Business Ethics in Theory and Practice
Contributions from Asia and New Zealand

Edited by

PATRICIA H. WERHANE
Darden Graduate School of Business Administration,
University of Virginia, U.S.A.

and

ALAN E. SINGER
Department of Management,
University of Canterbury,
Christchurch, New Zealand
## CONTENTS

<table>
<thead>
<tr>
<th>Preface</th>
<th>vii</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
</tbody>
</table>

### The Ethics of the New Managerialism

1. Managerialism and the economics of the firm  
   PETER E.-EARL  
   13

2. New organizational cultures and ethical employment practice: a critical discussion  
   CATHERINE CASEY  
   27

### Strategic Discourses and Narratives

3. Environmentally sustainable business and the *Rashomon* effect  
   PATRICIA H. WERHANE  
   41

4. Strategic discourse as a technology of power  
   KATE KEARINS, KEITH HOOPER & DAVID COY  
   51

### Empirical Psychology and Business Ethics

5. Property ethics and starvation  
   MATTHEW HIRSHBERG  
   63

6. The contributions of empirical research towards normative business ethics  
   MING SINGER  
   79

7. Ethics, aesthetics and empiricism: the case of steroids and sports  
   GLYNN OWENS  
   87
The New Zealand Context

8. Business ethics: is amoral good enough? 101
IAN GRANT

9. Perceptions of empowerment: insights from New Zealand organisations 113
V. SUCHITRA MOULY, AMELIA C. SMITH & JAYARAM SANKARAN

10. Ethics in action: the management of intangibles 131
V. NILAKANT & RAMZI ADDISON

The Asian Context

ALEJO JOSÉ G. SISON

12. Japanese philosophical traditions and contemporary business practices 167
KEIICHIRO SHIOJI & CHIAKI NAKANO

13. Rethinking the presuppositions of business ethics—from an Aristotelian approach to Confucian ethics 177
WONG WAI-YING

14. The traditions of the people of Hong Kong and their relationships to contemporary business practices 189
PO-KEUNG IP

Moral Progress in Business and Society

15. Varieties of progress: commercial, moral and otherwise 205
STAN GODLOVITCH

16. Synergy-orientation and the "Third Way" 221
ALAN E. SINGER

17. Afterword 241
ALAN E. SINGER

Notes on the contributors 243