

The background of the slide features a person in silhouette, holding a camera up to their eye as if taking a photograph. The scene is set against a bright sunset or sunrise sky, with a gradient from yellow to blue. The person is positioned in the lower-left foreground, and the camera lens is pointed towards the right. The overall mood is contemplative and artistic.

Contemporary Consumer & Business Ethics

Milan 5-8 May, 2008

Dr Neil Cannon

The background of the slide features a person sitting on a lawn, their hands clasped in prayer. The scene is set against a sunset sky with a gradient from blue at the top to yellow and orange near the horizon. The person is in the foreground, slightly out of focus, with their back to the camera.

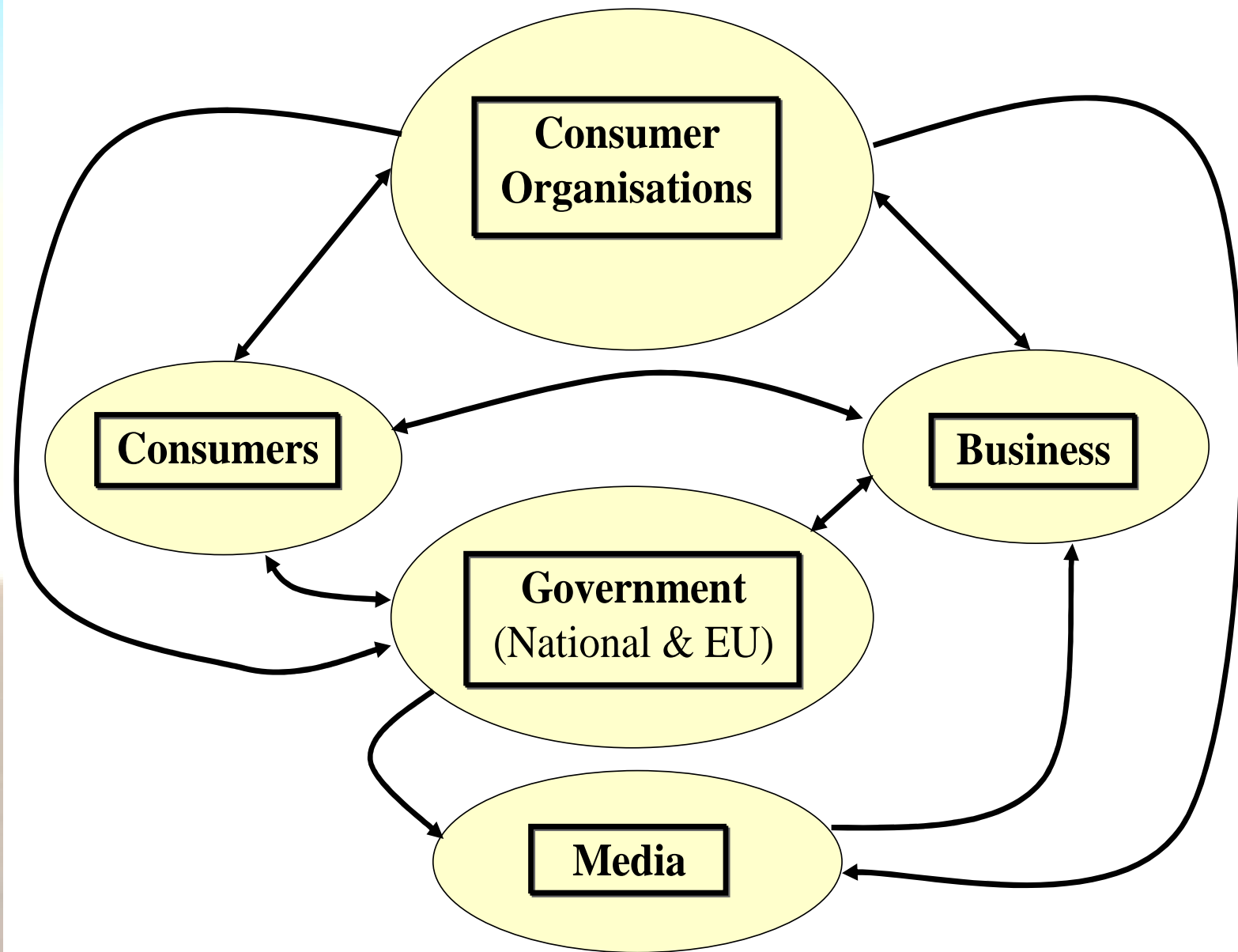
How is ethics likely to develop in the future?

Session 5

Thursday 16.00 – 19.00

Lecture outline

- Consumers
- Business
- Government
- Media
- Pressure groups
- Conclusions



Consumers

- More emphasis on education
- Greater knowledge through wider access to media
- Pressure from referent others
- ...more ethical?

Business

- Increasing pressure is being put on business to be (seen to be) ethical
- Globalisation continues to have a major impact on these pressures internationally
- Developing countries will struggle to balance the profit motive with more ethical practices

Government

- A green agenda is central to modern politics
- A new US administration will have this as a far higher agenda than in the past and this will have an impact on the world stage and cause conflict
- Politicians themselves will come under increasing scrutiny and be required to act more ethically

Media

- Will continue to reflect the needs/wants of its readers
- Will pursue newsworthy business practices that are deemed unethical
- Will name and shame organisations in pursuit of the truth (and profit!)

Consumer Organisations/ Pressure Group

- Will put pressure on all the other actors for change
- May find their membership/donations enhanced given the increase in information and education on ethical issues
- May find they wield increasing amounts of power as the issues they represent become more reflective of the changing political beliefs of the day

Conclusions

- There is a clear link between the ‘actors’ – it is difficult to think of them in isolation when looking at a particular case study
- In the pursuit of their own interests many of the ‘actors’ may become more ethical
- Different issues will develop at different speeds – therefore need to be looked at individually

Thank you for listening

Neil

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