



University of Cologne
Chair of Corporate Development and Business Ethics

Behavioral Ethics

Moral and Social Norms
- The Challenge of Creating Ethical Corporate Cultures -

Syllabus - Summer term 2017

Instructors:	Mira Fischer Gari Walkowitz	mira.fischer@uni-koeln.de gari.walkowitz@uni-koeln.de
Time & Location:	Kick off, weekly sessions and final block seminar	Kick off: April 19, 14:00 – 15:30 Weekly sessions on Wednesdays: 14:00 – 15:30 and 16:00 – 17:30 Room No.: 3.206 Universitätsstraße 22a (Studierenden Service Center) Final block seminar July 13 & 14: all-day 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 highlight the importance of this topic (e.g. at Volkswagen). 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 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 concepts of moral and social norms and apply these concepts to corporate culture. Thereby questions shall be answered how social and moral norms interact and relate to each other, how they can be measured, influenced and activated, and finally whether or not they are capable of shaping a corporate culture to be more ethical.

COURSE STRUCTURE

The course is structured in **three** basic parts (see below to find out in which parts you have to participate according to your status):

First half of the semester:

Part I focusses on theoretical and empirical research papers on moral and social norms. During the first half of the semester we meet weekly and students present research papers. For this each student selects one research paper, which has to be presented. After the presentation, the research paper is discussed and evaluated in class (the paper allocation process will be announced in the first session). At the end of part I, an exam about the research papers is written.

Second half of the Semester:

Part II has the goal that students elaborate an own research project and develop their own theoretical/ empirical/ experimental research designs that relate moral and social norms to corporate culture. The first ideas of the research project will be discussed with a supervisor in coaching sessions (“interim presentation”). There are no weekly meetings.

Part III completes the course with a two-day block seminar at the end of the semester where final project presentations have to be given. Besides one’s own presentation students take over the role of a discussant for another presentation.

Part II and III aim to potentially prepare research projects to be implemented subsequently to the course: For master students, potential projects for master theses could be initiated and for PhD students potential research projects for the dissertation could be discussed and evaluated.

TYPEs OF COURSE PARTICIPANTS AND GRADING

There are three potential types of course participants: (i) Students studying within the **old** examination regulation, (ii) students studying within the **new** examination regulation, and (iii) **PhD** students.

The following table informs about the different requirements and the grading for the three potential types of participants:

	Old examination regulation	New examination regulation	PhD
Credit Points	6	12	6
Course requirement	Part I (incl. presentation and exam)	<ul style="list-style-type: none"> • Part I (incl. presentation and exam) • Part II • Part III 	<ul style="list-style-type: none"> • Part I (excl. presentation but exam has to be written) • Part II • Part III
Grading	<ul style="list-style-type: none"> • Presentation in part I (30%) • Exam in part I (70%) • Bonus point for active participation 	<ul style="list-style-type: none"> • Presentation in part I (20%) • Exam in part I (30%) • Interim presentation in part II (20%) • Final presentation and discussant role in part III (30%) • Bonus point for active participation 	<ul style="list-style-type: none"> • Exam in part I (30%) • Interim presentation in part II (20%) • Final presentation in and discussant role in part III (50%) • Bonus point for active participation

COURSE REGISTRATION

Students studying within the old or new examination regulation mandatorily register for the course in the **first session**.

PhD students register via email to mira.fischer@uni-koeln.de until **April 1**.

COURSE LANGUAGE

English

RESEARCH PAPERS

1. Bicchieri, C., & Mercier, H. (2014). Norms and beliefs: How change occurs. In *The Complexity of Social Norms* (pp. 37-54). Springer International Publishing.
2. Bicchieri, C., Lindemans, J. W., & Jiang, T. (2014). A structured approach to a diagnostic of collective practices. *Frontiers in psychology*, 5.
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. Cialdini, R. B. (2003). Crafting normative messages to protect the environment. *Current directions in psychological science*, 12(4), 105-109.
6. Gaechter, S., Gerhards, L., & Nosenzo, D. (2015). The importance of peers for compliance with norms of fair sharing. *IZA Working Paper*.
7. 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.
8. Krupka, E. L., & Croson, R. T. (2016). The differential impact of social norms cues on charitable contributions. *Journal of Economic Behavior & Organization*, 128, 149-158.
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. Ostrom, E. (2014). Collective action and the evolution of social norms. *Journal of Natural Resources Policy Research*, 6(4), 235-252.
11. Schram, A., & Charness, G. (2015). Inducing social norms in laboratory allocation choices. *Management Science*, 61(7), 1531-1546.
12. 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.

Further readings and online course:

- Bicchieri, C. (2016). *Norms in the Wild: How to Diagnose, Measure, and Change Social Norms*. Oxford University Press.
- The course on social norms from Cristina Bicchieri: <https://www.coursera.org/learn/norms>
- Axelrod, R. (1986). An evolutionary approach to norms. *American Political Science Review*, 80 (4), 1095-1111.
- Elster, J. (1989). Social norms and economic theory. *The Journal of Economic Perspectives*, 3(4), 99-117.
- Binmore, K. (2010) Social Norms or Social Preferences?, *Mind and Society*, 9, 139-157.
- Burchell, K. Rettie, R. & Patel, K. (2013) Marketing social norms: Social marketing and the “social norm approach”, *Journal of Consumer Behavior*, 12, 1-9.
- 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.
- Mackie, G., Moneti, F., Denny, E., & Shakya, H. (2012). What are social norms? How are they measured. *University of California at San Diego-UNICEF Working Paper, San Diego*.
- Posner, E. A. (2000). A Model of Cooperation and the Production of Social Norms, In *Law and Social Norms*, 11-35, Harvard University Press.
- <http://plato.stanford.edu/entries/social-norms/>
- <http://www.socialnormsresources.org>
- <http://socialnorms.org/>