

# THE ETHICAL VIEWS BUSINESS LEADERS, UNIVERSITY FACULTY AND STUDENTS IN THE UNITED STATES

SELECT YEARS

1983 - 2003



FINAL DRAFT

BY

Ellen Sutor, Kathleen Casey and

Paul C. Thistlethwaite

Department of Marketing and Finance

Western Illinois University

Research Design Dynamics

Macomb, IL

DEVELOPED FOR THE AMERICAN NATIONAL BUSINESS  
HALL OF FAME BOARD

November 4, 2004

## TABLE OF CONTENTS

Contents	Page
<a href="#"><u>EXECUTIVE SUMMARY</u></a>	iv
<a href="#"><u>INTRODUCTION AND METHODOLOGY</u></a>	1
<a href="#"><u>BACKGROUND CHARACTERISTICS OF ALL THREE GROUPS</u></a>	7

<a href="#"><u>FOCUS ON ALL 3 GROUPS FOR 2003 ONLY</u></a>	13
<a href="#"><u>FOCUS ON ONLY THE BUSINESS LEADERS FOR 2003</u></a>	32
<a href="#"><u>FOCUS ON ONLY THE FACULTY FOR 2003</u></a>	44
<a href="#"><u>FOCUS ON ONLY THE STUDENTS FOR 2003</u></a>	55
<a href="#"><u>FOCUS ON ALL THREE GROUPS FOR ALL YEARS</u></a>	67
<a href="#"><u>FOCUS ON BUSINESS LEADERS FOR THREE YEARS</u></a>	93
<a href="#"><u>FOCUS ON FACULTY FOR TWO YEARS</u></a>	109
<a href="#"><u>FOCUS ON STUDENTS FOR TWO YEARS</u></a>	123
<a href="#"><u>APPENDICES</u></a>	137
<a href="#"><u>FIRST PAGE OF THE EXCEL DATA FILE</u></a>	138
<a href="#"><u>1983 BUSINESS LEADER QUESTIONS</u></a>	141
<a href="#"><u>2003 BUSINESS LEADER QUESTIONNAIRE</u></a>	148
<a href="#"><u>2003 FACULTY QUESTIONNAIRE</u></a>	151
<a href="#"><u>2003 STUDENT QUESTIONNAIRE</u></a>	157

## List of Tables

Table	Page
<a href="#"><u>TABLE 2A.</u></a> RESPONSE RATES FOR THE THREE BUSINESS LEADER STUDIES.	3
<a href="#"><u>TABLE 2B.</u></a> RESPONSE RATES FOR THE TWO FACULTY STUDIES	3
<a href="#"><u>TABLE 2C.</u></a> NUMBER OF STUDENTS FROM EACH UNIVERSITY	4
<a href="#"><u>TABLE 2D.</u></a> RESPONSE RATES FOR THE TWO STUDENT STUDIES	4
<a href="#"><u>TABLE 2E.</u></a> NUMBER OF QUESTIONS ASKED IN EACH SURVEY	5
<a href="#"><u>TABLE 3A.</u></a> PERCENT IN EACH GROUP HAVING TAKEN AN ETHICS OR MORAL PHILOSOPHY COURSE	8
<a href="#"><u>TABLE 3B.</u></a> DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING BUSINESS LEADERS	9
<a href="#"><u>TABLE 3C.</u></a> DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING FACULTY	11
<a href="#"><u>TABLE 3D.</u></a> DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDING STUDENTS	12
<a href="#"><u>TABLE 4A.</u></a> PERCENT OF EACH OF THE THREE 2003 RESPONDING GROUPS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)	15
<a href="#"><u>TABLE 4B.</u></a> FOR ALL SEVEN YEARS, PERCENT OF EACH OF THE THREE GROUPS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)	25
<a href="#"><u>TABLE 5A.</u></a> PERCENT OF THE BUSINESS LEADERS IN 2003 AGREEING WITH EACH STATEMENT (1 = SA , 5=SD)	34
<a href="#"><u>TABLE 5B.</u></a> PERCENT OF THE BUSINESS LEADERS IN 2003 PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)	39
<a href="#"><u>TABLE 6A.</u></a> PERCENT OF THE FACULTY IN 2003 AGREEING WITH EACH STATEMENT (1 = SA , 5=SD)	46
<a href="#"><u>TABLE 6B.</u></a> PERCENT OF THE FACULTY IN 2003 PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)	50
<a href="#"><u>TABLE 7A.</u></a> PERCENT OF THE STUDENTS IN 2003 AGREEING WITH EACH STATEMENT (1=SA; 5=SD)	57
<a href="#"><u>TABLE 7B.</u></a> PERCENT OF THE STUDENTS IN 2003 PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)	62
<a href="#"><u>TABLE 8A.</u></a> FOR ALL YEARS, PERCENT OF EACH OF THE RESPONDING GROUPS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)	69
<a href="#"><u>TABLE 8B.</u></a> FOR ALL SEVEN YEARS, PERCENT OF EACH OF THE THREE GROUPS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)	81
<a href="#"><u>TABLE 9A.</u></a> FOR EACH OF THE THREE STUDIES, PERCENT OF THE BUSINESS LEADERS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)	95
<a href="#"><u>TABLE 9B.</u></a> FOR EACH OF THE THREE STUDIES, PERCENT OF THE BUSINESS LEADERS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)	102

<a href="#"><u>TABLE 10A.</u></a>	<i>FOR EACH OF THE TWO STUDIES, PERCENT OF THE FACULTY AGREEING WITH EACH STATEMENT (1=SA; 5=SD)</i>	111
<a href="#"><u>TABLE 10B.</u></a>	<i>FOR EACH OF THE TWO STUDIES, PERCENT OF THE FACULTY PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)</i>	117
<a href="#"><u>TABLE 11A.</u></a>	<i>FOR EACH OF THE TWO STUDIES, PERCENT OF THE STUDENTS AGREEING WITH EACH STATEMENT (1=SA; 5=SD)</i>	125
<a href="#"><u>TABLE 11B.</u></a>	<i>FOR EACH OF THE TWO STUDIES, PERCENT OF THE STUDENTS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; 5=SD)</i>	131