

Business Ethics

By K. Praveen Parboteeah, John B. Cullen



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Business Ethics provides a thorough review and analysis of business ethics issues using several learning tools:

Strategic Stakeholder Management as the Theme: All chapters use a strategic stakeholder approach as a unifying theme. The text is thus the first text that adopts this approach. Most business ethics scholars and practitioners agree that successful ethical companies are the ones that can strategically balance the needs of their various stakeholders. By adopting this approach, students will be able to see how the various aspects of business ethics are connected.

Theory-based and Application-based: All chapters have important applicable theories integrated with discussion of how such theories apply in practice. Unlike other texts that are either too theoretical or too practical, this text provides the appropriate blend of theory and practice to provide deeper insights into the concepts covered in the chapter.

Global Perspective: Unless most other texts, this text provides a global perspective on business ethics. Most chapters include material pertaining to ethics in global contexts. Included are cases about companies in a wide range of countries including Japan, U.K., China and India among many others.

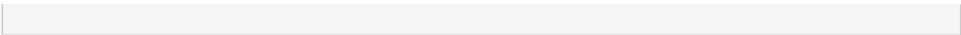
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Editorial Review

Review

"Very good, well researched, excellent case research integrated into the topics. I especially like that the book is applicable and current to today's business manager."?Margot Palermo, Business Honors Program Director, College of Business, State University of New York at Stony Brook

"This book is very well written and covers the topics and concepts in a comprehensive and insightful manner. The examples used to illustrate concepts and ideas are current and interesting. In addition, it is a good idea to use links to information and developments on the internet. The figures and charts are clear and help in overall understanding."?Debi Mishra, State University of New York at Binghamton

"Business Ethics by Parboteeah and Cullen occupies a unique space among textbooks in the field. Its global orientation and focus on strategy, information technology, and sustainability keep pace with the latest issues and approaches to business ethics."? Bryan Husted, Schulich School of Business, York University and Tecnologico de Monterrey

"What I really like about the book is that it tells about all the different areas that matter for ethics in day to day business. In particular, the reader profits from the multitude of practical examples which underline different stakeholders' perspective on business ethics. Also, the authors bring in an international perspective explaining how cultural differences affect behavioral expectations related to ethics."? Miriam Muethel, Professor for Organizational Behavior, WHU – Otto Beisheim School of Management, Germany

"This book is especially progressively relevant for emerging economies countries companies and management students. This book expeditious and in a lucid way captures the relationship between environment of business and its relations with organizations as well as helps in developing and cultivating the analytical skills and capabilities to deal with ethical perspectives. This book also gives a conceptual understanding of developing an ethical culture, which our emerging companies need to cultivate for sustaining their competitive advantage."?Prashant Salwan, Indian Institute of Management

"In appreciating the complexities of doing business K. Praveen Parboteeah and John B. Cullen's *Business Ethics* presents a theoretically rigorous and practically oriented approach to business ethics education. While the domain has largely embraced stakeholder thinking this work is the first to explicitly utilize strategic stakeholder theory as its organizing structure." – Carlo Carrascoso, University of Redlands, USA, in *Journal of Business Ethics Education*

About the Author

K. Praveen Parboteeah is Professor of Management in the Department of Management, University of Wisconsin–Whitewater. He received his Ph.D. from Washington State University, holds an MBA from California State University–Chico and a BSc (Honors) in Management Studies from the University of Mauritius.

Parboteeah regularly teaches international management, business ethics, and strategic management at both undergraduate and graduate levels. He has received numerous teaching awards and is included in multiple

editions of *Who's Who Among America's Teachers* and is a University of Wisconsin–Whitewater Master Teacher and Teaching Scholar. He also received a Certificate of Excellence for Teaching from the University of Wisconsin – Whitewater during the 2006-2007 academic year. He was also the recipient of the 2007-2008 University of Wisconsin – Whitewater Research Award.

Parboteeah's research interests include international management, ethics, and technology and innovation management. He has published over 30 articles in leading journals such as the *Academy of Management Journal*, *Organization Science*, *Decision Sciences*, *Journal of Business Ethics*, *Human Relations*, *Journal of International Business Studies*, *Journal of Business Research* and *Management International Review*.

Parboteeah has been involved in many aspects of business ethics at the University of Wisconsin-Whitewater. He initiated a faculty workshop where faculty members met and discussed business ethics issues. He is also the faculty advisor-founder of the Business Ethics Student Association at the University of Wisconsin - Whitewater. He is among a handful of judges for Wisconsin's only business ethics award, namely the Better Business Bureau Torch Award. He also lectures on the matter worldwide and is a Honorary faculty member of the Center for Ethical Leadership at the Otto Beisheim School of Management at WHU, Germany.

Of Indian ancestry, Parboteeah grew up on the African island of Mauritius and speaks Creole, French and English. He currently lives in Whitewater with his South Korean wife Kyong and children Alisha and Davin.

John B. Cullen is Professor of Management and Huber Chair of Entrepreneurship at Washington State University. He received his Ph.D. from Columbia University.

Professor Cullen is the author or co-author of five books and over 70 journal articles, most of which appeared in major business journals such as *Administrative Science Quarterly*, *Journal of International Business Studies*, *Academy of Management Journal*, *Organization Science*, *Journal of Management*, *Organizational Studies*, *Journal of Vocational Behavior*, *American Journal of Sociology*, *Organizational Dynamics*, and the *Journal of World Business*. In the area of business ethics, he is known primarily for his ground-breaking work on ethical climates. Most recently, his work examines business ethics in the international context.

Professor Cullen is currently Senior Editor for the *Journal of World Business*. Professor Cullen is also Past President of the Western Academy of Management and a former Fulbright Scholar. He lives with his wife, Jean Johnson, with whom he has co-authored one child and numerous academic publications.

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