APPENDIX E:

2003 STUDENT

QUESTIONNAIRE

DATE: **OOMER OF CONTROL OF CONTRO**

Last spring at the ANBHF Board meeting, we discussed doing a follow-up survey of business executives, faculty and students. The original studies were conducted in 1983, 1988, 1989 and 1995. Two research assistants (Ellen Sutor and Kathleen Casey) and I examined the 4 previous studies and discovered slight differences in the wording of questions that were on all surveys. These are the first 29 questions on the survey. We let Dick Hattwick decide on the best wording for those questions. The next 9 questions were on the 1983 business study and the 1988 faculty study. The next 9 questions were on the 1983 study and the 1995 study of students. Thus the majority of the questions were on all 3 surveys.

We are sending out the survey to 1500 businesses and 634 accredited colleges of business. The deans at the colleges of business were asked to complete the survey and have 3 of their faculty complete the survey.

We now ask for your assistance as a member of the Board. In order to have as large of a student pool of information as possible, we would like for you to copy the survey and distribute it to as many of your principles of marketing OR your principles of management classes as possible. After collecting the questionnaires, mail them back to me as soon as possible.

My email is A <u>MFPCT@wiu.edu</u>. Please email me to let us know if you will be able to participate in this very meaningful update of the **ANBHF ethics studies**. I will be happy to reimburse you or your department for the copying and mailing costs associated with the study.

Thanks so much for your support of the ANBHF. The results will be reported at the spring ANBHF meeting in Chicago. Anyone would who like access to the data may certainly have it by contacting Dick.

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.	StronglyAgree	Agree	NoOpinion	Disagree	StronglyDisagree
The corporation has a responsibility to �	•				
1.000000000000000000000000000000000000	SA	А	NO	D	SD
 2.	SA	А	NO	D	SD
 3.000000000000000000000000000000000000	SA	А	NO	D	SD
♦ 4.♦♦♦♦♦ promote equal opportunity in hiring and promotion.	SA	А	NO	D	SD
♦ 5.♦♦♦♦♦ promote conservation of energy, even if doing so means a reduction in profits.	SA	А	NO	D	SD
\mathbf{O} 6. \mathbf{O} \mathbf{O} \mathbf{O} \mathbf{O} conserve natural resources, even if doing so means a reduction in profits.	SA	А	NO	D	SD
 7. ** <	SA	А	NO	D	SD

8.4444 contribute money and management time to civic activities in communities where the firm 44444 4444 has plants or offices.	SA	А	NO	D	SD
9.000000000000000000000000000000000000	SA	А	NO	D	SD
0. ** * * * be truthful in advertising.	SA	А	NO	D	SD
Other Issues					
1. ADD The typical business executive has two sets of ethical standards, one which he/she	SA	А	NO	D	SD
ADD ADD applies to business activities and another which is applied to his/her private life.	SA	A	NO	D	30
2. AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	SA	Α	NO	D	SD
3. AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	SA	А	NO	D	SD
4. ADD Ethical standards in business are lower than in the typical American family.	SA	А	NO	D	SD
5. • • • • • • • • • • • • • • • • • • •	SA	А	NO	D	SD
6.000000000000000000000000000000000000	SA	А	NO	D	SD
7. $000000000000000000000000000000000000$	SA	А	NO	D	SD
8.0000 Effective advertising may have to be somewhat misleading.	SA	А	NO	D	SD
9. ** * * * * * * * * *	SA	A	NO	D	SD
0.000000 The average customer is less ethical in dealing with business than the business is in	5.1			5	55
>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	SA	Α	NO	D	SD
1. *** No employee should be required to engage in business practices that the employee *** * 	SA	А	NO	D	SD
2. * * * * * * * * * * * * * * * * * * *	SA	А	NO	D	SD
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA					
3. A A A A A A A A A A A A A A A A A A A	SA	А	NO	D	SD
4. • • • • • • • • • • • • • • • • • • •	SA	А	NO	D	SD
5.00000 Wages and salaries should vary primarily with the employee s years of service with the 0000000 firm.	SA	А	NO	D	SD
6.00000 Labor unions serve a useful purpose by prodding a particular management into ulfilling 000000000000000000000000000000000000	SA	А	NO	D	SD
7.4444 The corporation should seek to maximize short-run profits.	SA	А	NO	D	SD
28. A A A A C C C C C C C C C C	SA	A	NO	D	SD
9. AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	SA	Λ	NO	D	30
2000 2	SA	А	NO	D	SD
o what extent are ethical standards of business executives influenced by:					
0. ** * * * * * * * * *	SA	А	NO	D	SD
31. ODD Prevailing industry practice	SA	А	NO	D	SD
2. AAAAAA Perceived preference of top executives	SA	A	NO	D	SD
3. 444 6 Family Experiences	SA	A	NO	D	SD
4.0000 Church experiences	SA	A	NO	D	SD
5. * * * * Educational experiences	SA	A	NO	D	SD
6.0000 Company s ethical code or policy	SA	A	NO	D	SD
7. ** * * * * * * * * *	SA	A	NO	D	SD
8. O O O O Society O 's moral climate	SA	A	NO	D	SD
Dther Issues	511		110	2	55
9	SA	А	NO	D	SD
0	SA	A	NO	D	SD
1. A A A A A A A A A A A A A A A A A A A	SA	А	NO	D	SD
 2.000000000000000000000000000000000000	SA	А	NO	D	SD
>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>					
3. A A A A A Truth in lending regulations are needed to protect the customer.	SA	А	NO	D	SD
4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4	SA	А	NO	D	SD
5. • • • • • • Lazy or incompetent employees should be fired.	SA	А	NO	D	SD
6. A A A company should have formal policies to guarantee that every employee has an equal	SA	А	NO	D	SD
WARDOW OF CONTRACT OF THE PROVIDENT OF 					

50000000000000000000000000000000000000	
4. AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$ \$\$\$\$\$\$\$\$\$\$\$\$\$
vour minor?	

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Thanks so much for your ideas. They are very valuable.