

VYSOKÉ UČENÍ TECHNICKÉ V BRNĚ

Fakulta podnikatelská

RNDr. Anna Putnová, MBA, PhD.

**PODNIKATELSKÁ ETIKA – VÝZVA PRO ČESKOU
EKONOMIKU PŘI VSTUPU DO EU**

**BUSINESS ETHICS – A CHALLENGE FOR THE CZECH
ECONOMY AT THE TIME OF ITS ACCESSION TO EU**

ZKRÁCENÁ VERZE HABILITAČNÍ PRÁCE



Brno 2002

KLÍČOVÁ SLOVA

podnikatelská etika, Evropská unie, ekonomie, management

KEY WORDS

business ethics, European Union, economy, management

MÍSTO ULOŽENÍ PRÁCE

oddělení pro vědu a výzkum FP VUT v Brně

© Anna Putnová, 2002

ISBN 80-214-2171-1

ISSN 1213-418X

1 OBSAH

1	Obsah	3
2	Představení autorky	4
3	Předmluva	5
4	Úvod	6
5	Přehled uveřejněných prací.....	7
6	Zhodnocení výsledků habilitační práce	22
6.1	Přínosy práce pro praxi.....	22
6.2	Přínosy práce pro rozvoj teorie.....	23
6.3	Přínosy pro rozvoj pedagogické činnosti.....	24
7	Literatura.....	25
8	Summary.....	29

Anna Putnová

Nastoupila na FP VUT v Brně v roce 1993. Od roku 1994 vyučuje podnikový management jako odborný asistent. V roce 1996 připravila a začala vyučovat nový předmět:

„ Společenský styk, rétorika a etika podnikání“, jehož obsah a strukturu sestavila. V roce 1997 dokončila studium MBA na Nottingham Business School. V roce 1999 se stala proděkankou pro zahraniční studia a doplňkovou činnost. Je koordinátorkou programu Socrates/Erasmus a PRIME (Professional International Management Network) na FP VUT.

V dubnu roku 2000 obhájila doktorandskou práci a získala titul PhD.

Vedla řešitelský tým dvou úspěšně ukončených projektů GAČR. Je členkou řešitelského týmu dalšího grantového projektu.

V roce 2002 se stala členem „týmu expertů“ Evropské ekonomické komise OSN.

Od roku 1999 je členkou výboru Společnosti pro etiku v ekonomii, členkou ARARE

(An Academic Response to Antisemitism and Racism in Europe) a zakládající členkou a čestnou předsedkyní Asociace podnikatelek a manažerek v Brně.

Publikuje v ekonomickém tisku a pravidelně vystupuje na mezinárodních konferencích EBEN (European Business Ethics Network).

3 PŘEDMLUVA

Předložená habilitační práce vychází ze Zákona o vysokých školách 11/1998 Sb. - §72 Habilitační řízení ods. 3. Předkládá „soubor uveřejněných vědeckých prací“ doplněných komentářem. Tato forma habilitační práce je v souladu s moderními trendy v habilitačním řízení.

Předložené práce vznikly v období od roku 2000 – 2002 a byly prezentovány na prestižních konferencích a ekonomických setkáních. Za všechny jmenujme 2. světový kongres International Society of Business, Economics and Ethics – Sao Paolo 2000, 14. ročník konference EBEN (European Business Ethics Network) Valencie 2001 nebo Evropskou ekonomickou komisi OSN v Ženevě 2002. Výsledky výzkumů se také staly součástí oficiálních materiálů např. Ministerstva financí ČR(etické kodexy).

Smyslem této práce je prokázat odbornou a vědeckou způsobilost předkladatelky.

Príspevky, ktoré jsou ve zkrácené podobě zahrnuty do tohoto spisu, spojuje téma podnikatelské etiky a mají v mnoha směrech širší pohled, související s evropskou integrací nebo je možno je také chápat jako příspěvek k této integraci. Proto dostaly souhrnný, zastřešující název:

Podnikatelská etika – výzva pro českou ekonomiku při vstupu do EU

Lze je rozdělit na 4 hlavní směry:

1. Podnikatelská etika v České republice na firemní úrovni, koncept dalšího vývoje
2. Podnikáním žen v ČR (jako aplikace normativní etiky „Feminist theory and the Ethics of Care“).
3. Nový metodologický přístup k výuce podnikatelské etiky
4. Metodologický příspěvek ke zjišťování úrovně podnikatelské etiky

Nezkrácená verze habilitační práce obsahuje komentáře, týkající se těchto 4 témat.

Výsledky a náměty, vplývající z těchto prací směřují jednak k rozšíření teorie podnikatelské etiky a nabízejí další možnosti zkvalitnění pedagogické práce v této oblasti.

4 ÚVOD

Motto:

„Mělo by být jasné: Přežití lidstva na této Zemi, ohrožené katastrofálním ekonomickým, sociálním, politickým a ekologickým vývojem jak v první, tak druhé polovině století, vyžaduje přinejmenším ex negativo světový étos. Diagnostikovat úpadek nám nepomůže. Bez morálky, bez obecně závazných etických norem, bez „globálního standardu“ se národy ocitají v nebezpečí, že se akumulací desetiletí neřešitelných problémů vmanévrují do krize, která nakonec může vést k národnímu kolapsu, tj. k hospodářskému zruinování, k sociálnímu rozkladu a k politické katastrofě.“

Hans Kung

Za kolébku podnikatelské etiky jako vědní disciplíny jsou považovány USA. Skandály ve zbrojním průmyslu v 70. a 80. letech byly popudem k systematickému a soustavnému zájmu o tuto oblast. Hovoříme tedy o nové, mezioborové disciplíně. Morální otázky byly vždy zastoupeny v ekonomickém životě a obchodních vztazích. Profesní etika v ekonomických aktivitách je však vázána na kapitalistické podnikání v začátcích minulého století.

Přestože podnikatelská etika (jako mezioborová disciplína) se rychle vyvíjí, není mezi ekonomy a podnikatelskou veřejností shoda ve významu a důležitosti etických principů v ekonomické činnosti. Světové události posledního roku, podnikání v rozvojových zemích, zvýšená informovanost veřejnosti, ale také fakt, že např. Amartya Sen, nositel Nobelovy ceny za ekonomii, je významným teoretikem podnikatelské etiky, posunují vnímání podnikatelské etiky do kategorie vážných ekonomických témat. Dnes už je společensky neúnosné pro ekonomy, ale také politiky či akademické funkcionáře, toto téma ignorovat nebo se mu dokonce posmívat.

Přesto podnikatelská etika čelí tu mírnějším tu ostřejším útokům, které ji charakterizují jako módní vlnu, konjunkturální záležitost. Přistoupíme - li na tuto diskusi, můžeme souhlasit s tím, že je to módní záležitost stejně jako např. globalizace.

Nikdy předtím totiž nestály ekonomické subjekty před odpovědností tak zásadní jako dnes. Stále častěji vystupuje do popředí potřeba etických standardů, které budou všeobecně akceptovány, usnadní a zpřehlední rozhodovací proces firmám i jednotlivcům.

Právem se očekává, že akademická sféra přispěje k formování teoretických východisek, která budou i návodem či měřítkem pro praktickou činnost firem. Podnikatelé a investoři vyžadují argumenty pro etické podnikání nejenom v rovině morální, ale i ekonomické. Z těchto důvodů se lze domnívat, že podnikatelská etika má před sebou ještě velký kus práce a její význam a popularita poroste.

5 PŘEHLED UVEŘEJNĚNÝCH PRACÍ

- I. Business ethics as seen by managers – ten years after the fall of communism.
Case Study from the Czech Republic - str. 8

- II. A Concept of Building Business Ethics in Post-Communist Countries
Case Study from the Czech big industry - str. 9

- III. Ethical Aspects of Small Business and its Position in Economy.
Wolf Against Sheep Or Partners? - str. 11

- IV. Czech women's entrepreneurship in the Czech Republic - str. 13

- V. To be or not to be fair? Play the game! - str. 18

- VI. Verification of empirical Research of Business Ethics - str. 20

I. BUSINESS ETHICS AS SEEN BY MANAGERS – TEN YEARS AFTER THE FALL OF COMMUNISM

Case Study from the Czech Republic

This research was supported by the Grant Agency of the Czech Republic, Grant n.402/98/1084

Second world Congress, Sao Paulo, July 19 –23, 2000.

Introduction

Ten years ago the Berlin wall crumbled down as did all the communist regimes in Central and Eastern Europe. This dramatic and basic political change opened up space for development towards democracy in these countries, which in turn brought about transitions from centrally planned to market economies. After ten years, it is time to look back and try to analyse the situation within our area of interest, that is, business ethics.

Czech Republic is a country in Central Europe with a population of ten million. Before the communist *coup d'état* in 1948, it had had a long industrial tradition. However by 1989, when the communist regime was removed, eighty-nine percent of all the property was owned by the state. This state-owned property was transferred into private hands in three different ways.

- by returning the property to the original owners,
- by direct sales to private individuals,
- in the so-called coupon privatization, by distributing coupons to the Czech citizens. The total value of the coupons was 5 million billion Czech Korunas or almost \$1.5 billion. These coupons could be used to buy shares in the newly established joint-stock companies.

The transfer of such huge volumes of property of course gave rise to a ruthless competition among the go-ahead managers who had sprung up being equipped for struggle of this type with various skills, contacts from the past or being urged by a strong desire to become rich. It seems to be very hard to find any other historical period where so many could so easily come by such fortunes in such a short time.

This era will be a great challenge for the research of economists, historians, sociologists, and experts in business ethics.

This paper aims to explore the situation in the industrial sector of the Czech economy from the point of view of business ethics. In our opinion, the sphere of production plays an important role. Businessmen create this business environment while being limited by it at the same time. Thus, they are both producers and consumers of business ethics as such.

Summary

This paper presents an inquiry into the perceptions of ethical behaviour within business of a sample of managers within Czech industrial companies.

They voice their opinions of the basic questions and issues from the point of view of both their companies and the national economy.

The economic transformation that was carried out after the fall of communism in the Eastern Europe had several aspects.

The first aspect was a political one, the so-called democratisation of political life, next the legal aspect. Here the transformation meant that the justice became independent of the [ins. ruling] ideology. The economic transformation itself meant a transfer of the state-owned property to private hands. All these system changes are already roughly defined and virtually completed. However, the moral transformation - the search for cultural behaviour patterns in the business sphere - started with a delay after the economic and legal change and my research shows that it is still being carried out at present.

We have asked the managers what problems that we are facing delete at present they consider being the biggest from the point of view of ethics in the economy. The research has shown that they are the payment discipline, lack of capital, and violations of contracts and agreements.

At the company level, the biggest ethical problems managers perceive are attempts at self-enrichment, insufficient co-operation between the owners and the managers, and low wages.

Our research also shows efforts to address these problems.

II. A Concept of Building Business Ethics in Post-Communist Countries

CASE STUDY FROM THE CZECH BIG INDUSTRY

14th Congress EBEN, Valencie, 12-14 September, 2001

Introduction

This paper should help explain the situation in post-communist countries. Using the results of our three-year research, we would like to show who is the bearer of ethical values and with what priorities. Steps will be outlined leading to cultivated business environment describing the changes involved.

Importance and position of industries in the Czech economy

1. Czech Republic is a country with a long tradition of industrial production. At present, the industrial production makes up more than 25% percent of the GDP. Large industrial enterprises are important because of the economic strength they represent and because they set an example for smaller economic entities in the Czech republic.

The industry structure has been changing in favour of mechanical and electrical engineering.

The present strongest industry, with a 25% proportion of value added by processing, is the production of machines, electrical and optical equipment and means of transport.

The companies with 250 and more employees make up almost 64 percent of the industrial production.

Position and values of Czech managers

The large industrial companies were formed by transforming the state-owned enterprises by virtue of the 1991 Joint-Stock Companies Act. This act provided a framework for privatisation. However, the coupon privatisation created a very complicated structure of owners. In key industries, the state remained the majority owner.

Thus, at the beginning of 1990's, the top managers of these companies were in a unique position. Due to the insufficient control by the owners (mostly the state), their powers were absolute.

Managers of Czech industrial companies became sort of gurus and celebrities, whose views and attitudes formed the public opinion.

It should be noted that this public opinion dramatically changed in the course of the 1990's the change being spurred by financial scandals. Some of the (formerly untouchable) Czech managers were indicted and punished. After the 1998 elections, the political scene changed, the Social Democratic Party becoming the leading political force. Uncompromising measures against economic crimes and an improvement of the Czech business environment were among that party's election promises. In April last year, the leading social democrats abandoned this project for lack of funding. At present they are trying to re-embark upon this programme, however, with much less publicity.

Conclusion

Building a system of business ethics in large Czech industries is important for several reasons.

These companies play the most important roles in the business sphere. Lack of respect to ownership is a legacy of the communist regime, which should be subdued by setting fixed institutional rules and by education.

The willingness of managers to participate in the cultivation of business environment should be taken advantage of and developed. Awareness and education in the area of business ethics require new vigorous impulses that can hardly be expected to come from the companies themselves. In this sense, universities could help educate future managers paving the way for corporate education in a broader sense of the word. The concept of strengthening the position of business ethics within big industries will require suitable legislation and personal commitment of managers.

In this sense, the integration of the Czech Republic into the EU is both a challenge and an obligation.

III. ETHICAL ASPECTS OF SMALL BUSINESS AND ITS POSITION IN ECONOMY

WOLF AGAINST SHEEP OR PARTNERS?

**The 2002 Small Business and Entrepreneurship Development Conference,
15-15 April, The University of Nottingham, UK
Abstract1**

This paper analyses the position of small companies and the experience they have had when dealing with large industrial enterprises. In many cases, their existence depends on such giants. The participation of the Czech small companies in the industrial production amounts to 12%.

It is clear that their existence is only made possible by large industrial complexes to which they can supply their goods and services. This is the reason why it is important to identify the relationships between large and small companies and analyse the behaviour patterns.

Background

The development of small and medium enterprises in the Czech Republic reflects the economic and political freedom attained at the beginning of 1990's. In the interwar period, Czechoslovakia was one of the most industrially advanced countries in Europe. Its democratic regime was a haven for many political refugees.

After the communist *coup d'état*, the democratic regime with all its basic institutions of civil law was disrupted and private property nationalised. Almost ninety percent of property was state-owned, which was unique even in the Eastern block (with the exception of Soviet Union of course).

After the changeover in 1989, free enterprise was reinstated. By that time, however, industries and services had been concentrated in large firms. This led many people to the decision to start their own full-time or part-time businesses with a trade licence.

In Brno, with its population of 400 000, about 60,000 trade licences were registered in mid 1990's. This means that almost every other person at the productive age was running his or her own business.

One of the factors that accounts for this absurd situation is of social and psychological nature – after all those years of bans put on free enterprise, there was a thirst for doing those things that, for two generations, could only be seen in old films. Another motivating factor was economic – to have one's own business next to being employed was one of the ways of improving one's living standard.

It was very easy to obtain a trade licence with only minimum red tape.

This resulted in a peculiar situation. Large enterprises with more than 1,000 employees account for 39.1%¹ of sales. At present there are 1,701,532 economic entities in CR that employ 0 to 24 persons, which is 80.2% of the total number of Czech economic entities.

Coexistence with large companies can be thought of as consisting of two parts:

1. It is a direct form of co-operation where large companies are customers of the small ones:
Their attitude is clear:

Large firms use their economic strength especially if they are sure that the small companies depend on them economically.

„They put excessive pressure on us (small companies) in an impersonal and dominant manner. Indirectly, they drive us to uneconomical investment “, said one of the owners.

2. Existence of large and small companies in the marketplace

„We have met with cases where large firms are given preferential treatment by the authorities due to their size and capital strength “ said one of the co-owners.

Large firms also prefer settling their debts first with large companies where the danger of being sued for not fulfilling their obligations is greater than with small companies where no such danger exists.

Another problem is the availability of bank credit which is worse with lengthier procedures being required from small companies than from the large ones.

What should be changed to improve business ethics in CR?

All the respondents were unanimous in their call for improved observance of obligations and contracts, combating economic corruption and improvement (acceleration) of the commercial courts' work. The state authorities should be able to make sure that the same set of rules is binding upon all economic entities regardless of their size. In one of the firms, improved loyalty and reliability of its employees was mentioned as the key problem.

Results declared by large firms

The interest was focussed on their attitudes towards their internal problems that they could deal with. ² One of the options they have is introducing an ethical code to initiate a "recovery". In our inquiry, 17% of the managers responded that they had worked out an ethical code and almost half (47%) of those that had not were considering doing this.

A firm willingness was felt on their part to co-operate on projects that address these issues. More than three quarters of the respondents (77%) expressed this willingness and only 5% declined to co-operate. This is a great shift in the attitudes towards business ethics of our managers. Three years ago this question would have elicited an amused smile or embarrassment.

78% of the managers declared that they viewed business ethics as part of the company's policy while 62% admitted that non-observance of the rules had caused serious damage to their firm. Eighty-six percent of the managers even believe that disregard for such rules could bring their firm into real danger.

The managers showed a considerable dissatisfaction with the present situation - more than one third (34%) marked it as bad and 29% even considered it as very bad.(Putnová.)^{2,3}
These bare figures testify to their inability to deal with the situation from their position at the company level. This has also been corroborated by the results of our analysis.

Conclusion

The outcomes of the investigation of relations between large and small companies in the Czech marketplace clearly suggest that the position of small entities is decidedly unequal. Even if the managers of large companies are also not satisfied with the payment discipline and observance of contracts, it is these large companies that dictate the rules of the game.

Empirical investigations have shown that an overwhelming majority of the managers of large enterprises tend to view business ethics as part of the company policy. However, in applying this view to their relationships with smaller companies, they are less strict. This inconsistency need not necessarily imply that the managers are hypocrites; this may also mean that their viewing and applying of ethical principles is simply different for different management levels.⁴

It is obvious that the uneven conditions are tolerated on the part of state authorities, which does not make the situation any clearer, as the results of this research show, by giving the economically strong entities preferential treatment.

Further research of such relationships would be desirable and they should be closer monitored and evaluated.

IV. Czech women's entrepreneurship in the Czech Republic

Economic Commission for Europe, United Nations, Geneva 12, 15 February, 2002

Basic Facts on the Czech Republic

The Czech Republic is situated in Central Europe, with an area of 78,864 square kilometres and population of 10.4 million.

The president of the Czech Republic is Mr Václav Havel with the current government being presided by Mr Miloš Zeman, Mr Václav Klaus as chairman of the Chamber of deputies, the lower house of the parliament, and Mr Petr Pithart as chairman of the Senate, the upper house of the parliament. The capital of the Czech Republic is Prague. The Czech Republic is a member state of the United Nations, the Council of Europe, NATO, WTO, OECD and an associated EU member.

Currency - Czech Koruna (CZK), 1 EUR = 34,083 CZK (average in 2001)

Gross Domestic Product - CZK 1 556 mld. CZK (first three quarters of 2001)

Inflation Rate - 4,7 % (average in 2001)

Average Monthly Nominal Wage – 14 847 CZK (November 2001)

Gross External Debt - 119 mld CZK (end of 2001)

Rate of Unemployment - 8,9 % (January 2002)

(Source: Czech Statistical Office)

Situation in the legal and institutional sphere from the women's point of view

The Czech Republic can undoubtedly be counted among countries with a developed legal system, which, even in the past, provided sufficient support at the most general level for the implementation of equal position of men and women. Women's suffrage has existed in the Czech Republic since 1920.

However, the practical implementation has been lagging behind for years leading to a feeling of helplessness against being mistreated when looking for a job or being employed. Two thirds of women do not believe that they would be successful if they sued and almost half of them has no idea about the legal basis for equal opportunities of men and women. Statistical figures show that the pay Czech women receive is lower by 28% than that of men.

The Czech legislation and civil administration faces a difficult task of incorporating the EU standards concerning equal-opportunities in the Czech legal system and the life of institutions.

So what has already been achieved ?

Labour Code and related regulations

Due to law no. 155/2000, which came into effect on 1st January 2001, a number of regulations have been amended to stipulate that employers are obliged to ensure equal treatment of all the employees as regards their working conditions including compensation for their work, their professional education, and opportunities to advance to higher positions. Any discrimination of employees whatsoever is strictly forbidden for well-known reasons. This ban also includes such acts on the employer's part that discriminate through their consequences rather than directly. It is unlawful to disrespect human dignity, which also includes undesirable sexual conduct in the workplace seen as unwelcome, unfit or defamatory. An employee has a right to demand a remedial action if the equal-treatment principle has been violated. The new measures also include the introduction of parental leave, which supersedes the former maternal leave. As yet, no one has found, and in the near future probably will not find, a solution to the problem of discrimination of businesswomen asking for loans or other services in the private sector.

Organisational and institutional level

There is a governmental programme that comprises a whole range of measures, reflections and continuing tasks for all the government members, particularly for the Ministry of Labour and Social Affairs. There, a special department has been established to deal with equal opportunities of men and women. Experts from the Institute of State and Law as well as other institutes of science and law have been invited to investigate these issues. On the other hand, in the sphere of civic associations, public administration, and universities, meetings, debates, and conferences are organized and projects are supported where the preparedness of the Czech women to take advantage of the equal opportunities offered is appraised from different angles, or direct help is offered to start businesses.

Position of women in the labour market

In order to get a better view of the situation it should be noted that, until 1989, the Czech Republic had been ruled by a communist regime with all the characteristics of a totalitarian system. The right to work was incorporated in the then political system and so 90% of women were employed full-time. In 1990 a democratisation of life and transformation of economy was started. The decade should be viewed as two separate periods:

The first half of the 1990's:

In view of our interest, it should be noted that those who received the most benefit of the transformation from planned to market economy were men.

It was they who started most of the businesses because they had been in the management of the former state-owned companies with at least some sort of experience in managing private companies. At that time, men, who in the socialist Czechoslovakia were appointed to an overwhelming majority of managerial positions, simply had far more experience, information, and business contacts. These were the main reasons why Czech women could win no recognition in the first years of the new democratic society.

However, there was, and still is, a huge potential. Ninety percent of all Czech women were employed before 1990, which was a situation unique in Europe.

„The Czech model of an employed woman with no carrier ambitions is the most successful model of all times in terms of the male and female role complementarity in the family and household. It imposes the responsibility of earning money for the family both to husband and wife. It strengthens the inequality in the division of labour in favour of the husband both at home and in public. Thus women work at a maximum without rivalling men.“⁴

The second half of the 1990's:

In the today's Czech Republic, we are witnessing strong emancipation tendencies with women striving to find their own work and social identity. This aspiration of women for self-fulfilment obviously must have been reflected in the business and economic sphere in this country, as the outcomes of our research further show.

Different aspects of the situation of Czech women active in business sphere:

In the Czech Republic, due to the communist regime, the women's liberation movement was not captured, analysed, and evaluated. Statistical figures again provide a picture that is not in favour of women:

During the 1990's, the policy of equal opportunities was neglected in Czech society and no discussion took place even on the basic types of equalities.

For example, an overwhelming majority of women (63%) in our investigation would not sue their employer after being discriminated as a woman. This clearly indicates lack of faith in finding support in society for equal rights of men and women as well as some mistrust in the Czech courts.

In the Czech Republic no support exists as yet for

- Women's professional careers

- Social differentiation of women and promotion of women to managerial positions
- Differentiation of men's and women's professions
- Just redistribution of professional and family roles between career-oriented parents 4. Entrepreneurial activities of women in the Czech Republic

Table 2: Number of women and men entrepreneurs	
Men	498 100
Women	192 400
Total	690 500

sources: Czech Statistic Office 2000/9

Outlook for women in the Czech Republic

Our research, which was conducted at the Faculty of Business and Management indicates a huge potential and preparedness of Czech women to take advantage of the job opportunities. Czech women are "still in the doorway" but a huge potential is forming among them. The fact that, in the past, Czech women managed to do all the household chores while being full-time employed, which required maximum workload, should be a good enough reason for expecting them to be equally efficient in the business sphere.

The table below shows the percentage of women who became successful in top management positions.

We used the CZECH TOP 100 as a list of companies, in the Registry of Companies valid as of 1st January 2002, went through the statutory bodies of all these 100 companies to see how many women were on the boards of directors and supervisory boards and set up the following Top 100 statistic

FIELD	NUMBER OF POSITIONS	NUMBER OF WOMEN	%
ACTIVITIES RELATED TO FINANCIAL MARKET	27	0	0.00
MINING	65	5	7.69
TRANSPORT	33	4	12.12
WOOD-PROCESSING, PAPER AND PRINTING INDUSTRIES	40	2	5.00
ELECTRICAL ENGINEERING AND ELECTRONICS	17	1	5.88
POWER ENGINEERING	91	10	10.99
METALLURGY AND METAL PROCESSING	51	6	11.76
CHEMICAL, PHARMACEUTICAL AND RUBBER INDUSTRIES	52	2	3.85
INFORMATION TECHNOLOGIES AND SYSTEMS	12	4	33.33
COMMERCE	29	2	6.90
OTHER PROCESSING INDUSTRIES	19	6	31.58
FINANCE AND INSURANCE	70	3	4.29
FOOD PROCESSING AND TOBACCO INDUSTRIES	25	3	12.00
GLASS, CERAMICS AND BUILDING MATERIALS	41	3	7.32
SERVICES	24	2	8.33
CONSTRUCTION	22	1	4.55
MECHANICAL ENGINEERING	53	2	30.77
TELECOMMUNICATIONS AND POSTAL SERVICES	36	0	0.00
TEXTILE, CLOTHING, AND LEATHER MANUFACTURE	41	6	14.63
AGRICULTURE AND WOOD EXPLOITATION	34	5	14.71

The position of Czech women in politics is also worth mentioning.

The current social democratic government has no female minister. This is the first government since 1990 with no women among its ministers

The representation of women in top politics (the Parliament and the Senate) amounts to 14%. In the regional political bodies their participation is 20%. Six percent of mayors are women. The public opinion polls in 1999 showed that the public would welcome more participation of women particularly in social and environmental areas.

Self-fulfilment of women through their careers changes not only the life of women and their families, but also the life of society. The degree of women's involvement in business is a barometer of the democratic life of the country. The first generation of the Czech women entrepreneurs can offer their maximum commitment. Their activities are admirable and significant in that they create and positively influence the so-called role. They demonstrate that this can be made.

V. TO BE OR NOT TO BE FAIR ? PLAY THE GAME!

Anna Putnová, Miroslav Dohnal

Research Conference EBEN, Lyon June 16,17,2000

Abstract

Key words:

Students, managers, decision making, moral values, self-realisation, corruption, foul behaviour, misuse of power.

There are several ways of teaching and training business ethics at universities and other schools. Those are mostly passive and straightly laid with no possible modifications to customise the lecture for the students. There is a new innovative method to adopt ethics as principle of doing business today.

The basic idea is built around the real life simulation and decision making. There is a deck of cards. Every card means complicated ethical decision for the opponent. Decision of each player is positively or negatively affecting all the players. This is generating a whole new environment where the sympathies and empathy play major role. Players can also test the “what happens if” strategy, which is impossible in real life. Players who play the card game are actually creating the simulation. This simulation can be later analysed for greater understanding of hidden laws of ethics and relationships. The simulation is basically consisting of most situations, which can happen, condensed into a game.

Advantages of this game:

All players actively involving.

Confrontation of own ideas and visions with other players.

Braking the common behaviour patterns.

Discussion which is helping to understand ethical principles deeper.

Low implementation cost.
Interactive way of training.
Helps to a self-recognition of players.

Outcomes:

Explores modern way of teaching without mentoring.
Showing the need of culturing the business ethics.

Introduction

Business ethics is very important feature of the modern society. Now days the information technology and Internet is used stripping personal contact in business communication. Lot of human emotions, affections and wickedness can be and mostly is hidden in high speed cables of information technologies.

Business ethics

Business ethic of the society is affecting us and we are creating the society. Directly affected are people actively involved in business making. Indirectly are affected all, because every one is customer every other time. Most owns stocks and all of us are paying taxes. It is evident that we are all contributing to our surrounding and we are consumers in the same time.

Post-Communitic ethics handicap

Countries where the society was freely evolving, the dilemma of wealth / responsibility was inherited and evolved from generation to generation. Behavior changes are not major and society can adjust to process of evolution. Every violation of ethics border is well noticeable in ethically behaving society. This process is establishing the thin line between good and bad behavior.

Post-communitic countries, whose ethical evolution was violently interrupted, have major problem of finding that border. The person's behavior was released to what appeared to be endless space. It is difficult to find any ethical borders when there is no majority, but nearly homogenous distribution of behavior.

So modification of last generations ethic to accommodate IT is only moderate and sustainable.

Ethical education in Czech Republic

From the year 1995 Business Ethics is trained on Faculty of Business and Management as a full-value subject. Launch of this subject was inspired by similar behaviour in well developed foreign countries where the need was identified.

Methods of Business Ethics training

Business Ethics is a subject, which is very difficult to teach. The mix of theory and case studies are used to educate the students. The theory is rather vague, because of the definition nature. And the case studies are very straightforward. It is very easy to differentiate good and

bad decision in the case study. But in the real life even some very primitive decisions can get complicated by the unpredictable circumstances.

Business ethics card game

Card game was developed to get the students involved in the ethical problems. This educational strategy enables students to see how they would behave in real life situations. The game consists of most of the possible real life situations condensed into 45-minute game. The game is designed so that students pulled into the game, emotions grows and it is hard to stay ethical and bias. Real life simulation using this game.

Sympathies and antipathies are building between the players, emotional links are established as in the real life in company situations. Supervisor is directing the game, acting as a god delivering the destiny to the players. Moves, decisions of the players are recorded for the after game analysis.

Conclusion

The ethical card game when played is very helpful when educating business ethics. We believe that this methodology of teaching business ethics could be enrichment not only for students but can develop teaching methods in this branch.

Electronic version would add more control to the game and ease the final analysis.

VI. VERIFICATION OF EMPIRICAL RESEARCH OF BUSINESS ETHICS

PUTNOVÁ ANNA, HAVLÍK RUDOLF

GBATA Conference, June 25-29, 2002, Rome Italy

INTRODUCTION

Economic globalisation, which we are facing and in which we are participating, becomes increasingly an ethical rather than an economic issue. Never before did economic entities face such responsibility as today. Unfortunately, the academic sphere is not yet sufficiently prepared to deal with the problems that globalisation brings. It is not only the basic question of what is the ultimate sense of business activities as such that remains unanswered, but so do other far more specific and particular questions.

Nevertheless, business ethics is still referred to with increasing frequency as a criterion of success of corporations. However, even if business ethics as such is taken for a criterion, there are different interpretations of this notion depending on the geographic position, economic and sociological aspects and the time in which such an interpretation takes place.

Apart from these differences related to the content, there is another problematic area - measurability. Any comparison of companies or evaluation of the overall business climate must necessarily refer to the results achieved or to the experience of other companies or countries. Thus defining standards at each level of ethics is obstructed by the yet non-unified criteria, which cannot be taken as standards binding upon the business.

When comparing in the area of business ethics, secondary resources are usually used. However, primary data obtained directly from empirical research are far more convincing if the actual business ethics standard is to be determined. This takes us into a very sensitive area of questionnaire enquiries. It is clear that asking a person directly about his or her observance of ethical rules or the importance he or she attributes to the ethics of his or her decisions means prying into that person's conscience. This gives arguments to sceptics, who question this method as biased. This paper is testing the classical empirical enquiries in business ethics by using new technologies.

Summary and discussion of the outcomes

Based on these comparisons, it can be concluded that our hypothesis that, if particularly addressed, the respondents are induced to give evidence more favourable for themselves than in the case of an entirely anonymous enquiry has not been proved.

Really gratifying is the number of people that were willing to complete the questionnaire and give serious thoughts to the question of moral principles in business. In the appendix, a sample of answers is included. The Internet has proved to be a suitable medium for opinion polls.

In the preceding chapter, we refuted our hypothesis. The differences in the percentage may be attributed to a broader spectrum of respondents and to the time difference between enquiries. It may be argued that only those people were asked who deal with such questions and thus belong to the part of the population that is guided by the ethical principle. This objection may be countered by the fact that there were still 3% of the respondents that had entirely rejected ethical principles in business and 12% of them responded that they rather did not observe such principles. Still they completed the questionnaire properly and supplied their opinions. We believe that this research gives us the right to claim the following:

Primary data obtained in quantitative research have their irreplaceable value for determining the business ethics standard. Empirical research is a way of obtaining such data. If bias is to be eliminated, anonymous sensitive approach is required.

It is gratifying that during such a short period, that is, from 29th October 2001 to 10th January 2002 we could find so many respondents who were willing to devote their time and, in some cases, their written answers told more than expected. It is a challenge for educating institutions to provide training for company employees at all management levels and to promote such issues. It may also be a challenge for the Czech economic press to publish more articles dealing with questions of business ethics. From our own experience, we are certain that they would be rewarded by the readers.

6 ZHODNOCENÍ VÝSLEDKŮ HABILITAČNÍ PRÁCE, JEJÍCH PŘÍNOSŮ

Ekonomika je hodnocena makroekonomickými ukazateli, které jsou však ovlivňovány řadou faktorů. Patří mezi ně nepochybně podnikatelské klima země, běžné praktiky v obchodním styku, praktiky managementu, obchodní právo a jeho vymahatelnost. Nelze přesně vyčíslit nakolik se tyto aspekty podílejí na prosperitě země. Zanedbání, podceňování nebo pohrdání těmito faktory může vést k velkým ekonomickým ztrátám, projevujícím se např. v nedůvěře investorů, ale i občanů v ekonomickou stabilitu země.

Domníváme se, že má smysl a význam zabývat se jednotlivými faktory a poukazovat na souvislosti v širším, než národním měřítku. Takto byly také koncipovány jednotlivé příspěvky, které práce uvádí.

Zhodnocení výsledků budeme sledovat z několika hledisek:

- Přínosy práce pro praxi
- Přínosy pro rozvoj teorie Přínosy pro rozvoj pedagogické činnosti

6.1 Přínosy práce pro praxi

Za hlavní přínosy považujeme:

- Zjištění názorů manažerů na situaci v podnikatelské etice

Považujeme za důležité klást otázky, týkající se těchto témat lidem, kteří mají rozhodující pravomoci i odpovědnost za vedení firem. Otevření těchto témat a zjišťování současného stavu má hodnotu historicko – dokumentární a je současně analýzou, umožňující navrhnout koncepty kultivace podnikatelské etiky.

Tato analýza ukázala, že manažeři velkých firem jsou si vědomi významu podnikatelské etiky v obchodní praxi. Deklarovali nespokojenost se současnou situací. Přesto je málo pozornosti věnováno vzdělávání v této oblasti. Jejich ochota ke spolupráci ovšem je dobrým východiskem pro další práci na tomto poli. Výzkum ukázal dobré zkušenosti se zahraničními partnery, ale také poněkud velká (nereálná) očekávání spojená se vstupem do EU.

- Návrh konkrétní kroků, které mohou přispět ke kultivaci BE
Patří mezi ně aplikace ISO norem, nikoli jako substitute programu etické kultivace (v zahraničí nazývaná Business Ethics Policy), ale jako synergický efekt působení ve firmách.

Další oblastí je vzdělávání, v otázkách podnikatelské etiky značně podceňované a fungující de facto pouze na vysokých ekonomických školách.

Přímé zahraniční investice (nejvyšší na v postkomunistickém bloku, vyjádřené USD/obyvatele) přinášejí prostřednictvím zahraničního managementu nové formy řízení a nabízejí srovnání českým firmám. Prolamuje se izolovanost a české společnosti a řídicích pracovníků.

Výsledky výzkumů sloužily jako podklad pro odborné články v ekonomickém tisku i popularizaci v časopisech. Domníváme se, že větší informovanost může

pomoci formovat veřejné mínění. Jedná se o významnou, normotvornou složku podnikatelské etiky.

- Rozpor mezi deklarací top managementu a chováním vůči malým firmám
Přestože se manažeři velkých firem přihlásili k dodržování základních principů podnikatelské etiky, podle našeho výzkumu velké firmy využívají své pozice síly vůči menším ekonomickým subjektům v obchodním styku.
- Neuspokojivý vztah zástupců státní správy k malým firmám
Zástupci státní správy přistupují k malým firmám jinak než k velkým subjektům. Považujeme to za porušování pravidla rovných příležitostí v podnikání.
- Pozice žen v podnikatelské sféře se neliší od pozice žen v EU

České ženy v podnikatelské sféře nemají z hlediska legislativy žádné překážky pro vstup do samostatných ekonomických aktivit. Nejsou ovšem dostatečně informovány o podporách a možnostech, které se nabízejí. Současně by potřebovaly vyšší míru manažerského vzdělání.

6.2 Přínosy práce pro rozvoj teorie

Za podstatné přínosy považujeme:

- Identifikace současného stavu podnikatelské etiky v českém prostředí.
Jedná se jednak o empirický výzkum a současně o analýzu hodnot manažerů a sledování jejich vývoje v průběhu devadesátých let jako podstatné východisko pro zlepšení situace.
- Zkoumání vztahu vlastnictví a odpovědnosti manažerů v ČR
Na pozadí historického vývoje České republiky jsme ukázali, jak se vyvíjela odpovědnost manažerů vůči svěřenému majetku. Poukázali jsme na kontinuitu vývoje odpovědnosti v období transformace a na obtížné hledání přiměřené pozice českých manažerů.
- Ověření metodických postupů pro získávání primárních údajů
Na základě našeho výzkumu jsme došli k závěru, že podnikatelskou etiku je možno kvantitativním výzkumem zjišťovat, přestože se jedná o citlivou záležitost. Podmínkou těchto výzkumů je zajištění minimální míry anonymity respondentů.
- „Etika péče“ a její pozice v českém managementu
Etika péče se stala tématem předních teoretiků. V českém managementu se zatím neprosazuje. Sledováním čistě ekonomických ukazatelů v managementu se oslabují takové prvky v řízení, jako posilování důvěry nebo empatie. Přitom jsou to aspekty, které přispívají ve firmě k loajalitě a motivaci zaměstnanců.

6.3 Přínosy pro rozvoj pedagogické činnosti

Výsledky výzkumů tvoří součást výuky v předmětu: „Společenský styk, rétorika a etika podnikání.“ V posledních pěti letech vedla autorka diplomní práce, orientované na podnikatelskou etiku ve službách, bankovníctví, vytváření etického kodexu pro konkrétní firmu a zjišťování zájmu o etický audit v českém prostředí.

Na Fakultě podnikatelské byly také úspěšně obhájeny dvě diplomní práce, zabývající se otázkou postavení žen na českém pracovním trhu. Chápeme to jako příspěvek k otázkám rovných příležitostí ve vztahu : muži – ženy.

Diplomní práce s touto tematikou budou i nadále na Fakultě podnikatelské zadávány.

Vytvoření etické hry pomohlo zatraktivnit výuku tohoto předmětu. Tato hra ukazuje na souvislosti, které podnikatelská etika (respektive její nedodržování) vytváří. Umožňuje všem studentům studijní skupiny vytvořit několik (2 –3) hrajících skupin a tudíž všechny studenty zapojí do aktivity. Studenti se nenásilnou formou seznamují s reálnými problémy a učí se hledat řešení.

7 LITERATURA

Tento přehled obsahuje převzatou literaturu z nezkrácené verze habilitační práce.

Bauchampt,T.,E., Bowie,N.,E., *Ethical theory and business* 5th ed., Prentice Hall, Inc. 1997.

Bohatá,M.: Diskusní materiály. *Etika a ekonomika* - sborník ze semináře, CERGE – NHÚ, diskusní materiál č. 29, únor 1994.

Bohatá,M.:*Etika, ekonomie a etický přístup v teorii firmy*. CERGE - NHÚ, Diskusní materiál, č.70, květen 1995.

Bowie,N.,E., Constructing the Universal Norms of International Business. *Submitted to Social Issues in Management*. 2001.

Burton,S., et al., An Experimental Assessment of Alternative Teaching Approaches for Introducing Business Ethics to Undergraduate Students, *Journal of Business Ethics*10, 507–517, 1991.

Cochran,P.,L Deriving Ethical Principles from Theories of the Firm,in F.Neil Brady (ed.)*Ethical Universals in International Business*. Springer-Verlag, ISBN 3 540 61588 1 , str. 197 –211, Berlin. 1996.

Dohnal,M.,Putnová,A.,*Quantitative Description of Banking Prudence and their Incorporation into Models of Complex Macroeconomic Systems*. EBEN Research Conference: From words to deeds. Lyon, June 16th-17th, Conference Proceedings, 2000.

Dollar,D., Fisman,R.,Gatti,R.: Are women really the „fairer sex“? Corruption and women in government. Development Research Group, The World Bank. *Journal of Economic Behavior and Organization*. Vo.46 (2001) 423-429), 2001.

Donaldson,T., *The Ethics of International Business*. Oxford University Press. 1989.

Etzioni,A.: *Morální dimenze ekonomiky*. Praha:Victoria Publishing, 243s, 1995.

Friedman,M., The social responsibility of Business is to increase its Profit. *New York Time Magazine* 9, 1970.

Goodpaster,K., Business Ethics and Stakeholder Analysis, *Business Ethics Quartely*, č.1, 1991.

Hála,J., Rovnoprávnost žen: běh na delší trať. *Personál* č.2, roč.8, str. 14, 2002.

Havlík,R., Modelování podnikatelské etiky s využitím fuzzy logiky. Diplomní práce, FP VUT v Brně, 2002.

Kohleberg,L.: *The philosophy of Moral Development*. New York 1981.

Kreikebaum,H., Business Ethics and management, in Koslowski, P. (ed.) *Contemporary Economics and Business Ethics*. Springer-Verlag, Berlin, ISBN 3 540 66665 6. str.210-228, 2000.

- Kučerová, H., *Ženy v podnikatelské sféře v ČR a srovnání s EU*. Diplomní práce FP VU v Brně. 2002.
- Kung, H., *Světový étos projek*, Archa, Zlín, 1992.
- Loeb, S., E., Ostas, D., T., A business Ethics Experimental Learning Module: The Maryland Business School Experience. *Teaching Business Ethics*, 1:21-32, Kluwer Academic Publisher, 1997.
- Mlčoch, L., *Ekonomická transformace jako morální problém*. Etika a ekonomika-sborník ze semináře, CERGE - NHÚ, diskusní materiál č. 29, únor 1994.
- Mlčoch, L., *Zastřená vize ekonomické transformace*, Praha: Karolinum, 1997
- Mlčoch, L. Czech Privatization - Penalties for the Speed. A Criticism of Radical Liberalism, in Koslowski, P. (ed.) *Business Ethics in Central and Eastern Europe*, Springer Verlag, 1997.
- Mlčoch, L., Česká společnost na přelomu tisíciletí. In Konference: Institucionalizace /ne/odpovědnosti: globální svě, evropská integrace a české zájmy." UK, FSV, 2000.
- Němcová, L., 1994: *Podnikatelská etika ve výchově*. Etika a ekonomika-sborník ze semináře, CERGE - NHÚ, diskusní materiál č. 29, únor 1994.
- Němcová, L., Actual Problems of Ethical Business for Small Entrepreneurs in Czechoslovakia. *In Business Ethics in Progress?* Springer-Verlag Berlin., ISBN 3 540 577580, str. 112 – 117, 1994.
- Petrick J.A., Wagley R.A., Enhancing the responsible strategic management of organizations, *Journal of Management Development*, Vol.11, No.4, p.57-72, 1992.
- Pruzan P., From control to values-based management, in S.K.Chakraborty, S.R. Chytterjee (ed.) *Applied Ethics in Management*. Springer-Verlag, ISBN 3 540 65724 X, str.254-280, 1999.
- Putnová, A., *Business Ethics--an Integral Part of Education of Future Businessmen* Universidad de Navarra, Barcelona, 7th EBEN research meeting, April 1995.
- Putnová, A., *Adopting Business Ethics to the Family of Businessman*, Mezinárodní konference „Transformace, stabilizace, růst“, Ekonom.- správní fakulta, MU Brno, květen 1995.
- Putnová, A., *Questions of Business Ethics in the machinery industry in the period of economic transformation*. 10th Annual Conference EBEN „How to make Business Ethics Operational – Creating Effective Alliance, září 10 –12, Praha, 1997.
- Putnová, A., *Business Ethics and Ethicette as Part of Manager Education*. Universities at Preparing Economists to enter the European Union. Masarykova Universita Brno. Conference Proceedings 239 –242. ISBN 80 210 1882 8, 1998.
- Putnová, A., *Application of Kohlberg's Theory to the Development of Czech Engineering Regional Potentials in an Integrating Europe*, International Conference 18th – 21st September 1999, University of the Basque Country, Spain. Bilbao, www.regional-studies-assoc.ac.uk. ISBN 1 897721 11 0 , 1999.

- Putnová,A. a kol: *Etika jako faktor úspěšného začlenění ČR do evropských struktur*. Dílčí závěrečná zpráva GA ČR, GA ČR - 1084, 1999.
- Putnová, A., Dohnal, M., *Generating All Possible Scenarios of the Development of Business Ethics by the Methods of Common Sense and Theoretical Discussion*. Conference Ethics in the information Age, Jerusalem, June 1999.
- Putnová, A., Dohnal, M., *To be or not to be fair? Play the game!* EBEN Research Conference: From words to deeds. Lyon, June 16th-17th, Conference Proceedings 2000.
- Putnová,A., Slobodník ,R., *Výuka podnikatelské etiky v Čechách*. Konference RUFIS. VUT Brno. Sborník příspěvků, Str.125 – 129. ISBN 80 214 1671 8, 1999.
- Putnová, A., *Etika podnikání v průmyslové oblasti v České republice v transformačním období*. Disertační práce, FP VUT v Brně, 2000.
- Putnová, A., a kol., *Etika podnikání jako faktor úspěšného začlenění ČR do EU*. Závěrečná zpráva GAČR. A řešení grantového projektuč. 402/98/1084. 2000 .
- Putnová,A. *Is the end of the century coming, as well as the end of Business Ethics in the Czech Republic?* Conference Transformation of CEEC Economies to EU Standards. University of Trento, Conference Proceedings 59 – 63. ISBN 80 6510 00-X, 2000.
- Putnová,A., *Výuka podnikatelské etiky na vysokých školách – případová studie FP VUT v Brně*. Mezinárodní vědecká konference: Tvůrčí odkaz Tomáše Bati a současné podnikatelské metody, Sborník referátů 279-288. ISBN 80 02 01424 3, Zlín16-18.května, 2001.
- Putnová,A., Rašticová,M., Spáčilová,D., *Encouraging Women's Independence in post-Communist transition – Barriers Hindering Czech Women from Starting Business Activities and from Their Self-realization*. UIC Research Symposium on Marketing and Entrepreneurship. The George Washington University, Washington D.C..August 10-12, 2001.
- Putnová,A., *A Concept of Building Business Ethics in Post-Communist Countries Case Study from the Czech big Industry*. 14th Conference of EBEN: Business Ethics in the Inforamtion and Communication Society. Valencie, Spain, September 12-14, 2001.
- Putnová, A., *Czech women's entrepreneurship*. Economic Commision for Europe, Geneva 12,15 February, 2002.
- Putnová,A., *Je podnikatelská etika neuralgickým bodem českých firem?* Konference etika v podnikání, Parlament České republiky, Sborník dokumentů str.17-19, Praha 19.2.2002.
- Putnová,A., *Ethical Aspects of Small Business and its Position in Economy. Wolf Against Sheep Or Partners?* Small Business and Entrepreneurship Development Conference, The University of Nottingham, UK, Conference Proceedings, 366-373, ISBN 1 8 72677 40 1 15-1, April, 2002.
- Putnová,A., Havlík,R.,*Verification of empirical research of business ethics*. Global Business and Technology Association Conference. Roma 25-29, June, 2002.
- Rolný,I.: *Etika a podniková strategie*. Nakladatelství Albert Boskovice, 1998, 128 str.

Sacconi,L., Ethics, *Corporate Culture and Economic Modelling*, in Koslowski, P. (ed.) Contemporary Economic Ethics and Business Ethics. Springer Verlag Berlin, 2000. ISBN 3 540 66665 6 , str.80-114.

Seknička,P., Bohatá,M., Šemerá,M., *Úvod do hospodářské etiky*, CODEX Bohemia, Praha, 192 str.,1997.

Sexty,W.,R., Teaching Business Ethics in Transitional Economies: Avoiding Ethical Missionary. *Journal of Business Ethics* 17: 1311-1317. Kluwer Academic Publisher 1998.

Shepard,J.,M.,Goldsby,M.,G.,and GerdeV.,W.: Teaching Business Ethics through Literature. *Teaching Business Ethics*,1: 33-51, Kluwer Academic Publisher,1997.

Steinmann,H.,Lóhr,A.,*Základy podnikové etiky*, Praha:Victoria Publishig, 133str., ISBN 80-85865-56-4, 1995.

Sternbwerg,Elaine, *Just business*, Brown and Company, London 1994.

Šiklová,J., Morální rozměr ekonomické transformace. *Respekt č. 13*, str.2, Respekt 1996.

Šroněk,I., *Etika a eikta v podnikání*. Praha, Management Press, 212 s., ISBN 80 85603 94 2, 1995.

Šujan,I., Šujanová,M, *The macroeconomic situation in the Czech Republic*. Working Paper, CERGE – EI, Prague, April 1994.

Yokohama, Yokohama Expert Group Meetings Report on Women Entrepreneurs in Suitable Economic Development. UNIDO. ISBN X2 1054 627, 2000.

Zsolnai,L., Business Ethics in management Science, in Koslowski, P. (ed.) *Contemporary Economics and Business Ethics*. Springer-Verlag, Berlin. 2000, ISBN 3 540 66665 6. str. 95-109

Internetové zdroje:

<http://www.euroskop.cz>

<http://www.europa.eu.int>

<http://www.vivaetika.org>

<http://www.czso.cz/hodnocni>

http://www.fsv.cuni.cz/cpl250/veda/konf_

www.cnb.cz/

www.mpsv.cz

**Tato práce byla převzata do sborníku: Business Ethics: Word Tendencies and Actualities in postsocialist Countries. Dalykine etika. Kaunas 2001. ISBN 9955 03 094 1*

8 SUMMARY

The presented habilitation thesis is based on Paragraph 3 of Section 72 of the University Act no. 11/1998 Coll. A „set of published research papers“ is presented and accompanied by comments. This form of habilitation thesis is in conformance with the modern trends in the habilitation procedure.

The papers presented were written in the years 2000 to 2002 and presented at prestigious conferences and economic meetings such as the second congress of the International Society of Business, Economics and Ethics held in Sao Paolo in 2000, the 2001 European Business Ethics Network conference in Valencia, and the 2002 UN European Economic Committee in Geneva to name just a few. The outcomes of the research have become part of official materials such as those of the Ministry of Finance of the Czech Republic (ethical codes).

This thesis should prove the author's professional and scientific ability.

Although it is business ethics that is the common theme of all the papers included in the thesis, in many aspects their scope is much broader as related to European integration. The papers might also be viewed as a contribution to such integration. This is the reason why they are presented under the summarizing title:

Business Ethics – A Challenge For the Czech Economy At the Time of Its Accession to EU

According to their subjects, they may be divided into four groups:

1. Business ethics in the Czech Republic at the corporate level, concepts of its further development
2. Czech women in business (as an application of the normative ethics "Feminist theory and the Ethics of Care")
3. New methodological approach to teaching business ethics
4. Methodological contribution to determining the business ethics standard

The comments are concerned with four themes. The outcomes of these papers and the suggestions they contain aim to enhance the theory of business ethics offering further possibilities of improving the teaching methods in this field.