

4th Educational Seminar: the Asian Dimension of Teaching International Business Ethics
Focus: Environmental Responsibility

August 30th-31st, 2013

Dumaguete City, the Philippines

The Center for International Business Ethics (CIBE) at the University of International Business & Economics (UIBE), together with the College of Business Administration of the Silliman University, the Gov Jose B Fernandez Jr. Ethics Center at the Ateneo de Manila University, and the Association of Asian Jesuit Colleges and Universities in the Asia-Pacific Region (AJCU-AP), are pleased to announce the **4th Educational Seminar: the Asian Dimension of Teaching International Business Ethics** for educators and practitioners of business ethics in the East Asian and Southeast Asian regions. With the increasing concerns from the public on environmental protection and sustainable development within Asian economies, this year's educational seminar will focus on **“Environmental Responsibility”** and will take place at **the Silliman University in Dumaguete City, the Philippines, on August 30th-31st, 2013.**

Background and Rationale

In the recent CSR Asia Summit 2012 which took place in Beijing, China, the participants from public administration, academic and business communities, and civil society worldwide have identified several environmental issues that have been posing threats to healthy and sustainable development in Asian countries, including precautions against and responses to natural disasters with devastating economic and social consequences, climate change (global warming) and environmental protection, innovation on new energy resources, adequate measurement of sustainable development (e.g Green GDP), philanthropy, anti-corruption, etc. To focus on Environmental Responsibility within the framework of Teaching Business Ethics requires a clarification of the problems and challenges educators have to face in seeking appropriate analyses and action oriented solutions.

Objectives

The ultimate objective of the seminar is to enhance the effectiveness of the teaching of ethics, focusing on the link between environmental responsibility and other relevant issues of business ethics, especially the problem of corruption in the context of emerging Asian economies.

More specifically the program will have six major objectives:

1. *To enhance the understanding among educators of environmental challenges and the importance of integrating courses on environmental responsibility into the current educational system.*
2. *To foster firm commitment to environmental responsibility by linking it to other major issues of business ethics, especially the fight against corruption, in the framework of innovative methods of teaching of ethics*
3. *To illustrate the relevance of Asian philosophical and spiritual traditions (e.g. Hindu, Daoist, Buddhist, Confucian, Mohist, Legalist, Christian and Muslim) and to show how the values underpinning them - as well as the search for universal values - can be meaningfully integrated in the teaching of ethics to managers and business leaders.*

4. *To promote the development of key principles of Catholic Social Teaching such as Human Dignity, Solidarity, the Common Good, and Subsidiarity, in response to the wisdom of Asian spiritual traditions and contemporary best business practices in Asian contexts.*
5. *To contribute to the development of a network, a community of scholars and practitioners committed to the development of ethical behavior in Asia, and establish a common website in order to facilitate the sharing of intellectual resources in cooperation with www.globethics.net.* Promoting the sharing of such resources, particularly through business education, will be an important objective for the seminar, by encouraging seminar participants to work with the CIBE and through its various projects, including the Journal of International Business Ethics, and its efforts to publish textbooks and other original teaching materials.
6. *To build up a MOOC, Massive Open Online Course focused on Environmental Responsibility in Asia.*

Target Group

Instructors and Ethics Officers from Asian Universities, government institutions and companies operating in Asia, with a focus on members of the Asian Jesuit Colleges and Universities and the Asian Confederation of Credit Unions. In particular, the seminar is intended for instructors and ethics officers from Universities and companies, professors and instructors from the urban and rural Asia Pacific region who have been involved for at least 5 years in the implementation or teaching of ethics in the business world.

Position Paper

Each applicant has to submit a position paper including an abstract, 3-4 single spaced pages before **April 30th, 2013** related to one or several of the topics mentioned below.

Drawing on relevant concepts and principles of business ethics, major ethical theories, and the spiritual resources of East Asia, the position paper should address any one of the following issues, or some combination of them:

- To analyze the environmental challenges facing Asian economies and societies, and the influence education can have in addressing these challenges.
- To share the most effective teaching methods for environmental responsibility;
- To engage in a comparative dialogue involving other contextual settings and cultural backgrounds;
- To develop strategies for enhancing teaching effectiveness in Asian schools, colleges and universities;
- To explore ways to make better use of modern technology, internet, video clips, movie analysis, MOOC etc.;
- To explore ways to sharpen moral sensitivity in seeking appropriate pragmatic solutions to basic moral dilemmas in business involving environmental challenges;
- To explore ways to integrate the spiritual wisdom traditions and virtue ethics of Asia, including specifically Christian, Muslim, Buddhist, Hindu, Confucian, Taoist, and Shinto insights;

- To share insights into the best pedagogical practices for opening the eyes of students through appropriate forms of social analysis.

Applicants will be notified before **June 1st, 2013**, if the papers are accepted; with the deadline for submitting the revised paper, if necessary according to the peer reviewing feedback, before **June 30th, 2013**.

Conference Fee and Funding

Conference Fee: PHP 3,500 (US\$ 85) which includes lunch, coffee breaks and dinner on August 30th, 2013. The fee will be collected upon registration on August 29th, 2013.

Each applicant whose abstract and paper are approved is encouraged to ask his or her College or company to share, if possible, the expenses of the conference or at least to cover the travel expenses. In any case, applicants have to indicate which are the costs they will incur and if some of it will be covered by a sponsor. Those who require additional financial support in order to participate in the conference must apply specifically for that assistance to Mr. Xiaosong Li, after their abstract and paper have both been accepted for the conference program.

Coordinator

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