

In This Volume

Volume 5 begins with two pedagogical studies. William J. Wilhelm summarizes research on whether and when ethics instruction can be effectively integrated into core business courses. Julio García del Junco and Juan García Álvarez de Perea explore the extent to which the principles of evidence-based medicine, which have recently seen application in management, can contribute to business ethics instruction.

A highlight of the volume is a collection of seven of the best case studies generated by the Curriculum Development Project of the European Academy of Business in Society (EABIS) featured in the JBEE special issue “Mainstreaming Corporate Responsibility”. This project, launched in March 2005, is intended to encourage the development of teaching materials that “demonstrate a new, innovative and socially responsible style of management.” N. Craig Smith and Gilbert Lenssen, who organized this collection of case studies for JBEE, provide background and summaries of the cases in an introductory article. Reflecting JBEE’s interest in maintaining an international scope, the cases deal with situations in Bangladesh, Denmark, Indonesia, Italy, Nigeria, Spain, and the United Kingdom.

Thanks to the efforts of coeditor Zhou Zucheng, Volume 5 achieves a first in academic publishing. It features six articles on the state of business ethics teaching in China, all written for JBEE by prominent Chinese academics and translated from the Chinese. To my knowledge, this is the first time an English-language journal has published a collection of this kind. Professor Zhou sketches the background for these articles in an introductory essay. He also obtained reviews of five Chinese-language business ethics textbooks that are in use today. These articles and reviews provide a unique perspective on the development of business ethics instruction in an emerging economic superpower.

John Hooker, Lead Editor