

Journal of Business Ethics (2007) 74:301
DOI 10.1007/s10551-007-9526-x

© Springer 2007

Foreword

Ethics in and of Global Organizations

Thomas Maak
Luc Van Liedekerke

The EBEN European Business Ethics Network Special Issue from the 19th Annual Conference, Vienna, Austria

This special issue of the *Journal of Business Ethics* comprises selected papers from the 19th Annual Conference of the European Business Ethics Network EBEN, held in Vienna, Austria, September 21–23, 2006. The Vienna Conference was particularly a memorable event held in the equally memorable historic venue of the Austrian Federation of Industries, where the Austrian state treaty was signed some 60 years ago. Today, Vienna is home to important international organizations and what could have been a more appropriate conference theme than thinking and discussing about the “Ethics in and of Global Organizations” in general, and corporations in particular.

The articles assembled in this special issue represent certain clusters that crystallized in the context of the conference program: (1) the *stakeholder* theme which was very present and alive, not at least by the “father” of stakeholder theory himself, Ed Freeman, whose invited contribution on “stakeholder capitalism” kicks off this volume (see the contributions by Freeman, Martin & Parmar; Greenwood, and Maak); (2) *corporate social responsibility* in general and questions of corporate social strategy (Husted & Allen), social role conceptions (Gössling & Vocht), CSR communication in Europe vs. in the U.S. (Hartman, Rubin & Dhanda), as well as European public policies on CSR (Albareda, Lozano & Ysa) in particular; (3) the role, or rather non-role, of ethics in the European Quality Framework (Guillén, Fontrodona & Rodríguez-Sedano); (4) *women and globally responsible leadership*, represented by Pat Werhane’s keynote contribution on women, baboons (!) and system thinking and an in-depth analysis of Dame Anita Roddick’s role

identity and motivational drivers (Pless); (5) ethical perceptions of *Chinese managers* (Hoivik von Weltzien); (6) *corruption* (Argandoña); and, (7) as always a wide array of ethical issues, stretching from the *theory of the firm* (Sison) to *insider trading* (Engelen & Van Liedekerke).

As editors and on behalf of the EBEN Executive Committee, we would like to thank the scholars who agreed to serve as anonymous reviewers for this special issue and who made the intensive peer-review of papers, revised papers, and re-revised papers possible in the first place; the local organizing committee, in particular Georg Greutter and EBEN Austria, for hosting such a memorable event; the program committee, in particular Nicola Pless, Chris Cowton, and Alejo Sison, for supporting us in putting together an exiting program; the keynote speakers - Peter Eigen, Pat Werhane and Ed Freeman - and the panellists - Klaus Leisinger, Klaus Pöttinger, Jeroo Billimoria, Nicola Pless, Albert Löhr and Auret Van Heerden - for unforgettable plenary moments; and last but not least all participants who came to Vienna from all around the world and who made the conference a success.

Thomas Maak and Luc Van Liedekerke
Institute for Business Ethics,
University of St. Gallen,
Guisanstr 11, St. Gallen, CH-9010, Switzerland
E-mail: thomas.maak@unisg.ch