## Ethics in International Management

Edited by Brij Nino Kumar Horst Steinmann



Walter de Gruyter · Berlin · New York 1998

## **Contents in Brief**

Introduction to the Volume: Ethics in Multinational Corporations Brij Nino Kumar and Horst Steinmann	1
Part One Theoretical Foundation of Corporate and Management Ethics in the Context of Multinational Enterprise and Globalization	11
Corporate Ethics and Global Business: Philosophical Considerations on Intercultural Management Horst Steinmann and Andreas Georg Scherer	13
Constructivist Anthropology and Cultural Pluralism: Methodological Reflections on Cultural Integration Harald Wohlrapp	47
The Competitive Context of Ethical Decision-Making in Business S. Prakash Sethi and Linda M. Sama	65
The Role of International Industry Associations in the Development and Implementation of Corporate Ethics: The Case of the Chemical Industry and Responsible Care Hans-Peter Meister and Henning Banthien	87
Social Capital Investments, Property Rights and the Ethics of Win-Win: Why Multinational Enterprise Management Should Engage in Institution Building of their Host Countries  *Andre Habisch**	109
Globalization, Development and Ethics: Moral Responsibility and Strategies of International Management in the Perspective of 'Sustainable Development'  Brij Nino Kumar and Ina Graf	127
Part Two Ethics in International Strategies and Management Functions	161
Global Responsibility for Sustainable Development: The Role of Multinational Corporations Klaus M. Leisinger	163

VIII Contents in Brief

Corruption in International Business Relations: Problems and Solutions Michael H. Wiehert	183
Ethics – A Global Business Challenge Robert D. Haas	213
Ethical Issues in International Marketing  Gopalkrishnan R. Iyer	221
Concepts and Experience of the "Valuing Diversity and Ethics" Workshops at Levi Strauss and Company  Marvin T. Brown	243
Orientation for a Globally Competent Human Resources Function in Preventing and Resolving Cross-cultural Conflicts <i>DJ. Clackworthy</i>	259
Part Three Morals in Religion and National Traditions: Cultures as Points of Departure for Foundations of Corporate Ethics in International Business	279
Ethics for Business and Management: Explorations in Hindu Thought Shitangshu K. Chakraborty	281
Business Ethics in China: Confucianism, Socialist Market Economy and the Multinational Enterprises Kam-hon Lee	309
"Contextualism" in Business and Ethical Issues in Japan Iwao Taka	323
An Islamic Framework for International Marketing Ethics  Mohammad Saeed and Zafar U. Ahmed	341
Business and Corporate Ethics in the USA: Philosophy and Practice Georges Enderle	367
Business Ethics in the Catholic Value System: The Spanish Case Adela Cortina	401

Contents in Brief	IX
Business Ethics in a Transforming Economy:	
Applying the Integrative Social Contracts Theory to Russia Sheila M. Puffer and Daniel J. McCarthy	419
The Interfaith Declaration: Context, Issues and Problems of	
Application of a Code of Ethics for International Business	
among those of three Major Religions	439
Simon Webley	