SECTION 11:

FOCUS ON STUDENTS

FOR TWO YEARS

SECTION 11:

FOCUS ON STUDENTS FOR ALL YEARS

INTRODUCTION

In this section, the focus is only on the students for two years. Table 11A 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 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 11B for a clearer understanding of these questions. Table 11B 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=
1	The corporation has a responsibility to take the lead in solving major	2003	Students	77%	2.2	0.9	1009
	social problems such as pollution, discrimination, and safety.	1995	Students	NI	NI	0.9 NI NI NI NI NI NI NI	191
	The corporation has a responsibility to not become involved in solving	2003	Students	25%	3.4	1.0	1009
2	social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	1995	Students	NI		NI	191
	The corporation has the responsibility			1			
3	to get involved in social responsibility projects because outside pressures make such an	2003	Students Students	60% NI	2.5 NI		1009
	involvement a cost of doing business.	1995	Students	INI	IVI	NI	191
ļ	The corporation has a responsibility to promote equal opportunity in	2003	Students	93%	1.5	0.8	1009

	hiring and promotion.	1995	Students	NI	1.7	0.7	191
	The corporation has a responsibility	2002	Students	66%	2.3	1.0	1000
5	to promote conservation of energy	2003	Students	0070	2.3	1.0	1009
	even if doing so means a reduction in profits.	1995	Students	NI	1.9	0.8	191
_	The corporation has a responsibility to conserve natural resources, even if	2003	Students	72%	2.2	0.9	1009
5	doing so means a reduction in profits.	1995	Students	NI	1.9	0.7	191
	The corporation has a responsibility	l		1	1	I	
7	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
		1995	Students	NI	1.6	0.6	191
	The corporation has a responsibility to contribute money and management	2003	Students	73%	2.2	0.9	1009
8	time to civic activities in communities where the firm has plants or offices.	1995	Students	NI	NI	NI	191
	T	1	1			1.0 10 0.8 19 0.9 10 0.6 19 0.9 10 0.6 19 0.7 10 0.6 19 1.0 10 0.7 10 0.6 19 1.1 10 0.6 19 1.2 10 0.7 10 0.6 19 1.2 10 0.7 10 0.6 19 1.2 10 0.7 10 0.6 19 1.2 10 0.7 10 0.6 19 1.2 10 0.7 10 0.6 19 1.0 10 0.7 10 0.9 19 1.0 10 0.9 19 1.0 10 1.	
9	The corporation has a responsibility to help minority owned businesses.	2003	Students	30%	3.0	_	1009
	to help inmortly owned businesses.	1995	Students	NI	NI	NI	191
	The corporation has a responsibility	2003	Students	94%	1.5	0.7	1009
10	to be truthful in advertising.	1995	Students	NI	1.7	_	191
				_			
11	The typical business executive has two sets of ethical standards, one which he/she applies to business	2003	Students	60%	2.6	1.2	1009
11	activities and another which is applied to his/her private life.	1995	Students	NI	NI	NI	191
12	Ethical standards in business are lower than in government.	2003	Students	20%	3.4	1.0	1009
		1995	Students	NI	NI	_	191
			<u> </u>	-			
13	Ethical standards in business are	2003	Students	55%	2.6	1.1	1009
13	lower than in most religious organizations.	1995	Students	NI	NI	NI	191
	Ethical standards in business are	2003	Students	46%	2.8	1.0	1009
14	lower than in the typical American family.	1995	Students	NI	2.8	0.9	191
	The ethical standards used in	2003	Students	24%	3.3	1.0	1009
15	business are as high as those practiced with family and friends.	1995	Students	NI	2.3	1.0	191
Ŷ							
16	Occasionally, business people make decisions that are right for business	2003	Students	24%	3.3	1.0	1009
	but which are inconsistent with their personal ethical principles.	1995	Students	NI	2.3	1.0	191
			G. 1	600/	2.5		
17	Much advertising done by business is misleading to the consumer.	2003	Students	60%	2.5		1009
	misicading to the consumer.	1995	Students	NI	NI	NI	191
10	Effective advertising may have to be	2003	Students	36%	3.2	1.1	1009
18	somewhat misleading.	1995	Students	NI	NI	_	191
	T	2003	Students	76%	2.1	0.9	1009
19	It is in the long run self-interest of business to protect the customer.	1995	Students	NI	NI		-

	The average customer is less ethical in dealing with business than the	2003	Students	31%	3.1	1.0	100
20	business is in dealing with that customer.	1995	Students	NI	NI	NI	19.
	No employee should be required to	2003	Students	84%	1.8	0.9	100
21	engage in business practices that employee considers unethical.	1995	Students	NI	1.8	0.8	19.
	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the	2003	Students	55%	2.7	1.1	100
22	employer, even if the company standards differ from those of the employee.	1995	Students	NI	NI	NI	191
	Wages and salaries should vary	2003	Students	84%	1.9	0.8	100
23	according to an employeess productivity.	1995	Students	NI	NI	NI	191
	Wages and salaries should vary	2003	Students	81%	2.1	0.9	100
24	according to both the employeess productivity and years of service with the firm.	1995	Students	NI	2.0	0.8	191
	Wages and salaries should vary	2003	Students	36%	3.1	1.1	100
25	primarily with the employee's years of service with the firm.	1995	Students	NI	NI	NI	191
				1		_	
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its reapposibilities to	2003	Students	47%	2.8	1.0	100
	into fulfilling its responsibilities to labor.	1995	Students	NI	NI	NI	191
27	The corporation should seek to maximize short run profits.	2003	Students	34%	3.1	1.0	100
21		1995	Students	NI	NI	NI	191
20	The corporation should seek to earn a	2003	Students	83%	2.1	0.7	100
28	satisfactory rate of return for stockholders.	1995	Students	NI	2.0	0.6	191
29	The ethical standards in competition are determined by the least ethical competitor. • If one firm engages in	2003	Students	20%	3.6	1.1	100
	unethical conduct, the others will have to follow to survive.	1995	Students	NI	3.5	1.1	191
20	All institutions in our society should	2003	Students	63%	2.4	1.0	100
39	seek to protect and promote the interests of individuals.	1995	Students	NI	NI	NI	191
	Individual freedom may have to be	2003	Students	50%	2.8	1.1	100
40	partly restricted in order for organizations to effectively function.	1995	Students	NI	NI	NI	191
	Government should redistribute	2003	Students	28%	3.4	1.2	100
41	income in order to assure a minimum standard of living for all citizens.	1995	Students	NI	NI	NI	191
	Government should provide	2003	Students	71%	2.3	0.9	100
42	incentives for business to get involved in solving social problems.	1995	Students	NI	2.0	0.8	191
	Im	2002	Ctudanta	750/	2.1	0.7	
43	Truth in lending regulations are needed to protect the customer.	2003 1995	Students Students	75% NI	2.1 1.8	0.7	100
43	needed to protect the editionier.	1993	Statemen			0.7	171

44	1	L	<u> </u>				1
-	fixing benefit the customer.	1995	Students	NI	1.9	0.8	191
	T	I		020/	1.0	1	
45	Lazy or incompetent employees	2003	Students	82%	1.9	0.9	1009
	should be fired.	1995	Students	NI	2.3	1.0	191
	I. 1.11. C. 1	ı					
	A company should have formal policies to guarantee that every		Ct1t-	000/	1.7		
46	employee has an equal opportunity	2003	Students	88%	1.7	0.8	1009
	for promotion, pay increases, and						
	other rewards provided by the firm.	1995	Students	NI	1.8	0.8	191
	The companion should easie to	2003	Students	88%	1.7	0.7	1009
47	The corporation should seek to maximize long run profits.	1995	Students	NI	1.8	0.6	191
	manning rong run promor	1993	Students	111	1.0	0.0	191
	To what extent are ethical standards	2003	Students	75%	2.2	0.9	1004
30	influenced by peer group pressures?	1995	Students	N/A	N/A	N/A	N/A
		1993	Stutents	11/11	11/21	IV/A	IV/A
	To what extent are ethical standards	2003	Students	87%	2.0	0.7	1004
31	influenced by prevailing industry practice?	1995	Students	N/A	N/A	N/A	N/A
	To what extent are ethical standards	2002	Students	86%	1.9	0.0	
32	influenced by perceived preference of	2003	Students	0070	1.9	0.8	1004
	top executives?	1995	Students	N/A	N/A	N/A	N/A
		1		7 00/			
33	To what extent are ethical standards	2003	Students	58%	2.6	1.0	1004
	influenced by family experiences?	1995	Students	N/A	N/A	N/A	N/A
	To what extent are ethical standards	2003	Students	43%	2.9	1.0	1004
34	influenced by church experiences?	1995	Students	N/A	N/A	N/A	N/A
	J 1	1//3	~~~~			11/21	11/21
	To what extent are ethical standards	2003	Students	78%	2.2	0.8	1004
35	influenced by your educational	1005	Students	N/A	N/A	27/4	
	experiences?	1995	Students	IV/A	IV/A	N/A	N/A
	To what extent are ethical standards	2003	Students	80%	2.1	0.8	1004
36	influenced by company's ethical code		~ ·	27/1	27//		
	or policy?	1995	Students	N/A	N/A	N/A	N/A
	To what extent are ethical standards	2002	C414	84%	2.1	0.0	
37	influenced by professional ethical	2003	Students		2.1	0.8	1004
	code?	1995	Students	N/A	N/A	N/A	N/A
	To what extent are ethical standards	2002	Students	71%	2.3	0.0	100:
38	influenced by society's moral	2003	Bludenis	/170	2.3	0.9	1004
	climate?	1995	Students	N/A	N/A	N/A	N/A

Source: 2003 Study of Ethics

) #	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
•		1995	Students	NI	NI	NI	NI	NI	191
00 2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing	2003	Students	2	22	20	45	10	1009
• •	business or the opportunity to earn a profit.	1995	Students	NI	NI	NI	NI	10 NI	191
		•	•	•		_			
�� 3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such								

	I	2003	Students	1 7	53	25	13	I i	1009
	an involvement a cost of doing business.	1995	Students	NI	NI	NI	NI	NI	191
		1775	Statents	111				111	171
	The corporation has a responsibility to promote equal opportunity	2003	Students	64	29	4	2	1	1009
4	in hiring and promotion.	1995	Students	NI	NI	NI	NI	NI	191
		1770	State	1,1					
	The corporation has a responsibility to promote conservation of	2002	Studente	20	46	19	14	1	1000
♦ 5	energy even if doing so means a reduction in profits.	2003	Students	20 NI	NI	NI	NI	NI	1009
		1995	Students	NI	IVI	IVI	IVI	IVI	191
	The corporation has a responsibility to conserve natural resources,	2003	Students	23	49	17	11	1	1009
4 6	even if doing so means a reduction in profits.	1995	Students	NI	NI	NI	NI	NI	191
		1775	Students	717	·			111	171
-	The corporation has a responsibility to clean up or avoid causing air,	2002	Ct1t-	20	53	10	6	1	4000
* 7	noise, and water pollution even if doing so means a reduction in profits.	2003 1995	Students	30 NI	NI	NI	NI	NI	1009
	, 1	1995	Students	NI	IVI	IVI	IVI	NI	191
	The corporation has a responsibility to contribute money and						Ī	Ī	
4 8	management time to civic activities in communities where the	2003	Students	19	54	17	8	1	1009
	firm has plants or offices.	1995	Students	NI	NI	NI	NI	NI	191
		2002	G: 1 :		122	39	24	1,	
� 9		2003	Students	8	22 NI	NI	NI	7	1009
	ousinesses.	1995	Students	NI	IVI	IVI	IVI	NI	191
		2003	Students	59	35	4	I 1	0	1009
)	The corporation has a responsibility to be truthful in advertising.	1995	Students	NI	NI	NI	NI	NI	191
		1993	Students	IVI	IVI	111	111	IVI	191
		2002	Studente	16	44	13	21	6	1000
	private life.	2003 1995	Students Students	16 NI	NI	NI	NI	6 NI	1009 191
		1993	Students	IVI	111	111	111	IVI	191
		2003	Students	3	17	28	44	9	1009
!	Ethical standards in business are lower than in government.	1995	Students	NI NI	NI	NI	NI	NI	191
		1775	Statents	717				111	171
		2003	Students	15	40	23	18	4	1009
	Ethical standards in business are lower than in most religious organizations.	1995	Students	NI	NI	NI	NI	NI	191
			•	•					
	nagement time to civic activities in communities where the has plants or offices. e corporation has a responsibility to help minority owned inesses. e corporation has a responsibility to be truthful in advertising. e typical business executive has two sets of ethical standards, one which she applies to business activities and another which is applied to his/her vate life. ical standards in business are lower than in government. ical standards in business are lower than in most religious organizations. ical standards in business are lower than in the typical American family. e ethical standards used in business are as high as those practiced with family friends.	2003	Students	8	38	28	24	3	1009
	Ethical standards in business are lower than in the typical American family.	1995	Students	NI	NI	NI	NI	NI	191
	The ethical standards used in business are as high as those practiced with family	2003	Students	5	19	24	46	7	1009
	and friends.	1995	Students	NI	NI	NI	NI	NI	191
		1770	•	712					
			G. 1 .		72	7	4	0	
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Students	17	72 NI	7 NI	4 NI	0	1009
	Occasionally, business people make decisions that are right for business but		Students Students		72 NI	7 NI	4 NI	0 NI	1009 191
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003 1995	Students	17 NI	NI	NI	NI		191
	Occasionally, business people make decisions that are right for business but	2003 1995 2003	Students Students	17 NI	NI 50	NI 17	NI 22	<i>NI</i>	191
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003 1995	Students	17 NI	NI	NI	NI		191
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	2003 1995 2003 1995	Students Students Students	17 NI 10 NI	NI 50 NI	NI 17 NI	NI 22 NI	<i>NI</i>	1009
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003 1995 2003 1995 2003	Students Students Students Students	17 NI 10 NI	NI 50 NI 32	NI 17 NI 14	NI 22 NI 42	NI 1 NI 9	191 1009 191 1009
	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	2003 1995 2003 1995	Students Students Students	17 NI 10 NI	NI 50 NI	NI 17 NI	NI 22 NI	NI 1 NI	1009
,	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer. Effective advertising may have to be somewhat misleading.	2003 1995 2003 1995 2003	Students Students Students Students	17 NI 10 NI 4 NI	NI 50 NI 32	NI 17 NI 14	NI 22 NI 42	NI 1 NI 9	191 1009 191 1009
3	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	2003 1995 2003 1995 2003 1995	Students Students Students Students Students	17 NI 10 NI	NI 50 NI 32 NI	NI 17 NI 14 NI	NI 22 NI 42 NI	NI 1 NI 9 NI 1	191 1009 191 1009 191
7	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer. Effective advertising may have to be somewhat misleading.	2003 1995 2003 1995 2003 1995 2003	Students Students Students Students Students Students	17 NI 10 NI 4 NI	NI 50 NI 32 NI 50	NI 17 NI 14 NI 13	NI 22 NI 42 NI 10	NI 1 NI 9	191 1009 191 1009 191

	in dealing with that customer.		Students	5	26	29	37	4	1009
	in dealing with that customer.	1995	Students	NI	NI	NI	NI	NI	191
								_	
	No employee should be required to engage in business practices that employee	2003	Students	41	43	8	7	1	1009
	considers unethical.	1995	Students	NI	NI	NI	NI	NI	191
			•						
	In accepting an employment offer each employee implicitly agrees to abide by								
2	the ethical standards of the employer, even if the company standards differ from	2003	Students	10	45	18	24	4	1009
	those of the employee.	1995	Students	NI	NI	NI	NI	NI	191
	W	2003	Students	30	54	9	6	1	1009
	Wages and salaries should vary according to an employee s productivity.	1995	Students	NI	NI	NI	NI	NI	191
		1775	Statems	111					121
	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
		1995	Students	NI	NI	NI	NI	NI	191
	W 11:11 : 1 : 1 : 1 : 1	2002	G. 1 .		20	10	40	T 7	
	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003 1995	Students	6 NI	30 NI	18 <i>NI</i>	40 NI	7 NI	1009
	was the finite	1993	Students	NI	111	IVI	IVI	IVI	191
	Labor unions serve a useful purpose by prodding a particular management into	2003	Students	5	42	30	16	7	1009
5	fulfilling its responsibilities to labor.	1995	Students	NI	NI	NI	NI	NI	191
	1 - 4	1///	Бишень	111				111	171
,		2003	Students	3	31	28	33	5	1009
7	The corporation should seek to maximize short run profits.	1995	Students	NI	NI	NI	NI	NI	191
								-	
	The corporation should seek to earn a satisfactory rate of return for	2003	Students	14	69	12	4	0	1009
,	stockholders.	1995	Students	NI	NI	NI	NI	NI	191
					•				
	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
		1995	Students	NI	NI	NI	NI	NI	191
	All institutions in our society should seek to protect and promote the interests of	2003	Students	15	48	18	18	1	1009
)	individuals.	2003	Students	13				1	1009
		1995	Students	NI	NI	NI	NI	NI	191
	T	I	T .		144	10	126		1
)	Individual freedom may have to be partly restricted in order for organizations to	2003	Students	6	44	18	26	6	1009
	effectively function.	1995	Students	NI	NI	NI	NI	NI	191
	Government should redistribute income in order to assure a minimum standard	2003	Students	6	22	22	30	20	1009
	of living for all citizens.	1995	Students	NI	NI	NI	NI	NI	191
		2002	G. 1 .	16	155	15	11		
	Government should provide incentives for business to get involved in solving social problems.	2003	Students	16	55 NI	15 NI	11 <i>NI</i>	3	1009
	soem proofens.	1995	Students	NI	111	IVI	1 V1	NI	191
		2003	Students	17	58	22	3	0	1009
				1 /	20		NI		191
	Truth in lending regulations is needed to protect the customer.				NI	/V/		/V /	
	Truth in lending regulations is needed to protect the customer.	1995	Students	NI	NI	NI	IVI	NI	151
		1995	Students	NI			5	1	
	Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer.				NI 48 NI	26 NI		1	1009
		1995 2003	Students Students	NI 19	48	26	5	1 NI	1009
	Antitrust laws prohibiting price fixing benefit the customer.	1995 2003	Students Students	NI 19	48	26	5	1	1009
		1995 2003 1995	Students Students Students	NI 19 NI	48 NI	26 NI	5 NI	1	1009 191

	A company should have formal policies to guarantee that every employee has an							I	Ī
16	equal opportunity for promotion, pay increases, and other rewards provided by	2003	Students	44	44	8	3	1	1009
	the firm.	1995	Students	NI	NI	NI	NI	NI	191
7	The corporation should seek to maximize long run profits.	2003	Students	45	43	10	1	0	1009
,	The corporation should seek to maximize long run profits.	1995	Students	NI	NI	NI	NI	NI	191
0	To what extent are ethical standards influenced by peer group pressures?	2003	Students	13	62	14	10	2	1004
	To what extent are earned standards influenced by peet group pressures.	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1							
1	To what extent are ethical standards influenced by prevailing industry practice?	2003	Students	20	67	9	4	0	1004
	15 What shield the same same and a minus of providing makes provided	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
•	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Students	29	57	10	4	1	1004
2		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1775	Statents	11//11	- ,,		- ,,,,,	11/21	11/21
	To what extent are ethical standards influenced by family experiences?	2003	Students	11	47	20	21	1	1004
3		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
	·			<u>-</u>					
4	To what extent are ethical standards influenced by church experiences?	2003	Students	8	35	26	27	4	1004
<u> </u>	To what extent are edited standards influenced by entiren experiences:	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
	1				1				
5	To what extent are ethical standards influenced by your educational	2003	Students	14	64	12	9	1	1004
,	experiences?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
						-			
	To what extent are ethical standards influenced by company's ethical code or	2002	G. 1	10	(1	12	7		
6	policy?	2003 1995	Students Students	19 <i>N/A</i>	61 N/A	12 N/A	N/A	N/A	1004
		1993	Students	N/A	IV/A	IV/A	IV/A	N/A	N/A
		2003	Students	19	65	9	6	1	1004
7	To what extent are ethical standards influenced by professional ethical code?	1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
	1	1 - / / 5	200000000			<u> </u>		- 1//	1772
0	To what extent are ethical standards influenced by society's moral climate?	2003	Students	14	57	16	12	2	1004
8	10 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

Source: 2003 Study of Ethics