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*An Anthology
Of
Ethics*

Edited by

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Introduction

David A. Frenkel

This book offers a selection of essays which shed light on some issues in the field of Ethics.

The essays are revised versions based on presentations at three of the International Conferences organised by the Athens Institute for Education and Research (ATINER) held in Athens, Greece. The essays in this volume were selected after a process of blind-review on the basis of the reviewers' comments and their contribution to the ongoing discussion of the respective issues.

The book commences with **Carmen Cozma's** essay *Reassessing Ethics in Its Moral Kernel: The Call for Moral Philosophy*. She comments that Ethics has registered a strange evolution of meaning that is caused by its reduction to normativity, and mostly to a plethora of 'ethical codes' that invaded public space. The excessive resort to these so indispensable canons as some of social players have reached to claim and to widely promote tackling even the concept of ethics just in a technical sense, is highly risky. A serious problem is the fact that resuming ethics to codified expressions it does make this matter an unviable one. Without moral axiology, the ethical guidelines are impossible to be productive; unless they are considered only at an abstract level.

Eduardo V. López is the author of the second essay *How to Survive with Various Sets of Ethical Values*. His view is that the repetition of governance fiascos made it necessary to reassess the fundamentals of what have up till now been considered to be undisputable knowledge. He highlights the existence of various sets of ethical values that people pick for different contexts, and that interact with other factors such as personal interests, allegiances, and opportunity.

The third essay *Prospect for the Application of Professional Ethics Promotive Evaluation Model in Business Ethics Evaluation* authored by **Man Zhang & Mingzheng Xiao** focuses on the concept of operation process and its role and value in the evaluation and construction of ethical quality of evaluation model of professional ethics promotion. The authors view is that a professional ethics facilitation evaluation model as they explain in the essay can be fully applied in the evaluation and construction of

business ethics, and become an effective method for the improvement of employees' ethical quality in various commercial organisations.

The fourth essay *Business Ethics in the OHADA Zone: Uniform Law, Uniform Ethics?* has been written by **Willy Tadjudje & Clément Labi**. The OHADA (Organisation for the Harmonisation of African Business Law) area includes 17 countries in Central and West Africa. Most are former French colonies, but there are also former Belgian, Spanish, Portuguese and English colonies. On the religious level, there are countries with majority tendencies pushed towards Christianity, or towards Islam, knowing that Animism is still very present. The OHADA area has a regional Court that ultimately rules on business law issues throughout the area. The authors raise the question and ask if the national judges have already had difficulties in ethical issues because of multiculturalism, what about the regional OHADA judge who may receive parties from countries with very different cultural legacies? The court of OHADA is also an arbitration Court and the same question may arise in connection with arbitration proceedings. To answer these questions and follow an analytical and critical approach, the authors review judicial decisions made by the OHADA regional court.

In the next essay *Affectively Oriented Volunteer-Work Meaningfulness: Toward True Sustainability*, the authors **Siddharth Mohapatra & Pratima Verma** state that Employee volunteering programs are means to engage employees in company sustainability programs. However, although they need to continue participation for program effectiveness, on many occasions they do not. The authors argue that positive emotions and work meaningfulness are crucial to sustain employee volunteering. Moreover, social exchanges that involve joint tasks can create positive emotions at the workplace and create long-term relations. In their essay the authors address some of these gaps. Specifically they conceptualise the co-creating sustainable value through skills-based employee volunteering framework which may evoke positive emotions, create volunteer-work meaningfulness, and motivate employee volunteers to continue to participate in company sustainability programs.

In the sixth essay *Data Privacy and Banking Secrecy: Topical Issues in Commonwealth, Continental Europe and International Jurisprudence*, the author **Anatoliy A. Lytvynenko** states that Common law imposes confidentiality on the relationships between a bank employee and a depositor, debtor or any other client, similarly to many other professional legal relationships that require professional secrecy, such as patient and physician, solicitor and client, priest and penitent, school and student, as well as other interactions featuring bilateral legal relationships. Both English and American courts adjudicated the cases on the foundation of various tort or

contract law doctrines, such as a breach of expressed or implied contract, invasion of privacy and breach of confidence or duty, while some decisions were based upon a breach of statutory duty. However, while these issues of data privacy within banking secrecy have been discussed often within the context of international law, their application in the practice of international human rights courts has seldom been examined.

The normative stakeholder theory is the most appealing approach toward an ethical corporate social responsibility as stated in the seventh essay *The Incentives of a Common Good Based CSR: Mission Statement as First Orientation Tool* authored by **Cristina Quaranta & Emiliano Di Carlo**. However, the incentives for managers to follow a normative rather than an instrumental approach to stakeholders' management are unclear as explained by the authors. In their essay they describe the incentives for managers to implement an ethically driven CSR by linking the stakeholders' normative concept to the common good from catholic social teaching. Those incentives are intrinsic and transcendent needs to be satisfied together with the virtuous cycle generated by a business oriented to the common good. Literature on mission statement gives the answer considering it as main tool to spread ethics in business and orients firms to act in compliance with ethical principles. The aim of the essay is to find out the key elements to be included in the mission in order to ensure and measure, at least in theory, the just discussed orientation.

The final essay in this volume is *Tata Way: Piety, Profit, Progress through Humata, Hukhta, Hvarshata* by **Siddharth Mohapatra & Pratima Verma**. Tata—India's largest business conglomerate was founded in 1868. The authors show that contrary to the general belief that family-owned firms emphasise shareholder primacy, stakeholder supremacy was the hallmark of the Tata's business philosophy which is an outcome of Tata's family roots in the Zoroastrianism Faith: Humata, Hukhta, Hvarshata (good thoughts, good words, and good deeds).

Many of the debates analysed are ongoing and the policy, ideas and interpretation brought up in the essays will undoubtedly contribute in the course of future debates. I hope the reader will find this collection of essays stimulating and insightful reading not only for those who are interested in the particular topics discussed but also to acquaint themselves with current issues.

The views expressed in the essays in this volume are those of the authors and do not represent not are they intended to represent the views of any other individual or body.

