

# Ethics and CSR: Provocation, Question, and Request

Jim (James A.F.) Stoner

Schools of Business

Fordham University



# Agenda

- Please choose a partner (with compatible language comfort)
- Select an “A” and a “B”
- Please print your name on the sheet of paper distributed
- First: The provocation -10 minutes (or less)
- Second: The question – 10 minutes
- Third: The request – 10 minutes
- If we have time: Fourth: Another question



# #1 - Please focus on

- ... what CSR – corporate social responsibility – means to you



# The Provocation

- Please indicate whether you Strongly Agree (7) Neither Agree nor Disagree (4) or Strongly Disagree (1) with the statement:
- *The primary corporate social responsibility of all "productive organizations" is to provide their goods and services in ways that actively contribute to a more sustainable world .... All other "traditional CSR aspects" are "nice" but secondary.*



# Comment

- By “sustainable world” please use the definition that follows:
- A sustainable world is one that meets the “criteria for global sustainability: ‘meeting the needs of this generation's species in ways that *enhance* the capacity of future generations to meet their own needs ...and achieves a world that works for all species with no species left out.’”



# The Provocation

- Please indicate whether you Strongly Agree (7) Neither Agree nor Disagree (4) or Strongly Disagree (1) with the statement:
- *The primary corporate social responsibility of all "productive organizations" is to provide their goods and services in ways that actively contribute to a more sustainable world .... All other "traditional CSR aspects" are "nice" but secondary.*



Thank you



## #2 – Now please focus on

- ... what – to the best of your knowledge – is currently being taught in most business schools and how that teaching relates to business' role in *providing goods and services in ways that actively contribute to a more sustainable world*





# The Question

- Please print, (in block letters) on the sheet you have, the one question related to the need to move toward a more sustainable world you would most like to see answered on a survey of 53 (*más o menos*) leading Jesuit business schools



# Comment - “back-story”

- There is such a survey emerging and the purpose of the survey is to assist Jesuit business schools (and others) in aligning themselves more fully with the PRME (Principles for Responsible Management Education) and the “invitations” in the Report of the Jesuit Task Force on Ecology (September 2011, *más o menos*)



# The Question

- Please print, (in block letters) on the sheet you have, the one question related to the need to move toward a more sustainable world you would most like to see answered on a survey of 53 (*más o menos*) leading Jesuit business schools



Thank you



# #3 – Now please focus on

- ... what kind of article could be written (and published) in an academic journal by the “perfect writer(s)” that could contribute to our all moving toward a more sustainable world
- .... i.e., what would you really, really like to see someone do and say



# The Request

- Please print (in block letters the name of the author and the title (or theme) of the new – to be written - article you would most like to see submitted to and accepted by the *Journal of Management for Global Sustainability*.



# Comment – “back-story”

- The *Journal* will seek articles that address issues related to global sustainability that do three things:
  - 1. state “what’s so?” – describe the facts of the situation the article is addressing
  - 2. state “so what?” – describe the implications of the situation the article is addressing
  - 3. state “now what?” – describe what should be done by whom given the “so what” situation



# The Request

- Please print (in block letters the name of the author and the title (or theme) of the new – to be written - article you would most like to see submitted to and accepted by the *Journal of Management for Global Sustainability*.





Thank you



# Fourth – if there is time –now or later

- Please print the research article you would most like to see written on the topic of “actual current or possible future spiritual and/or religious contributions to global sustainability” .... (for any journal).
- And, if you would like to write such an article or can suggest who might write it, please say so.



# Final Confession

- What I really want to contribute to having happen is for all Jesuit business schools to break the mold of current business education virtually world-wide by no longer “doing the work of the devil” (metaphorically speaking) and to educate and train our students to create, work in, and purchase from only organizations that are creating a sustainable world.



Thank you

