



BENTLEY
UNIVERSITY

W. Michael Hoffman
Center for Business Ethics

THE

Ethics Buzz

- THE HCBE STUDENT-RUN NEWSLETTER -



Want to win a **\$50 Amazon gift card** to spend during the holidays? Answer the annual HCBE survey! Not one, not two, but **THREE** winners will be chosen using a random number generator. Winners will be contacted via email and given instructions about how to receive their prize after winter break.

[Click here to participate in the survey!](#)

This giveaway ends **Monday, January 13, 2020, at 11:59 PM!**

H&M: THE TRENDSETTER & AN ETHICAL LEADER IN RETAIL

H&M is stepping up their game! Even though not every individual company prioritizes ethical sourcing today and many goods in the market are linked to unethical practices in the business world, business ethics is trending towards being sustainable. Social media apps and the internet are making it easier to connect to people across the world. Never has it been so easy for people to report poor business practices to the public.

Committed to supplying chain transparency, the popular clothing retailer **H&M has published a list of 98.5% of their suppliers' names and addresses on their website**, and it is updated on a quarterly basis. Consumers can verify whether their suppliers are living up to the standards set by the company and H&M can be held publicly accountable for the conduct of their suppliers.



H&M also hopes to use 100% recycled or sustainably sourced materials by the year 2030. The fashion industry is viewed by many as problematic in terms of sustainable and ethical sourcing. If a leading department store such as H&M would show that they are committed to ethical practices in their business operations, this could possibly lead to a new, stronger reputation that other stores could follow suit.

Source: [Trade Ready](#)



Not since Lord John Maynard Keynes launched his revolution in the 1930s, has the field of economics seen such buzz as with the ascendance of behavioral economics, which increasingly is used to guide business strategy and public policy.

On November 18th, Prof. Daryl Koehn lectured on the virtue ethics to challenge prevailing behavioral economics orthodoxy. She argued that such an approach can lead to a misunderstanding of the role of character and life goals in guiding ethical choices.

To watch the video of the event, please [click here](#).





Recently, Massachusetts Governor Charlie Baker's ban on all vaping products was upheld by the Public Health Council, as state government attempts to respond to cases of "severe lung disease" cropping up related to e-cigarettes. Electronic cigarettes (also known as e-cigarettes, e-cigs, vapes, etc.) are operated by heating a liquid solution to produce aerosol to inhale. Anecdotal evidence suggests that many people have successfully quit smoking with the use of e-cigarettes. Vaping has also been popular amongst teenagers in which researchers have found that 43% of youths who have used e-cigarettes tried them only because of the appealing fruity flavors.

JUUL is by far the most dominant player in the e-cig space accounting for nearly 80% of retail e-cigarette sales in the country. The company racked up considerable criticism for marketing its flavored products toward kids and teens. Many parents strongly believe that JUUL should be held accountable for getting their children hooked onto nicotine products.

The following articles showcase various perspectives. **To read the article, click the image.**





TELL US WHAT YOU THINK!

Submit a post discussing your perspective of this controversial topic to be entered in a giveaway for a

\$50 Amazon gift card!

Some people say e-cigarettes offer an alternative and help smokers quit smoking while others say these products should be completely banned.

Should e-cigarettes and vape products be completely taken off the shelves? Who is to blame for nicotine addiction? Are there any other ethical considerations in these products?

[Click here to submit a discussion post!](#)

Selected highlights of the discussion posts will appear in the next issue.

Deadline Friday, December 20, 2019 at 11:59PM

HIGHLIGHTS FROM THE LAST HOT TOPIC: LEGALIZATION OF MARIJUANA

According to Business Insider, the legal marijuana industry could be worth \$77 billion by 2022. From your perspective, what ethical principles should guide businesses in this new economic sector

- "1. Empathy
2. Business with a Purpose
3. Triple Bottom Line
4. Positive company culture

If organizations in the new marijuana sector operate by following these four criteria, they will thrive. Business today is no longer just about profits, but rather long-term profitability with a greater purpose than what it was designed to do." - *Fred, Junior*

ABOUT THE W. MICHAEL HOFFMAN CENTER FOR BUSINESS ETHICS

Established in 1976 at Bentley University, the W. Michael Hoffman Center for Business Ethics (HCBE) is among the world's oldest and most highly-respected research and educational institutes. Over the years, HCBE has set many milestones in the development of the business ethics movement. [Learn More.](#)

VISIT US! HCBE has an extensive business ethics library, and all students, staff, faculty, and the general public are welcome to visit and make use of our resources as well as those on [our website.](#)

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Contributors to this edition of the newsletter are current HCBE Leon Sullivan Scholars: **Lisa Quang and Joey Zhuo**. Lisa also serves as the HCBE's advisor, coordinator, and editor of the newsletter.

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