

The Carol and Lawrence Zicklin Center for Business Ethics Research

Presents

Mark Schwartz

Date: Thursday, November 5, 2009

Time: 12-1:20 pm

Location: Room 641 JMHH

Integrating and Unifying Competing and Complementary Frameworks: The Search for a Common Core in the Business and Society Field

ABSTRACT: In the field of business and society, several complementary frameworks appear to be in competition for pre-eminence. Although debatable, the primary contenders appear to include: (1) corporate social responsibility; (2) business ethics; (3) stakeholder management; (4) sustainability; and (5) corporate citizenship. Despite the prevalence of the five frameworks, difficulties remain in understanding what each construct really means, or should mean, and how each might relate to the other. To address the confusion, we propose three core concepts - *value*, *balance*, and *accountability* - that might be used to better integrate the five frameworks and potentially provide the basis for further discussion and theoretical development of the business and society field.

BIO: Dr. Mark S. Schwartz, MBA, LLB, PhD is Associate Professor of Law, Governance, & Ethics at York University (Toronto, Canada). Dr. Schwartz has also taught at The Wharton School of the University of Pennsylvania as well as in Israel at Tel Aviv University, Bar Ilan University, and the Interdisciplinary Center Herzliya. Dr. Schwartz is a Research Fellow of the Center for Business Ethics, Bentley College as well as the Business Ethics Center of Jerusalem. He is the author of articles in such publications as the *Journal of Business Ethics*, *Business & Society*, *Business Ethics Quarterly*, *Corporate Governance: An International Review*, and *Business and Society Review*, and is a co-author of the textbook *Business Ethics: Readings and Cases in Corporate Morality* (McGraw Hill). Dr. Schwartz has appeared in numerous media outlets providing commentary on business ethics-related topics such as the *Financial Times of London*, the *Associated Press*, the *New York Times*, *Globes* (Israel), and the *National Post* (Canada), and has consulted to a number of companies and governments around the world on issues related to corporate compliance and business ethics. His major research interests include: codes of ethics, corporate social responsibility, ethical leadership, ethical investment, and Jewish business ethics.