	NI	119

Source: ••••• 2003 Study of Ethics

	THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1= OUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
		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
	The corporation has a responsibility to take the lead in solving major social	1995	Students	NI	NI	NI	NI	NI	191
	problems such as pollution, discrimination, and safety.	1989	Faculty	21	41	7	25	5	439
		1988	Bus. Leaders	20	56	5	17	2	138
		1983	Bus. Leaders	13	57	5	21	3	119
				-					
		2003	Bus. Leaders	3	8	8	52	30	66
		2003	Faculty	3	16	7	52	23	269
	The corporation has a responsibility to not become involved in solving social	2003	Students	3	22	20	45	10	1009
	problems unless doing so becomes a cost of doing business or the opportunity to	1995	Students	NI	NI	NI	NI	NI	191
	earn a profit.	1989	Faculty	4	14	5	54	22	438
		1988	Bus. Leaders	2	9	7	69	12	138
		1983	Bus. Leaders	3	23	5	56	12	119
		2003	Bus. Leaders	2	33	21	42	2	66
	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing	2003	Faculty	7	51	15	23	5	269
		2003	Students	7	53	25	13	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
	business.	1989	Faculty	12	61	8	16	2.	439
		1988	Bus. Leaders	1	45	8	44	2	138
		1983	Bus. Leaders	4	38	13	41	3	119
					· ·	-			
		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
	The corporation has a responsibility to promote equal opportunity in hiring and	1995	Students	NI	NI	NI	NI	NI	191
	promotion.	1989	Faculty	43	51	3	2	1	440
		1988	Bus. Leaders	35	62	2	1	0	138
		1983	Bus. Leaders	31	66	0	2	0	119
		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
	The corporation has a responsibility to promote conservation of energy even if	1995	Students	NI	NI	NI	NI	NI	191
	doing so means a reduction in profits.	1989	Faculty	22	52	10	14	2	440
		1988	Bus. Leaders	9	58	15	17	1	138
		1983	Bus. Leaders	9	58	14	15	3	119

		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
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	1995	Students	NI	NI	NI	NI	NI	191
	so means a reduction in profits.	1989	Faculty	26	55	7	9	2	440
		1988	Bus. Leaders	15	59	16	9	1	138
		1983	Bus. Leaders	10	57	17	12	3	119
		1700	Busi Buddets	10				J	
		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
7	The corporation has a responsibility to clean up or avoid causing air, noise, and	1995	Students	NI	NI	NI	NI	NI	191
,	water pollution even if doing so means a reduction in profits.	1989	Faculty	33	57	4	5	1	440
		1988	Bus. Leaders	19	74	4	3	0	138
		1983	Bus. Leaders	14	72	6	6	1	119
		1903	Bus. Leaders	14	12	Ü	Ü	1	119
		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
8	The corporation has a responsibility to contribute money and management time				NI	NI	NI	1	
	to civic activities in communities where the firm has plants or offices.	1995 1989	Students	<i>NI</i> 18	58	14	9	NI 2	191
			Faculty				7		440
		1988	Bus. Leaders	25	65	4	1	0	138
		1983	Bus. Leaders	26	64	5	4	0	119
		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
9	The corporation has a responsibility to help minority owned businesses.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	34	29	25	5	439
		1988	Bus. Leaders	5	38	25	30	3	138
		1983	Bus. Leaders	6	32	26	30	5	119
								_	
		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
10	The corporation has a responsibility to be truthful in advertising.	1995	Students	NI	NI	NI	NI	NI	191
	advertising.	1989	Faculty	58	40	1	0	0	440
		1988	Bus. Leaders	54	45	1	1	0	138
		1983	Bus. Leaders	13	57	5	21	3	119
		2003	Bus. Leaders	0	12	2	33	53	66
		2003	Faculty	8	30	12	35	16	269
	The typical business executive has two sets of ethical standards, one which	2003	Students	16	44	13	21	6	1009
11	he/she applies to business activities and another which is applied to his/her	1995	Students	NI	NI	NI	NI	NI	191
	private life.	1989	Faculty	9	37	8	40	5	432
		1988	Bus. Leaders	6	10	5	52	27	138
		1983	Bus. Leaders	3	17	3	43	33	119
	<u> </u>	1703	Dus. Leaders	J	- /	-	.5	JJ	117
		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
12	Ethical standards in business are lower than in government.			NI	NI	NI	NI	NI	
12	Dancai standards in ousiness are lower than in government.	1995	Students			10			191
		1989	Faculty	3	6		56	24	436
		1988	Bus. Leaders	1	4	3	42	50	138
		1983	Bus. Leaders	1	2	3	36	59	119
		2003	Bus. Leaders	5	23	15	32	26	66
		2003	Faculty	10	41	12	29	8	269
•	1	1	•	-	1			•	•

	1	2003	Students	15	40	23	18	4	1009
13	Ethical standards in business are lower than in most religious organizations.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	43	13	29	7	436
		1988	Bus. Leaders	4	25	14	44	12	138
		1983	Bus. Leaders	0	29	21	39	10	119
		1700	Busi Beauers					10	117
		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
14	Ethical standards in business are lower than in the typical American family.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	6	33	14	41	5	436
		1988	Bus. Leaders	4	11	14	58	13	138
		1983	Bus. Leaders	0	16	11	60	12	119
			T	La	61	٥	24		1
		2003	Bus. Leaders	6	61	9	24	0	66
		2003	Faculty	4	30	16	45	7	269
1.5	The ethical standards used in business are as high as	2003	Students	5	19	24	46	/	1009
15	those practiced with family and friends.	1995	Students	NI	NI 17	NI	NI 52	NI	191
		1989	Faculty	1	17	11	52	18	436
		1988	Bus. Leaders	38	55	3	2	2	138
		1983	Bus. Leaders	37	57	3	3	0	119
		2002	D I I		52	6	20		I
		2003	Bus. Leaders	6	53	6	29	6	66
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Faculty	13	72	7	7	1	269
1.6		2003	Students	17	72	7	4	0	1009
16		1995	Students	NI	NI	NI	NI 40	NI	191
		1989	Faculty	1	18	7	48	25	436
		1988	Bus. Leaders	1	12	4	52	30	138
		1983	Bus. Leaders	3	16	1	59	20	119
	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
17		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	12	50	5	29	3	438
		1988	Bus. Leaders	7	32	10	46	5	138
		1983	Bus. Leaders	3	20	10	50	17	119
	1	2002	In .	Lo	0	o	56	20	1
		2003	Bus. Leaders	0	8	8	56 59	29	66
		2003	Faculty	1	6 32	6	42	27	269
10	Effective advertising may have to be governily to misley die	2003	Students	4	NI	NI	NI	9	1009
18	Effective advertising may have to be somewhat misleading.	1995	Students	NI		1VI 1	64	NI 21	191
		1989	Faculty	1	12	1	60	21	438
		1988	Bus. Leaders	0	8 7	6	63	26	138
		1983	Bus. Leaders	2	/	6	U.S	22	119
	1	2002	Due I and	25	56	3	6	0	
		2003	Bus. Leaders	35	42	5	3	0	66
		2003	Faculty	50	50	13	10	0	269
19	It is in the long run self-interest of business to protect the customer.	2003	Students	26	NI	NI	NI	NII	1009
17	it is in the long run self-interest of business to protect the customer.	1995	Students	NI 45	46	3	4	NI	191
		1989	Faculty	45 53	43	3	1	1	435
		1988	Bus. Leaders		50	1	1	0	138
	1	1983	Bus. Leaders	48	50	1	1	0	119
		2003	Pug Landars	5	26	30	33	6	66
		2003	Bus. Leaders Faculty	3	17	34	43	3	66 269
		2003	•	5	26	29	37	4	1
20	The average customer is less ethical in dealing with business than the business is	2003 1995	Students	NI	NI	NI	NI		1009 191
1 20	I	1993	Students	IVI	171	111	111	IVI	191

ĺ	in dealing with that customer.	<u></u>	<u> </u>	<u> </u>				<u> </u>	<u> </u>
	in dealing with that eustomer.	1989	Faculty	4	29	22	38	6	436
		1988	Bus. Leaders	9	33	22	33	2	138
		1983	Bus. Leaders	12	41	22	24	1	119
		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
21	No employee should be required to engage in business practices that employee considers unethical.	1995	Students	NI	NI	NI	NI	NI	191
	considers uncurical.	1989	Faculty	41	40	7	10	1	437
		1988	Bus. Leaders	43	44	4	7	1	138
		1983	Bus. Leaders	42	47	3	8	1	119
									_
		2003	Bus. Leaders	14	39	12	27	8	66
		2003	Faculty	9	34	9	37	11	269
	In accepting an employment offer each employee	2003	Students	10	45	18	24	4	1009
22	implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ	1995	Students	NI	NI	NI	NI	NI	191
	from those of the employee.	1989	Faculty	7	33	8	42	9	438
	1 7	1988	Bus. Leaders	7	44	9	34	6	138
		1983	Bus. Leaders	7	35	13	36	9	119
			•						•
		2003	Bus. Leaders	36	52	6	6	0	66
	Wages and salaries should vary according to an employees productivity.	2003	Faculty	39	52	6	3	1	269
		2003	Students	30	54	9	6	1	1009
23		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	35	54	5	4	1	437
		1988	Bus. Leaders	34	62	1	3	1	138
		1983	Bus. Leaders	38	56	6	0	0	119
									_
		2003	Bus. Leaders	8	41	11	35	6	66
		2003	Faculty	8	46	16	25	5	269
	We are also being a large and the second of	2003	Students	25	56	9	9	1	1009
24	Wages and salaries should vary according to both the employee s productivity and years of service with the firm.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	9	54	10	24	3	438
		1988	Bus. Leaders	5	43	5	39	8	138
		1983	Bus. Leaders	11	42	14	28	5	119
		2003	Bus. Leaders	0	3	6	61	30	66
		2003	Faculty	1	2	8	62	27	269
	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Students	6	30	18	40	7	1009
25		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	0	3	4	60	32	438
i		1988	Bus. Leaders	2	2	3	42	50	138
		1983	Bus. Leaders	0	1	4	53	42	119
		2003	Bus. Leaders	3	26	9	33	29	66
		2003	Faculty	7	47	17	19	10	269
	Labor unions serve a useful purpose by prodding a particular management into	2003	Students	5	42	30	16	7	1009
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	54	12	19	7	438
		1988	Bus. Leaders	1	25	9	41	23	138
		1983	Bus. Leaders	1	20	9	44	27	119
		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
27	The corporation should seek to maximize short run profits.	1995	Students	NI	NI	NI	NI	NI	191
i		1989	Faculty	1	9	8	50	32	441
l					12	7	53		

		1988	Bus. Leaders	1				28	138
		1983	Bus. Leaders	1	14	9	56	20	119
		-		-					
		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
		1995	Students	NI	NI	NI	NI	NI	191
	Stockholders.	1989	Faculty	24	69	3	2	1	440
		1988	Bus. Leaders	39	59	1	1	0	138
		1983	Bus. Leaders	37	63	0	0	0	119
		2003	Bus. Leaders	0	0	3	49	49	66
		2003	Faculty	1	6	6	62	25	269
	The ethical standards in competition are determined by the least ethical	2003	Students	4	16	17	43	19	1009
9	competitor. If one firm engages in unethical conduct, the others will have to	1995	Students	NI	NI	NI	NI	NI	191
	follow to survive.	1989	Faculty	2	8	5	54	31	440
		1988	Bus. Leaders	3	3	2	59	33	138
		1983	Bus. Leaders	2	3	2	56	20 0 0 0 NI 1 0 0 49 25 19 NI 31	119
	1		1	•		_	_		
		2003	Bus. Leaders	2	32	25	37	5	65
		2003	Faculty	12	31	27	27		-
	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Students	15	48	18	18	1	+
9		1995	Students	NI	NI	NI	NI	NI	-
		1989	Faculty	N/A	N/A	N/A	N/A		-
		1988	Bus. Leaders	23	53	11	13	1	-
		1983	Bus. Leaders	26	51	6	18	NI 19 31 44 33 13 36 11 5 65 3 26 1 10 NI 19 N/A N/ 1 13 0 11 6 66 9 26 6 10 NI 19 N/A N/ 6 13 1 11 29 66 21 26 20 10 NI 19 N/A N/	-
		1903	Bus: Leaders	20	31	U	10	U	119
		2003	Bus. Leaders	6	50	14	24	6	
	Individual freedom may have to be partly restricted in order for organizations to			7	62	10	13		-
		2003	Faculty		44	18	26		+
0		2003	Students	6	NI	NI	NI		-
U	effectively function.	1995	Students	NI N/4	N/A	N/A			-
		1989	Faculty	N/A			N/A		-
		1988	Bus. Leaders	13	57	6	18	6	-
		1983	Bus. Leaders	16	68	3	12	1	119
			1		1 01		20		1
		2003	Bus. Leaders	2	21	11	38		_
		2003	Faculty	7	28	14	30		269
	Government should redistribute income in order to assure a minimum standard	2003	Students	6	22	22	30		1009
1	of living for all citizens.	1995	Students	NI	NI	NI	NI		191
		1989	Faculty	N/A	N/A	N/A	N/A		N/A
		1988	Bus. Leaders	2	13	6	38		138
		1983	Bus. Leaders	3	9	6	30	52	119
		2003	Bus. Leaders	8	47	14	26	6	119 66 269 1009 191 440 138 119 65 268 1009 191 N/A 138 119 66 269 1009 191 N/A 138 119 66 269 1009 191 N/A 138 119 67 1009 191 N/A 138 119 119
		2003	Faculty	15	59	7	14	5	269
	Covernment should provide incentives for business to not involved in a later	2003	Students	16	55	15	11	3	1009
2	Government should provide incentives for business to get involved in solving social problems.	1995	Students	NI	NI	NI	NI	NI	191
	south proteins.	1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	14	47	13	18	7	138
		1983	Bus. Leaders	9	45	14	25	6	_
			•	•					-
						_	(1 2	66
		2003	Bus, Leaders	21	65	6	6	2	00
		2003	Bus. Leaders Faculty	21	65 55	8	3		+
		2003	Faculty	33	55	8	3	2	269
	Truth in lending regulations is needed to protect the customer.	2003 2003	Faculty Students	33 17	55 58	8 22	3	2	269 1009
3	Truth in lending regulations is needed to protect the customer.	2003	Faculty	33	55	8	3	2 0 NI	269

		1983	Bus. Leaders	3	65	9	18	5	119
		1703	Bus. Leaders	3				3	117
		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
44	Antitrust laws prohibiting price fixing benefit the customer.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	13	66	7	12	1	138
		1983	Bus. Leaders	4	64	8	20	3	119
		1,00	Busi Beaders			<u> </u>	<u>.</u>	3	
		2003	Bus. Leaders	33	53	5	9	0	66
		2005	Busi Beaders	33				<u> </u>	00
		2003	Faculty	39	48	8	5	1	269
		2003	Students	39	43	12	5	1	1009
45	Lazy or incompetent employees should be fired.	1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	45	36	1	15	2	138
		1983	Bus. Leaders	42	42	3	12	1	119
		2003	Bus. Leaders	44	42	8	2	5	66
	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	Faculty	49	42	5	1	3	269
		2003	Students	44	44	8	3	1	1009
46		1995	Students	NI	NI	NI	NI	NI	191
10		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	31	60	4	3	1V/A	138
		1983	Bus. Leaders	35	54	5	5	1	
		1983	Bus. Leaders	33	34	3	3	1	119
		2003	Description	46	47	3	5	0	
			Bus. Leaders		41	5	3	0	66
		2003	Faculty	51	43	10	1	1	269
47	The composition should easy to maximize long run profits	2003	Students	45	NI	NI	NI	0	1009
4/	The corporation should seek to maximize long run profits.	1995	Students	NI	N/A	N/A	N/A	NI N/4	191
		1989	Faculty	N/A				N/A	N/A
		1988	Bus. Leaders	45	51 53	2	3	1	138
		1983	Bus. Leaders	41	33	2	3	0	119
		2002	D	1.	53	13	20		
		2003	Bus. Leaders	2			28	5	64
		2003	Faculty	23	64	8	5	1	252
20		2003	Students	13	62	14	10	2	1004
30	To what extent are ethical standards influenced by peer group pressures?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	47	47	2	3	1	439
		1988	Bus. Leaders	28	56	4	8	4	138
		1983	Bus. Leaders	21	61	3	11	3	119
	I	T	T	1 -			25		
		2003	Bus. Leaders	3	63	8	25	2	64
		2003	Faculty	26	65	6	3	0	252
21		2003	Students	20	67	9	4	0	1004
31	To what extent are ethical standards influenced by prevailing industry practice?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	32	58	4	6	0	440
		1988	Bus. Leaders	11	59	7	20	3	138
		1983	Bus. Leaders	9	61	7	21	1	119
		2003	Bus. Leaders	17	64	6	9	3	64
		2003	Faculty	33	56	8	3	0	253
	To what extent are ethical standards influenced by perceived preference of top	2003	Students	29	57	10	4	1	1004
32	executives?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	49	43	4	3	0	437
		1988	Bus. Leaders	25	57	5	10	3	138
	I	1983	Bus. Leaders	20	54	8	14	3	119

	To what extent are ethical standards 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
33		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	42	41	7	9	1	440
		1988	Bus. Leaders	61	32	4	3	0	138
		1983	Bus. Leaders	49	43	2	4	1	119
								_	
		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
34	To what extent are ethical standards influenced by church experiences?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	26	44	10	16	3	440
I		1988	Bus. Leaders	39	35	14	11	1	138
		1983	Bus. Leaders	36	48	7	7	1	119
		2003	Bus. Leaders	8	75	9	6	2	64
	To what extent are ethical standards influenced by your educational experiences?	2003	Faculty	8	65	14	12	1	254
l		2003	Students	14	64	12	9	1	1004
35		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	14	51	9	23	2	440
		1988	Bus. Leaders	26	61	5	7	0	138
		1983	Bus. Leaders	29	58	3	9	0	119
	To what extent are ethical standards influenced by company's ethical code or	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
36	policy?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
	r-my.	1989	Faculty	22	54	6	16	1	439
		1988	Bus. Leaders	27	62	4	6	1	138
		1983	Bus. Leaders	26	64	3	7	0	119
		•			ı	•	•		_
		2003	Bus. Leaders	27	58	8	8	0	64
	To what extent are ethical standards influenced by professional ethical code?	2003	Faculty	15	63	11	10	2	254
		2003	Students	19	65	9	6	1	1004
37		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	24	52	5	17	1	440
		1988	Bus. Leaders	48	40	4	5	2	138
		1983	Bus. Leaders	53	39	4	3	0	119
		T	T=	T _	1.77	0	1.4	1 -	_
		2003	Bus. Leaders	8	67	9	14	2	64
		2003	Faculty	20	60	11	8	1	255
20		2003	Students	14	57	16	12	2	1004
38	To what extent are ethical standards influenced by society's moral climate?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	26	52	7	13	1	439
		1988	Bus. Leaders	20	60	4	13	3	138
		1983	Bus. Leaders	16	57	9	16	1	119

Source: ����� 2003 Study of Ethics