

SECTION 12:
APPENDIX D:
2003 FACULTY
QUESTIONNAIRE



Email: MFPCT@wiu.edu

Department of
Marketing/Finance
Macomb, Illinois 61455-1369
(309) 298-1401

DATE: ██████████December 11, 2003

TO: ██████████College of Business Dean

FROM: ██████████
██████████Paul C. Thistlethwaite
██████████Professor of Marketing

RE: ██████████Ethics Survey

This survey is conducted for the American National Business Hall of Fame as part of its continuing study of ethics in American business. The first study of corporate executives was conducted in 1983. Other studies of businesses, faculty and students were conducted in 1988, 1989 and 1995, respectively. Based on this information, articles have been published in the Journal of Business Leadership. The website is anbhf.org.

As a professor of Marketing and a member of the ANBHF Board, I am conducting a follow-up study of administrators and faculty views of ethics to determine how attitudes have changed over the past few years. The primary purpose of this survey is to allow you to tell us in the academic community about ethical beliefs and practices related to business. Thank you for investing your time in this project. The results should help our students enter the job market better prepared to handle the ethical aspects of their work.

Your assistance is needed in two ways: 1. Please complete the survey and return it in the postage paid envelope provided with the survey; and 2. Please give the other survey envelopes to 3 of your faculty members so they can complete and return the survey.

We look forward to hearing from you. If you have any questions, my telephone number is (309) 298-1401. My email is MFPCT@wiu.edu.

DATE: ██████████October 29, 2003

TO: ██████████Faculty

FROM: _____
 Paul C. Thistlethwaite
 Professor of Marketing

RE: Ethics Survey

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As a professor of Marketing and a member of the ANBHF Board, I am conducting a follow-up study of administrators and faculty views of ethics to determine how attitudes have changed over the past few years. The primary purpose of this survey is to allow you to tell us in the academic community about ethical beliefs and practices related to business. Thank you for investing your time in this project. The results should help our students enter the job market better prepared to handle the ethical aspects of their work.

We asked your Dean to select 3 faculty members to participate in this survey. We will greatly appreciate your assistance in completing it. Return it in the postage paid envelope provided with the survey. Thank you for your willingness to assist us.

We look forward to hearing from you. If you have any questions, my telephone number is (309) 298-1401. My email is MFPCT@wiu.edu.

ATTITUDES ABOUT ETHICS IN BUSINESS October 2003

There are no right or wrong answers because we are dealing with values. Circle the answer that best matches your feelings about that statement.	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The corporation has a responsibility to					
1. take the lead in solving major social problems such as pollution, discrimination, and safety.	SA	A	NO	D	SD
2. not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	SA	A	NO	D	SD
3. get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	SA	A	NO	D	SD
4. promote equal opportunity in hiring and promotion.	SA	A	NO	D	SD
5. promote conservation of energy, even if doing so means a reduction in profits.	SA	A	NO	D	SD
6. conserve natural resources, even if doing so means a reduction in profits.	SA	A	NO	D	SD
7. clean up or avoid causing air, noise and water pollution, even if doing so means a reduction in profits.	SA	A	NO	D	SD
8. contribute money and management time to civic activities in communities where the firm has plants or offices.	SA	A	NO	D	SD
9. help minority-owned businesses.	SA	A	NO	D	SD
10. be truthful in advertising.	SA	A	NO	D	SD
Other Issues					
11. The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	SA	A	NO	D	SD
12. Ethical standards in business are lower than in government.	SA	A	NO	D	SD
13. Ethical standards in business are lower than in most religious organizations.	SA	A	NO	D	SD
14. Ethical standards in business are lower than in the typical American family.	SA	A	NO	D	SD
15. The ethical standards used in business are as high as those practiced with family and friends.	SA	A	NO	D	SD
16. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	SA	A	NO	D	SD
17. Much advertising done by business is misleading to the consumer.	SA	A	NO	D	SD
18. Effective advertising may have to be somewhat misleading.	SA	A	NO	D	SD
19. It is in the long run self interest of business to protect the customer.	SA	A	NO	D	SD
20. The average customer is less ethical in dealing with business than the business is in dealing with that customer.	SA	A	NO	D	SD
21. No employee should be required to engage in business practices that the employee considers unethical.	SA	A	NO	D	SD
22. In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	SA	A	NO	D	SD
23. Wages and salaries should vary according to an employee's productivity.	SA	A	NO	D	SD
24. Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	SA	A	NO	D	SD

