

## **The Global Survey of Business Ethics (2022-2025)**

The Global Survey of Business Ethics (GSBE) is a survey and publications related to the topic of business ethics. This is the third time this survey is being conducted, and it is the first time that NTNU is coordinating and collecting data from Norway.

The GSBE uses the definition of business and economic ethics (in short, business ethics) “in a comprehensive sense that includes issues at the individual, organizational, and systemic levels of decision-making in business and economic life.”

The publications following the present survey will be a successor to the reports from the global survey in 1997 (Enderle 1997) and in 2012 (Rossouw & Stükelberger 2012). The latest version of the GSBE project was launched at the 7th ISBEE Congress on 22 July 2022 in Bilbao, Spain.

The objectives of the survey are similar to the 2012 global survey and include determining the following:

- Contemporary issues in the business ethics fields and how these compare globally;
- the language and terminology that frames business ethics;
- themes covered in teaching, research and training of business ethics;
- the major business ethics issues in the forthcoming years.

The GSBE use a variety of methodologies and the data from Norway is being gathered through the following methods: personal Interviews, survey questionnaire, and literature review.

The data from Norway is collected in the spring 2023 by master students at NTNU’s School of Entrepreneurship, Victoria Grymyr Jenserud, Eirin Braatlund Fossberg og Anders Kvarme Jokstad, who will also make a draft report based on the findings of these data. This work is supervised by Associate Professor Heidi Rapp Nilsen at the Academic Section of Experts in Teamwork, Department of Industrial Economics and Technology Management, NTNU.

The national, regional and global results and analysis are planned to be released from 2024 at key country, regional and international conferences, as the European Business Ethics Network (EBEN), International Society of Business, Economics and Ethics (ISBEE), etc.

### **References:**

Enderle, Georges (1997). A Worldwide Survey of Business Ethics in the 1990s, *Journal of Business Ethics* 16, pp 1475 – 1483.

Rossouw, Deon and Stükelberger, Christoph (eds.) (2012). *Global Survey of Business Ethics in Teaching, Training and Research*, ISBN 978 2 940428 38 0 (online) ISBN 978 2 940428 39 7 (print).

[https://www.globethics.net/documents/10131/26882154/GlobalSeries\\_5\\_GlobalSurveyBusinessEthics\\_text.pdf/59992d32-fbd5-e914-e78d-cb2fa7a3ee27?t=1587728892955](https://www.globethics.net/documents/10131/26882154/GlobalSeries_5_GlobalSurveyBusinessEthics_text.pdf/59992d32-fbd5-e914-e78d-cb2fa7a3ee27?t=1587728892955)