



University of Cologne
Chair of Corporate Development and Business Ethics

Advanced Seminar Corporate Development and Business Ethics

Moral and Social Norms
- The Challenge of Creating Ethical Corporate Cultures -
Syllabus - Winter term 2016/17

Instructors:	Dr. Julian Conrads Mira Fischer	j.conrads@wiso.uni-koeln.de mira.fischer@uni-koeln.de
Time & Location:	Kick off and final block seminar	Kick-off: October 19, 17:00 – 18:30h; Room No.: 3.206; Universitätsstraße 22a (Studierenden Service Center) Final block seminar November 24 & 25: 9:00 – 18:00h; Room No.: 3.206

COURSE OVERVIEW

How to create ethical corporate cultures? For both, practitioners as well as for researchers this question is a considerable challenge. The manifold corporate scandals (e.g. at Volkswagen) highlight the importance of this topic. **Social norms** seem to play a crucial role in organizations in determining the ethicality of a corporate culture. Besides social norms, individuals have their personal **moral norms (social preferences)** by which they evaluate their own behavior and which influence their individual decision making. Often social norms dominate moral norms. At worst, ethical moral norms are suppressed by unethical social norms, e.g. within the social context of a firm. The aim of the course is to better understand the concept of social norms, contrast it with the concept of moral norms (social preferences), and apply these concepts to corporate culture. We will also discuss how social norms can be influenced and activated, and finally whether or not they can be used to foster more ethical corporate cultures.

COURSE STRUCTURE

Each student chooses and elaborates one topic. Participants give a presentation during a block seminar, prepare a short discussion of another participant's presentation and write a final essay. In the presentation, students will have to explain and to discuss their chosen topic, which should focus on one of the given research papers. In the final essay, the topic should be further elaborated by contrasting several studies and/or discussing the empirical findings in light of the (given and/or independently researched) background literature. Practical implications of the insights for the promotion of ethical corporate cultures should be thoroughly discussed. The seminar will be held as a block seminar. An introductory meeting will be held beforehand where seminar requirements will be explained in detail.

Before the kick-off: Participants should send an e-mail to the instructors stating their first, second, and third preference regarding the listed research papers (1.-14.) until **October 18**.

GRADING

Grades are based on: 1. Presentation and discussion at the seminar (40%), 2. Final essay (60%), 3. Bonus Points for participation.

COURSE REGISTRATION

Students mandatorily register for the course in the **introductory meeting**.

COURSE LANGUAGE

English

Research Papers:

1. Akerlof, G. A., & Kranton, R. E. (2005). Identity and the Economics of Organizations. *The Journal of Economic Perspectives*, 19(1), 9-32.
2. Bicchieri, C., & Mercier, H. (2014). Norms and beliefs: How change occurs. In *The Complexity of Social Norms* (pp. 37-54). Springer International Publishing.
3. Burks, S. V., & Krupka, E. L. (2012). A multimethod approach to identifying norms and normative expectations within a corporate hierarchy: Evidence from the financial services industry. *Management Science*, 58(1), 203-217.
4. Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: recycling the concept of norms to reduce littering in public places. *Journal of personality and social psychology*, 58(6), 1015.
5. Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The journal of abnormal and social psychology*, 51(3), 629.
6. Fleenon, W., Furr, R. M., Jayawickreme, E., Meindl, P., & Helzer, E. G. (2014). Character: The Prospects for a Personality-Based Perspective on Morality. *Social and Personality Psychology Compass*, 8(4), 178-191.
7. Gaechter, S., Gerhards, L., & Nosenzo, D. (2015). The importance of peers for compliance with norms of fair sharing. *IZA Working Paper*.
8. Gaechter, S., Nosenzo, D. & Sefton, M. (2013). Peer effects in pro-social behavior: Social norms or social preferences?, *Journal of the European Economic Association*, 11 (3), 548-573.
9. Krupka, E. L., & Weber, R. A. (2013). Identifying social norms using coordination games: Why does dictator game sharing vary?. *Journal of the European Economic Association*, 11(3), 495-524.

10. Lindenberg, S., & Steg, Linda (2013). Goal-framing theory and norm-guided environmental behavior. *Encouraging sustainable behaviour*, 37-54.
11. López-Pérez, R. (2008). Aversion to norm-breaking: A model. *Games and Economic behavior*, 64(1), 237-267.
12. Ostrom, E. (2014). Collective action and the evolution of social norms. *Journal of Natural Resources Policy Research*, 6(4), 235-252.
13. Schram, A., & Charness, G. (2015). Inducing social norms in laboratory allocation choices. *Management Science*, 61(7), 1531-1546.
14. Schultz, P. W., Nolan, J. M., Cialdini, R. B., Glodstein, N. J. & Griskevicius, V. (2007). The Constructive, Destructive, and Reconstructive Power of Social Norms. *Psychological Science*, 18 (5), 429-434.

Background Literature:

15. Axelrod, R. (1986). An evolutionary approach to norms. *American Political Science Review*, 80 (4), 1095-1111.
16. Elster, J. (1989). Social norms and economic theory. *The Journal of Economic Perspectives*, 3(4), 99-117.
17. Binmore, K. (2010) Social Norms or Social Preferences?, *Mind and Society*, 9, 139-157.
18. Burchell, K. Rettie, R. & Patel, K. (2013) Marketing social norms: Social marketing and the “social norm approach”, *Journal of Consumer Behavior*, 12, 1-9.
19. Camerer, C. F. & Fehr, E. (2004). Measuring Social Norms and Preferences Using Experimental Games: A Guide for Social Scientists, In *Foundations of Human Sociality*, 55-95.
20. Posner, E. A. (2000). A Model of Cooperation and the Production of Social Norms, In *Law and Social Norms*, 11-35, Harvard University Press.
21. <http://plato.stanford.edu/entries/social-norms/>
22. <http://www.socialnormsresources.org>
23. <http://socialnorms.org/>