

QUASI Seminar Series, 2020-21

The [Rutgers Institute for Corporate Social Innovation](#) (RICSI) is proud to host the Questions & Unanswers About Social Innovation (QUASI) [Seminar Series](#). To participate, please [REGISTER HERE](#).

March 5th, 2021, 11:30am – 1:00pm EST

Can ethics drive firms to do the right thing if there is no business case?

Yes: [Wayne Eastman](#), Professor, Supply Chain Management, Rutgers University

I. Role Ethics

The Bhagavad Gita. [Chapter 1: The distress of Arjuna](#).

Eastman, W. 2015. [Why business ethics matters: A new game theory model](#). New York: Palgrave. [See [Chapter 6](#)]

Piketty, T. 2020. [Capital and ideology](#). Cambridge: Harvard University Press. [Link to [PPT summary](#)]

II. Utilitarianism

Heath, J. 2014. [Morality, competition, and the firm: A market failures approach to business ethics](#). New York: Oxford University Press. [Link to article included in revised form in book]

Sandberg, J. 2008. [Understanding the separation thesis](#). *Business Ethics Quarterly*, 18(2): 213-232.

III. Deontology

Frank, R. H. 1987. [If homo economicus could choose his own utility function, would he want one with a conscience?](#) *American Economic Review*, 77(4): 593-604.

Rose, D. 2011. [The moral foundation of economic behavior](#). New York: Oxford University Press. [see Introduction]

III. Virtue Ethics

Dobson, J. 2009. [Alasdair MacIntyre's Aristotelian business ethics: A critique](#). *Journal of Business Ethics*, 86(1): 43-50.

Melé, D. 2016. [Re-thinking capitalism: What can we learn from scholasticism?](#) *Journal of Business Ethics*, 133: 293-304.

No: [Tobey Scharding](#), Assistant Professor, Management & Global Business, Rutgers University

Altman, M. C. 2007. [The decomposition of the corporate body: What Kant cannot contribute to business ethics](#). *Journal of Business Ethics*, 7(3): 253-266.

Arnold, D. & Bowie, N. 2003. [Sweatshops and respect for persons](#). *Business Ethics Quarterly*, 13(2): 221-242.

Boatright, J. R. 1999. [Does business ethics rest on a mistake?](#) *Business Ethics Quarterly*, 9(4): 583-591.

Friedman, M. 1970. [The social responsibility of business is to increase its profits](#). *New York Times Magazine*, Sep. 13.

Jensen, M. C. 2002. [Value maximization, stakeholder theory, and the corporate objective function](#). *Business Ethics Quarterly*, 12(2): 235-256.

Solomon, R. C. 1992. [Corporate roles, personal virtues: An Aristotelean approach to business ethics](#). *Business Ethics Quarterly*, 2(3): 317-339.

It depends: [Joanne Ciulla](#), Professor of Leadership Ethics, Rutgers University

Agle, B., Donaldson, T., Freeman, R., Jensen, M., Mitchell, R., & Wood, D. 2008. [Dialogue: Toward superior stakeholder theory](#). *Business Ethics Quarterly*, 18(2): 153-190.

Aristotle. [The Nicomachean Ethics](#), Book I Chapter V, (2021). Trans. D.P. Chase.

Barnett, M. 2016. [The business case for corporate social responsibility: A critique and an indirect path forward](#). *Business & Society*, 58(1): 167-190.

Ciulla, J. B. 1999. [The importance of leadership in shaping business values](#). *Long Range Planning*, 32(2): 166-172.

Moderator: [Danielle Warren](#), Professor, Management & Global Business, Rutgers University

These articles, provided by the speakers, underpin the arguments that each will make during the seminar. Please explore these articles in advance of the seminar, and we hope that you can use them as a resource in your future studies. The hyperlinks may be inaccessible to some. One day, academic articles may be freely available, but for now, many are held hostage behind [paywalls](#). Please contact the authors directly for any articles you cannot access; typically, authors are very happy to share their work and appreciate the interest. Or you may pay the ransom to the publishers.