SECTION 9:

FOCUS ON BUSINESS LEADERS

FOR THREE YEARS

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FOCUS ON BUSINESS LEADERS FOR THREE YEARS

INTRODUCTION

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In this section, the focus is only on the business leaders for all three years. Table 9A 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 9B for a clearer understanding of these questions. Table 9B 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	Туре	% Agree	Mean	Std. Dev.	n=
	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
1		1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
		1					r
	The corporation has a responsibility to not become	2003	Business Leaders	11%	4.0	1.0	66
2	involved in solving social problems unless doing so	1988	Business Leaders	11%	NI	NI	138
	becomes a cost of doing business or the opportunity to earn a profit.	1983	Business Leaders	26%	NI	NI	119
		1					r
	The corporation has the responsibility to get involved in	2003	Business Leaders	35%	3.1	0.9	66
3	social responsibility projects because outside pressures make	1988	Business Leaders	46%	NI	NI	138

	such an involvement a cost of doing business.	1983	Business Leaders	42%	NI	NI	119
	The corporation has a	2003	Business Leaders	99%	1.3	0.5	66
4	responsibility to promote equal opportunity in hiring and	1988	Business Leaders	97%	NI	NI	138
	promotion.	1983	Business Leaders	97%	NI	NI	119
	The corporation has a responsibility to promote	2003	Business Leaders	71%	2.4	1.0	66
5	conservation of energy even if doing so means a reduction in	1988	Business Leaders	67%	NI	NI	138
	profits.	1983	Business Leaders	67%	NI	NI	119
			Business	1			
	The corporation has a	2003	Leaders Business	70%	2.4	1.0	66
6	responsibility to conserve natural resources, even if doing so means a reduction in profits.	1988	Leaders Business	74%	NI	NI	138
	incaris a reduction in profits.	1983	Leaders	67%	NI	NI	119
	The corporation has a responsibility to clean up or	2003	Business Leaders	92%	1.9	0.8	66
7	avoid causing air, noise, and water pollution even if doing so	1988	Business Leaders	93%	NI	NI	138
	means a reduction in profits.	1983	Business Leaders	86%	NI	NI	119
			Business				
	The corporation has a responsibility to contribute	2003	Leaders	88%	1.7	0.9	66
8	money and management time to civic activities in communities where the firm has plants or	1988	Business Leaders	90%	NI	NI	138
	offices.	1983	Business Leaders	90%	NI	NI	119
			D :				-
	The corporation has a	2003	Business Leaders	56%	2.6	1.1	66
9	responsibility to help minority owned businesses.	1988	Business Leaders	43%	NI	NI	138
		1983	Business Leaders	38%	NI	NI	119
			Business		-	1	1
	The corporation has a	2003	Leaders	99%	1.2	0.4	66
10	responsibility to be truthful in advertising.	1988	Leaders	99%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
	The familie like i		Business				
	The typical business executive has two sets of ethical standards, one which he/she applies to	2003	Leaders Business	12%	4.3	1.0	66
11	business activities and another which is applied to his/her	1988	Leaders	16%	NI	NI	138
	private life.	1983	Business Leaders	20%	NI	NI	119
			Business				
	Ethical standards in business are	2003	Leaders Business	11%	4.2	0.9	66
12	lower than in government.	1988	Leaders	5%	NI	NI	138

		1983	Business Leaders	3%	NI	NI	119
			Business				
		2003	Leaders	28%	3.5	1.2	66
	Ethical standards in business are		Business				
13	lower than in most religious	1988	Leaders	29%	NI	NI	138
	organizations.		Business				
		1983	Leaders	29%	NI	NI	119
		1705				111	11)
			Business				
		2003	Leaders	19%	3.8	1.1	66
	Ethical standards in business are	2005	Business				00
14	lower than in the typical	1988	Leaders	15%	NI	NI	138
	American family.	1900		1370	111	111	138
		1002	Business	1.60/	NI		
		1983	Leaders	16%	NI	NI	119
			Business				
	The ethical standards used in	2003	Leaders	67%	2.5	0.9	66
15	business are as high as those		Business				
13	practiced with family and	1988	Leaders	93%	NI	NI	138
	friends.		Business				1
		1983	Leaders	94%	NI	NI	119
0	L	1705		> 170		111	119
*		1	Business				1
	Occasionally, business people	2003	Leaders	67%	2.5	0.9	66
	make decisions that are right for	2003		0770	2.3	0.9	00
16	business but which are	100-	Business	020/	3.77		1
	inconsistent with their personal	1988	Leaders	93%	NI	NI	138
	ethical principles.		Business				1
	F F	1983	Leaders	94%	NI	NI	119
		r –	Business		1	I	T
		2002		29%	2.2	1.0	
	Much advertising done by	2003	Leaders	29%	3.3	1.0	66
17	business is misleading to the		Business				
1/	consumer.	1988	Leaders	39%	NI	NI	138
	consumer.		Business				
		1983	Leaders	23%	NI	NI	119
	•						
			Business				
		2003	Leaders	8%	4.1	0.8	66
	Effective advertising may have		Business				1
18	to be somewhat misleading.	1988	Leaders	8%	NI	NI	138
	to be bollie what hilpleading.	1700	Business	570		111	138
		1082		9%	177	177	
		1983	Leaders	9%	NI	NI	119
			D ·				-
			Business	010/	1.0		1
	It is in the long run self-interest	2003	Leaders	91%	1.8	0.8	66
19	of business to protect the		Business				1
17	customer.	1988	Leaders	96%	NI	NI	138
	customer.		Business				1
		1983	Leaders	98%	NI	NI	119
	L	1705				. , ,	,
			Business		1		
	The evene on events were in less	2003	Leaders	31%	3.1	1.0	66
	The average customer is less	2003		21/0	5.1	1.0	00
20	ethical in dealing with business	1000	Business	400/	177	,	1
	than the business is in dealing	1988	Leaders	42%	NI	NI	138
	with that customer.		Business				1
		1983	Leaders	53%	NI	NI	119
			Business				
		2003	Leaders	87%	1.7	0.9	66
	No employee should be required						1
	No employee should be required to engage in business practices		Business				
21	No employee should be required to engage in business practices that employee considers	1988	Business Leaders	87%	NI	NI	138

	I	1	Business	1		1	i i
		1983	Leaders	89%	NI	NI	119
						-	i
	In accepting an employment	2003	Business Leaders	53%	2.8	1.2	
	offer each employee implicitly agrees to abide by the ethical	2003	Business	5570	2.0	1.2	66
22	standards of the employer, even	1988	Leaders	51%	NI	NI	138
	if the company standards differ		Business				
	from those of the employee.	1983	Leaders	42%	NI	NI	119
			Business				
	Wages and salaries should vary	2003	Leaders	88%	1.8	0.8	66
23	according to an employee s	1000	Business	0(0/	NI	1.77	
	productivity.	1988	Leaders Business	96%	NI	NI	138
		1983	Leaders	94%	NI	NI	119
		1965	Leaders	7470	111	111	119
			Business				
	Wages and salaries should vary	2003	Leaders	49%	2.9	1.1	66
24	according to both the		Business	105.1			
~7	employee s productivity and	1988	Leaders	48%	NI	NI	138
	years of service with the firm.	1000	Business	520/	NI		1
		1983	Leaders	53%	NI	NI	119
		2002	Business Leaders	3%	4.2	07	
	Wages and salaries should vary	2003	Business	370	7.2	0.7	66
25	primarily with the employee's	1988	Leaders	4%	NI	NI	138
	years of service with the firm.	1700	Business				1.50
		1983	Leaders	1%	NI	NI	119
	-					-	
			Business				1
	Labor unions serve a useful	2003	Leaders	29%	3.6	1.2	66
26	purpose by prodding a particular		Business				
	management into fulfilling its responsibilities to labor.	1988	Leaders	26%	NI	NI	138
	responsionnes to labor.	1003	Business Leaders	21%	NI	1.77	
		1983	Leaders	2170	NI	NI	119
			Business				
		2003	Leaders	29%	3.4	1.2	66
27	The corporation should seek to		Business				
27	maximize short run profits.	1988	Leaders	13%	NI	NI	138
			Business				
		1983	Leaders	15%	NI	NI	119
			Business				
		2003	Leaders	99%	1.5	0.5	66
	The corporation should seek to	2005	Business			0.5	00
			Dusiness				138
28	earn a satisfactory rate of return	1988	Leaders	98%	NI	NI	138
28		1988		98%	NI	NI	138
28	earn a satisfactory rate of return	1988 1983	Leaders	98% 100%	NI NI	NI NI	138
28	earn a satisfactory rate of return		Leaders Business Leaders				
28	earn a satisfactory rate of return for stockholders. The ethical standards in	1983	Leaders Business Leaders Business	100%	NI	NI	119
28	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by		Leaders Business Leaders Business Leaders				
28	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by the least ethical competitor. If	1983 2003	Leaders Business Leaders Business Leaders Business	100% 0%	NI 4.5	NI 0.6	119 66
	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical	1983	Leaders Business Leaders Business Leaders Business Leaders	100%	NI	NI	119
	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by the least ethical competitor. If	1983 2003 1988	Leaders Business Leaders Business Leaders Business	100% 0% 6%	NI 4.5 NI	NI 0.6 NI	119 66 138
	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to	1983 2003	Leaders Business Leaders Business Leaders Business Leaders Business	100% 0%	NI 4.5	NI 0.6	119 66
	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to	1983 2003 1988	Leaders Business Leaders Business Leaders Business Leaders Business	100% 0% 6%	NI 4.5 NI	NI 0.6 NI	119 66 138
	earn a satisfactory rate of return for stockholders. The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to	1983 2003 1988	Leaders Business Leaders Business Leaders Business Leaders Business Leaders	100% 0% 6%	NI 4.5 NI	NI 0.6 NI	119 66 138
29	earn a satisfactory rate of return for stockholders. 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.	1983 2003 1988 1983	Leaders Business Leaders Business Leaders Business Leaders Business Leaders Business Leaders Business Leaders	100% 0% 6% 5% 34%	NI 4.5 NI NI 3.1	NI 0.6 NI NI	119 66 138 119
	earn a satisfactory rate of return for stockholders. 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.	1983 2003 1988 1983	Leaders Business Leaders Business Leaders Business Leaders Business Leaders	100% 0% 6% 5%	NI 4.5 NI NI	NI 0.6 NI NI	119 66 138 119

		1983	Leaders	77%	NI	NI	119
	T. P. 1. 1 1	2003	Business Leaders	56%	2.7	1.1	66
	Individual freedom may have to be partly restricted in order for	2005	Business	5070	2.1	1.1	66
40	organizations to effectively	1988	Leaders	70%	NI	NI	138
	function.		Business				
		1983	Leaders	84%	NI	NI	119
			Business		1	1	
	Government should redistribute	2003	Leaders	23%	3.7	1.1	66
41	income in order to assure a		Business				
41	minimum standard of living for	1988	Leaders	15%	NI	NI	138
	all citizens.	1983	Business Leaders	12%	NI	NI	
		1985	Leaders	12/0	111	IVI	119
			Business				
	Government should provide	2003	Leaders	55%	2.8	1.1	66
42	incentives for business to get involved in solving social	1988	Business Leaders	61%	NI	NI	120
	problems.	1988	Business	0170	111	INI	138
	*	1983	Leaders	54%	NI	NI	119
		2002	Business Leaders	86%	2.0	0.0	
	Truth in lending regulations are	2003	Business	8070	2.0	0.8	66
43	needed to protect the customer.	1988	Leaders	78%	NI	NI	138
			Business				
		1983	Leaders	68%	NI	NI	119
		1	Business				
	Antitrust laws prohibiting price	2003	Leaders	85%	2.1	0.8	66
44			Business				
44	fixing benefit the customer.	1988	Leaders	79%	NI	NI	138
		1000	Business	68%	NI	3.77	
		1983	Leaders	0870	1 VI	NI	119
			Business				
		2003	Leaders	86%	1.9	0.9	66
45	Lazy or incompetent employees	1000	Business	010/	277		
	should be fired.	1988	Leaders Business	81%	NI	NI	138
		1983	Leaders	84%	NI	NI	119
		1705				111	11)
	A company should have formal		Business				
	policies to guarantee that every	2003	Leaders	86%	1.8	1.0	66
46	employee has an equal opportunity for promotion, pay	1988	Business Leaders	91%	NI	NI	
	increases, and other rewards	1988	Business	9170	111	INI	138
	provided by the firm.	1983	Leaders	89%	NI	NI	119
		2002	Business	020/	17	0.0	
	The componition should easly to	2003	Leaders Business	93%	1.7	0.8	66
47	The corporation should seek to maximize long run profits.	1988	Leaders	96%	NI	NI	138
	0 F	1,00	Business		1	.,,	1.50
		1983	Leaders	94%	NI	NI	119
		1	Ducinaa			-	1
		2003	Business Leaders	55%	2.8	1.0	64
•	To what extent are ethical	2005	Business	2070	2.0	1.0	04
30	standards influenced by peer group pressures?	1988	Leaders	84%	NI	NI	138
	Broup pressures:		Business				
	1	1	Leaders	82%	NI		1

		1983		I		NI	119
		1	Business			1	1
	T 1 1 1 1 1	2003	Leaders	66%	2.6	1.0	64
31	To what extent are ethical standards influenced by prevailing industry practice?	1988	Business Leaders	70%	NI	NI	138
	prevailing industry practice:	1983	Business Leaders	70%	NI	NI	119
	1						1
	To what extent are ethical	2003	Business Leaders	81%	2.2	0.9	64
32	standards influenced by perceived preference of top	1988	Business Leaders	82%	NI	NI	138
	executives?	1983	Business Leaders	74%	NI	NI	119
			Business			1	1
		2003	Leaders	83%	2.2	0.8	64
33	To what extent are ethical standards influenced by family		Business				-
55	experiences?	1988	Leaders	93%	NI	NI	138
	1	1983	Business Leaders	92%	NI	NI	119
		1705	Leaders	270	111	111	119
		2003	Business Leaders	74%	2.4	0.9	64
34	To what extent are ethical standards influenced by church		Business				
54	experiences?	1988	Leaders	74%	NI	NI	138
	*	1983	Business Leaders	84%	NI	NI	119
	-						
			Business Leaders	83%	2.2		
	To what extent are ethical	2003	Business	83%	2.2	0.7	64
35	standards influenced by your	1988	Leaders	87%	NI	NI	138
	educational experiences?		Business				
		1983	Leaders	87%	NI	NI	119
		<u> </u>	Business	1	I	1	1
	To what extent are ethical	2003	Leaders	90%	1.9	0.8	64
36	standards influenced by		Business				
50	company's ethical code or	1988	Leaders	89%	NI	NI	138
	policy?	1983	Business Leaders	90%	NI	NI	119
		1705				111	11)
			Business	0.50/	•		
	To what extent are ethical	2003	Leaders	85%	2.0	0.8	64
37	standards influenced by	1988	Business Leaders	88%	NI	NI	138
	professional ethical code?	1700	Business	0070	111	111	130
		1983	Leaders	92%	NI	NI	119
	To what entert are athird.	2003	Business Leaders	75%	2.3	0.9	64
38	To what extent are ethical standards influenced by society's moral climate?	1988	Business Leaders	80%	NI	NI	138
	moral climate?		Business	7287			
		1983	Leaders	73%	NI	NI	119

Source: OOOOOO 2003 Study of Ethics

TABLE 9B.����� FOR EACH OF THE THREE STUDIES, PERCENT OF THE BUSINESS LEADERS&PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA;�5=SD)											
Q#	Q# QUESTION Year Type %SA %A %NO %D %SD n=										

		2003	Bus. Leaders	29	47	12	9	3	66
1	The corporation has a responsibility to take the lead in solving major social	1988	Bus. Leaders	20	56	5	17	2	138
	problems such as pollution, discrimination, and safety.	1983	Bus. Leaders	13	57	5	21	3	119
	The corporation has a responsibility to not become involved in solving social	2003	Bus. Leaders	3	8	8	52	30	66
₽ 2	problems unless doing so becomes a cost of doing business or the opportunity to	1988	Bus. Leaders	2	9	7	69	12	138
	earn a profit.	1983	Bus. Leaders	3	23	5	56	12	119
	1								
	The corporation has the responsibility to get involved in social responsibility	2003	Bus. Leaders	2	33	21	42	2	66
◆ 3	projects because outside pressures make such an involvement a cost of doing	1988	Bus. Leaders	1	45	8	44	2	138
	business.	1983	Bus. Leaders	4	38	13	41	3	119
	Τ					0	-		
• •	The corporation has a responsibility to promote equal opportunity in hiring and	2003	Bus. Leaders	76	23	0	2	0	66
4	promotion.	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
\$ 5	The corporation has a responsibility to promote conservation of energy even if	1988	Bus. Leaders	9	58	15	17	1	138
▼ 2	doing so means a reduction in profits.	1988	Bus. Leaders	9	58	14	15	3	138
	1	1705	Dus. Leaders	,				5	117
		2003	Bus. Leaders	11	59	11	15	5	66
� 6	The corporation has a responsibility to conserve natural resources, even if doing	1988	Bus. Leaders	15	59	16	9	1	138
	so means a reduction in profits.	1983	Bus. Leaders	10	57	17	12	3	119
			ł	•					
		2003	Bus. Leaders	26	66	2	5	2	66
\$ 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.	1988	Bus. Leaders	19	74	4	3	0	138
	water ponution even it doing so means a reduction in profits.	1983	Bus. Leaders	14	72	6	6	1	119
		2003	Bus. Leaders	53	35	6	5	2	66
\$ 8	e corporation has a responsibility to contribute money and management time ivic activities in communities where the firm has plants or offices.	1988	Bus. Leaders	25	65	4	7	0	138
		1983	Bus. Leaders	26	64	5	4	0	119
	1		1						
		2003	Bus. Leaders	14	42	24	15	5	66
9	The corporation has a responsibility to help minority owned businesses.	1988	Bus. Leaders	5	38	25	30	3	138
		1983	Bus. Leaders	6	32	26	30	5	119
		2002		0.5	14	2	0	0	1
	The corporation has a responsibility to be truthful in advertising.	2003	Bus. Leaders	85 54	14	2	0	0	66
0	The corporation has a responsibility to be truthful in advertising.	1988	Bus. Leaders		45	1	1	0	138
						5			
		1983	Bus. Leaders	13	57	5	21	3	119
		1983	Bus. Leaders	13	57	5	-	5	-
	The typical business executive has two sets of ethical standards, one which	1983 2003	Bus. Leaders Bus. Leaders	0	57 12	2	33	53	66
		1983 2003 1988	Bus. Leaders Bus. Leaders Bus. Leaders	13 0 6	57 12 10	2 5	33 52	53 27	66 138
	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	1983 2003	Bus. Leaders Bus. Leaders	0	57 12	2	33	53	66
l	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	1983 2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	13 0 6	57 12 10	2 5	33 52	53 27	66 138 119
2	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	1983 2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	13 0 6 3	57 12 10 17	2 5 3	33 52 43	53 27 33 41	66 138 119 66
	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.	1983 2003 1988 1983 2003 1988	Bus. Leaders	13 0 6 3 0	57 12 10 17 11	2 5 3 5	33 52 43 44	53 27 33 41 50	66 138 119
	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.	1983 2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	13 0 6 3 0	57 12 10 17 11 4	2 5 3 5 3	33 52 43 44 42	53 27 33 41	66 138 119 66 138
	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.	1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	13 0 6 3 0 1	57 12 10 17 11 4 2	2 5 3 5 3 3	33 52 43 44 42 36	53 27 33 41 50 59	66 138 119 66 138 119
2	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. Ethical standards in business are lower than in government.	1983 2003 1988 1983 2003 1988 2003 1988 2003	Bus. Leaders	13 0 6 3 0 1 1 1 5	57 12 10 17 11 4 2 23	2 5 3 5 3 3 15	33 52 43 44 42 36 32	53 27 33 41 50 59 26	66 138 119 66 138 119 66 66
	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.	1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	13 0 6 3 0 1 1 5 4	57 12 10 17 11 4 2 23 25	2 5 3 5 3 3 15 14	33 52 43 44 42 36 32 44	53 27 33 41 50 59 26 12	66 138 119 66 138 119
2	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. Ethical standards in business are lower than in government.	1983 2003 1988 1983 2003 1988 2003 1988 2003	Bus. Leaders	13 0 6 3 0 1 1 1 5	57 12 10 17 11 4 2 23	2 5 3 5 3 3 15	33 52 43 44 42 36 32	53 27 33 41 50 59 26	66 138 119 66 138 119 66 66
2	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. Ethical standards in business are lower than in government.	1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	13 0 6 3 0 1 1 5 4	57 12 10 17 11 4 2 23 25	2 5 3 5 3 3 15 14	33 52 43 44 42 36 32 44	53 27 33 41 50 59 26 12	66 138 119 66 138 119 66 138 119
2	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. Ethical standards in business are lower than in government.	1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	13 0 6 3 0 1 1 5 4	57 12 10 17 11 4 2 23 25	2 5 3 5 3 3 15 14	33 52 43 44 42 36 32 44	53 27 33 41 50 59 26 12	66 138 119 66 138 119 66 138 119 66 138
2	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. Ethical standards in business are lower than in government.	1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders Bus. Leaders	13 0 6 3 0 1 5 4 0	57 12 10 17 11 4 2 23 25 29	2 5 3 5 3 3 15 14 21	33 52 43 44 42 36 32 44 39	53 27 33 41 50 59 26 12 10	66 138 119 66 138 119 66 138 119 66 138 119

	The ethical standards used in business are as high as those practiced with family	2003	Bus. Leaders	6	61	9	24	0	66
	and friends.	1988	Bus. Leaders	38	55	3	2	2	138
		1983	Bus. Leaders	37	57	3	3	0	119
		2003	Bus. Leaders	6	53	6	29	6	66
5	Occasionally, business people make decisions that are right for business but		Bus. Leaders Bus. Leaders	6	12	4	52	6 30	66
6	which are inconsistent with their personal ethical principles.	1988		2	12	4	52 59		138
		1983	Bus. Leaders	3	10	1	39	20	119
		2003	Bus. Leaders	3	26	15	53	3	66
7	Much advertising done by business is misleading to the consumer.	1988	Bus. Leaders	7	32	10	46	5	138
		1983	Bus. Leaders	3	20	10	50	17	119
		1705	Dus. Leaders	5	20	10	20	17	115
		2003	Bus. Leaders	0	8	8	56	29	66
8	Effective advertising may have to be somewhat misleading.	1988	Bus. Leaders	0	8	6	60	26	138
		1983	Bus. Leaders	2	7	6	63	22	119
									-
		2003	Bus. Leaders	35	56	3	6	0	66
9	It is in the long run self-interest of business to protect the customer.	1988	Bus. Leaders	53	43	3	1	1	138
		1983	Bus. Leaders	48	50	1	1	0	119
								-	
_	The average customer is less ethical in dealing with business than the business is	2003	Bus. Leaders	5	26	30	33	6	66
20	in dealing with that customer.	1988	Bus. Leaders	9	33	22	33	2	138
	-	1983	Bus. Leaders	12	41	22	24	1	119
		2002			22	5	0	0	
1	No employee should be required to engage in business practices that employee	2003	Bus. Leaders	55	32	5	9	0	66
21	considers unethical.	1988	Bus. Leaders	43	44	4	7	1	138
		1983	Bus. Leaders	42	47	3	8	1	119
		2002	Due Leeder	14	39	12	27	0	
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer,	2003	Bus. Leaders	14	44	9	34	8	66
	even if the company standards differ from those of the employee.	1988 1983	Bus. Leaders	7	35	13	34	6	138
		1985	Bus. Leaders	/	55	15	50	9	119
		2003	Bus. Leaders	36	52	6	6	0	66
23	Wages and salaries should vary according to an employee s	1988	Bus. Leaders	34	62	1	3	1	138
-	productivity.	1983	Bus. Leaders	38	56	6	0	0	119
	1	-700	Sub. Leaders					, v	
		2003	Bus. Leaders	8	41	11	35	6	66
24	Wages and salaries should vary according to both the employee s	1988	Bus. Leaders	5	43	5	39	8	138
	productivity and years of service with the firm.	1983	Bus. Leaders	11	42	14	28	5	119
	Wages and salaries should vary primarily with the employee's	2003	Bus. Leaders	0	3	6	61	30	66
25	years of service with the firm.	1988	Bus. Leaders	2	2	3	42	50	138
	·····	1983	Bus. Leaders	0	1	4	53	42	119
		2002			26	0	22	26	
06	Labor unions serve a useful purpose by prodding a particular	2003	Bus. Leaders	3	26	9	33	29	66
26	management into fulfilling its responsibilities to labor.	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
.7	The corporation should seek to maximize short run profits.	2003 1988	Bus. Leaders	8	12	7	53	28	
. /	The corporation should seek to maximize short run profits.		Bus. Leaders	1	12	9	56	28	138
		1983	Bus. Leaders	1	14	7	50	20	119
		2003	Bus. Leaders	52	47	2	0	0	66
28	The corporation should seek to earn a satisfactory rate of	1988	Bus. Leaders	32	59	1	1	0	66 138
0	return for stockholders.	1988 1983	Bus. Leaders	39	63	0	0	0	138
		1703	Dus. Leauers	57	05			U	119

	The ethical standards in competition are determined by the least	2003	Bus. Leaders	0	0	3	49	49	66
29	ethical competitor. If one firm engages in unethical conduct,	1988	Bus, Leaders	3	3	2	59	33	138
	the others will have to follow to survive.	1983	Bus. Leaders	2	3	2	56	36	119
						•			
		2003	Bus. Leaders	2	32	25	37	5	65
39	All institutions in our society should seek to protect and promote the interests of	1988	Bus. Leaders	23	53	11	13	1	138
	individuals.	1983	Bus. Leaders	26	51	6	18	0	119
		2003	Bus. Leaders	6	50	14	24	6	66
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	1988	Bus. Leaders	13	57	6	18	6	138
	organizations to effectively function.	1983	Bus. Leaders	16	68	3	12	1	119
				-					•
		2003	Bus. Leaders	2	21	11	38	29	66
1	Government should redistribute income in order to assure a minimum standard of living for all citizens.	1988	Bus. Leaders	2	13	6	38	42	138
	minimum standard of fiving for an effizens.	1983	Bus. Leaders	3	9	6	30	52	119
		2003	Bus. Leaders	8	47	14	26	6	66
2	Government should provide incentives for business to get involved in solving social problems.	1988	Bus. Leaders	14	47	13	18	7	138
	involved in solving social problems.	1983	Bus. Leaders	9	45	14	25	6	119
		2003	Bus. Leaders	21	65	6	6	2	66
13	Truth in lending regulations is needed to protect the customer.	1988	Bus. Leaders	11	67	7	15	0	138
		1983	Bus. Leaders	3	65	9	18	5	119
		2003	Bus. Leaders	20	65	8	6	2	66
14	Antitrust laws prohibiting price fixing benefit the customer.	1988	Bus. Leaders	13	66	7	12	1	138
		1983	Bus. Leaders	4	64	8	20	3	119
		2003	Bus. Leaders	33	53	5	9	0	66
15	Lazy or incompetent employees should be fired.	1988	Bus. Leaders	45	36	1	15	2	138
		1983	Bus. Leaders	42	42	3	12	1	119
	A company should have formal policies to guarantee that every	2003	Bus. Leaders	44	42	8	2	5	66
16	employee has an equal opportunity for promotion, pay increases, and other	1988	Bus. Leaders	31	60	4	3	1	138
	rewards provided by the firm.	1983	Bus. Leaders	35	54	5	5	1	119
		2003	Bus. Leaders	46	47	3	5	0	66
17	The corporation should seek to maximize long run profits.	1988	Bus. Leaders	45	51	2	1	1	138
		1983	Bus. Leaders	41	53	2	3	0	119
					50	13	28	5	64
	To what extent are ethical standards influenced by neer group	2003	Bus. Leaders	2	53			÷	
0	To what extent are ethical standards influenced by peer group pressures?	1988	Bus. Leaders Bus. Leaders	28	56	4	8	4	138
0	To what extent are ethical standards influenced by peer group pressures?								138 119
0		1988	Bus. Leaders Bus. Leaders	28	56 61	4	8 11	4	
	pressures?	1988 1983 2003	Bus. Leaders	28 21 3	56 61 63	4 3 8	8 11 25	4 3 2	
	To what extent are ethical standards influenced by prevailing	1988 1983 2003 1988	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	28 21 3 11	56 61 63 59	4 3 8 7	8 11 25 20	4 3	119
	pressures?	1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders	28 21 3	56 61 63	4 3 8	8 11 25	4 3 2	119 64
	To what extent are ethical standards influenced by prevailing	1988 1983 2003 1988	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	28 21 3 11	56 61 63 59	4 3 8 7	8 11 25 20	4 3 2	119 64 138
1	To what extent are ethical standards influenced by prevailing industry practice?	1988 1983 2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	28 21 3 11 9 17	56 61 63 59 61 63	4 3 8 7 7 6	8 11 25 20 21 9	4 3 2	119 64 138
1	To what extent are ethical standards influenced by prevailing To what extent are ethical standards influenced by perceived	1988 1983 2003 1988 1983	Bus. Leaders	28 21 3 11 9 17 25	56 61 63 59 61 64 57	4 3 8 7 7	8 11 25 20 21 9 10	4 3 2 3 1	119 64 138 119
1	To what extent are ethical standards influenced by prevailing industry practice?	1988 1983 2003 1988 1983 2003	Bus. Leaders	28 21 3 11 9 17	56 61 63 59 61 63	4 3 8 7 7 6	8 11 25 20 21 9	4 3 2 3 1 3	119 64 138 119 64
1	To what extent are ethical standards influenced by prevailing To what extent are ethical standards influenced by perceived	1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	28 21 3 11 9 17 25	56 61 63 59 61 64 57 54	4 3 8 7 7 6 5	8 11 25 20 21 9 10	4 3 2 3 1 3 3	119 64 138 119 64 138
1	To what extent are ethical standards influenced by prevailing industry practice? To what extent are ethical standards influenced by perceived preference of top executives?	1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	28 21 3 11 9 17 25	56 61 63 59 61 64 57 54 75	4 3 8 7 7 6 5	8 11 25 20 21 9 10	4 3 2 3 1 3 3	119 64 138 119 64 138
30 31 32 33	pressures? To what extent are ethical standards influenced by prevailing industry practice? To what extent are ethical standards influenced by perceived preference of top executives? To what extent are ethical standards influenced by family	1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	28 21 3 11 9 17 25 20	56 61 63 59 61 64 57 54	4 3 8 7 7 7 6 5 8	8 11 25 20 21 9 10 14	4 3 2 3 1 3 3 3 3	119 64 138 119 64 138 119
2	To what extent are ethical standards influenced by prevailing industry practice? To what extent are ethical standards influenced by perceived preference of top executives?	1988 1983 2003 1988 1983 2003 1988 1983 2003 2003 2003	Bus. Leaders	28 21 3 11 9 17 25 20 8	56 61 63 59 61 64 57 54 75	4 3 8 7 7 7 6 5 8 8	8 11 25 20 21 9 10 14 9	4 3 2 3 1 3 3 3 2	119 64 138 119 64 138 119 64 64 64 64 64 64 64 64 64 64 64
2	pressures? To what extent are ethical standards influenced by prevailing industry practice? To what extent are ethical standards influenced by perceived preference of top executives? To what extent are ethical standards influenced by family	1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders Bus. Leaders	28 21 3 11 9 17 25 20 8 61	56 61 63 59 61 64 57 54 75 32 32	4 3 8 7 7 7 6 5 8 8 6 4	8 11 25 20 21 9 10 14 9 3	4 3 2 3 1 3 3 3 2	119 64 138 119 64 138 119 64 138 119 64 138 119
31	pressures? To what extent are ethical standards influenced by prevailing industry practice? To what extent are ethical standards influenced by perceived preference of top executives? To what extent are ethical standards influenced by family	1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders Bus. Leaders	28 21 3 11 9 17 25 20 8 61	56 61 63 59 61 64 57 54 75 32 32	4 3 8 7 7 7 6 5 8 8 6 4	8 11 25 20 21 9 10 14 9 3	4 3 2 3 1 3 3 3 2	119 64 138 119 64 138 119 64 138 119 64 138 119

	experiences?				1				
	L.	1983	Bus. Leaders	36	48	7	7	1	119
	To what extent one othical stan douds influenced by your	2003	Bus. Leaders	8	75	9	6	2	64
35	To what extent are ethical standards influenced by your educational experiences?	1988	Bus. Leaders	26	61	5	7	0	138
	educational experiences.	1983	Bus. Leaders	29	58	3	9	0	119
		2003	Bus. Leaders	27	63	3	6	2	64
36	To what extent are ethical standards influenced by company's ethical code or policy?	1988	Bus. Leaders	27	62	4	6	1	138
	ennear code of poney.	1983	Bus. Leaders	26	64	3	7	0	119
	To add to start on this later had informed by a first of the	2003	Bus. Leaders	27	58	8	8	0	64
37	To what extent are ethical standards influenced by professional ethical code?	1988	Bus. Leaders	48	40	4	5	2	138
		1983	Bus. Leaders	53	39	4	3	0	119
		2003	Bus. Leaders	8	67	9	14	2	64
38	To what extent are ethical standards influenced by society's moral climate?	1988	Bus. Leaders	20	60	4	13	3	138
		1983	Bus. Leaders	16	57	9	16	1	119