

## Ethics for International Business

f

Decision making in a global political economy

John M. Kline



## Contents

	List of figures Preface	xiii xv
1	The value foundation for a global society Introduction Why ethics matters Studying ethics for international business Organization of the book Personal and organizational decision making	<b>1</b> 2 3 4 5
2	Ethics and international business Introduction Ethical analysis Ethical concepts and principles Legal and social contracts Contracts with a global society Delimiting corporate social responsibility Using ethical analysis in a global political economy Developing an ethical framework Case scenario methodology	7 7 9 11 12 14 15 16 17
3	Exhibit 2.1 A mine for Tambogrande, Peru Human rights concepts and principles Introduction Individual rights, state authority and human rights Civil and political rights and/or economic, social and cultural rights	18 <b>25</b> 25 25 27
	Exhibit 3.1 US human rights policy	28
	Exhibit 3.2 EU sugar protection and South African farmers	30
	Ethical minimum conditions and corollary obligations	33
	Exhibit 3.3 Selling kidneys in Moldova	35

## X CONTENTS

	International business, human rights and good corporate citizenship	39
	Exhibit 3.4 Trade and human rights in China	41
4	Political involvements by business Introduction Chile versus South Africa Lessons from the South African experience	<b>44</b> 44 45 46
	Exhibit 4.1 Corporate racial reforms and reactions	52
	Colonialism and civil war in Angola	55
	Sudan's north-south civil war	57
	Exhibit 4.2 Oil fuels Sudan's conflict	58
	Military repression in Burma Mass murder in Uganda Controlling trade in "conflict diamonds" Governance and resource allocation in Nigeria	62 65 66 68
	Exhibit 4.3 Defining Shell's role in Nigeria	70
	A novel approach in Chad	73
	Exhibit 4.4 "Foreigners" allocate Chad's revenue	74
	Ethical issues and case experience on business political involvements	78
5	The foreign production process Introduction Peeking inside a "sweatshop"	<b>86</b> 86 87
	Exhibit 5.1 From sixth grade to the shoe factory	88
	Assessing supply chain responsibilities	92
	Exhibit 5.2 Labor complaint dilemmas in Bangladesh	95
	Living wage, debt bondage and union rights	97
	Communities and the foreign production process	100
	Exhibit 5.3 Contending explanations for Bhopal gas leak	103
	Emerging efforts toward common international standards	104
6	Product and export controls Introduction Actors and decision tools Product risk for consumers	<b>110</b> 110 111 112
	Exhibit 6.1 Exporting goods banned at home Exhibit 6.2 Foreign sales of silicone breast implants	113 116

	The movement toward global standards A triple dilemma for Pharmaceuticals			
	Exhibit 6.3	Drug tests and infected babies in Thailand	131	
7	Introduction Choices for ma	otives and methods arketing standards and values marketing of tobacco	<b>141</b> 141 142 146	
	Exhibit 7.1	No "mild" cigarettes in the European Union	150	
	International of	coholic beverages codes for marketing infant formula nic marketing issues	151 153 155	
	Exhibit 7.2 Exhibit 7.3	Attempting racial humor in product advertising Promoting skin whiteners in India	157 160	
		ational marketing techniques bugh bribery and facilitating payments	162 164	
	Exhibit 7.4	Debating standards for "petty corruption"	166	
8	Introduction Cultural chang	<b>he human environment</b> le in a global political economy nsions of cultural change	<b>170</b> 170 171 172	
	Exhibit 8.1	Socially conscious goals for palm oil investment	175	
	Clashes betwee	en local culture and global values	177	
	Exhibit 8.2 Exhibit 8.3	Fast food and "gender Apartheid" in Saudi Arabia Breaking caste and gender barriers in Andhra Pradesh	180 184	
	Challenging cu	ultural traditions: music, movies and malls	185	
	Exhibit 8.4	Selling Starbucks in the Forbidden City	188	
	Blends and co	ntrasts in corporate culture	191	
9	Introduction Conceptualizir	ne physical environment Ing the human relationship with nature Istoration and sustainable development	<b>196</b> 196 197 198	
	Exhibit 9.1	Good intentions still yield dilemmas for Chevron	201	
	Preservation	versus development - and who pays?	204	
	Exhibit 9.2	Bidding for Suriname's rain forest	205	
	Goals for wate	anisms and global warming er resource management ications of nature through biogenetics	210 213 215	

Exhibit 9.3 Uganda's dilemma with banana seeds	216
Decisions to alter or adjust to the natural environment	221
<b>10 Business guidance and control mechanisms</b> Introduction National and international law	<b>226</b> 226 227
Exhibit 10.1 Lending a legal helping hand	230
Business codes and monitoring mechanisms	231
Investment, divestment and shareholder activism	233
Exhibit 10.2 Shareholders with a mission	236
Consumer boycotts and certification schemes Selecting the best means to an end	237 240
<ul> <li>11 Deciding ethical dilemmas         <ul> <li>Introduction</li> <li>Evolving global concern</li> <li>Evolving global standards</li> <li>Role responsibilities and approaches</li> <li>Personal decision making</li> </ul> </li> <li>Appendix         <ul> <li>Universal Declaration of Human Rights</li> </ul> </li> </ul>	<b>244</b> 244 245 246 248 249 251
Further reading Index	258 261