



Applied Ethics in Management: Towards New Perspectives (Ethical Economy)

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Ethical issues are emerging as the most important managerial challenge in all spheres of organizational life, from the wider issues of strategy-making, finance, technology, marketing, information systems to the subtle concerns of gender, demography or cultural diversity. The competitive market-economy model has widened the scope for managers in all countries to violate the fundamental values and integrity needed to maintain and enrich a civil society. These violations stretch from personal lapses of bribery and corruption to the wider areas of moral questions related to an ethically grounded global business system. This book grew out of a three-day international workshop addressing these issues, held at the Management Centre for Human Values (MCHV), Indian Institute of Management, Calcutta, during February 1998. The workshop explored topics of applied management by providing multiple perspectives. Eighteen of the papers have been chosen for this volume, covering business functions, strategies and alliances. One of the key objectives of the workshop was to integrate ideas of applied ethics developing from Asia, Australia and Europe. Any book on applied ethics must be founded on a multicultural base and be practically oriented. This project has been greatly privileged in drawing together the work of 18 very senior and widely experienced academics and practitioners, spanning four continents. The two editors, from different continents, communicated regularly with each other and the contributors. The book is a result of the support and encouragement of many individuals.

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