

Ethical Guideline for Information Use

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NORMATIVE THEORIES OF BUSINESS ETHICS

- Stockholder theory
- Stakeholder theory
- Social contract theory

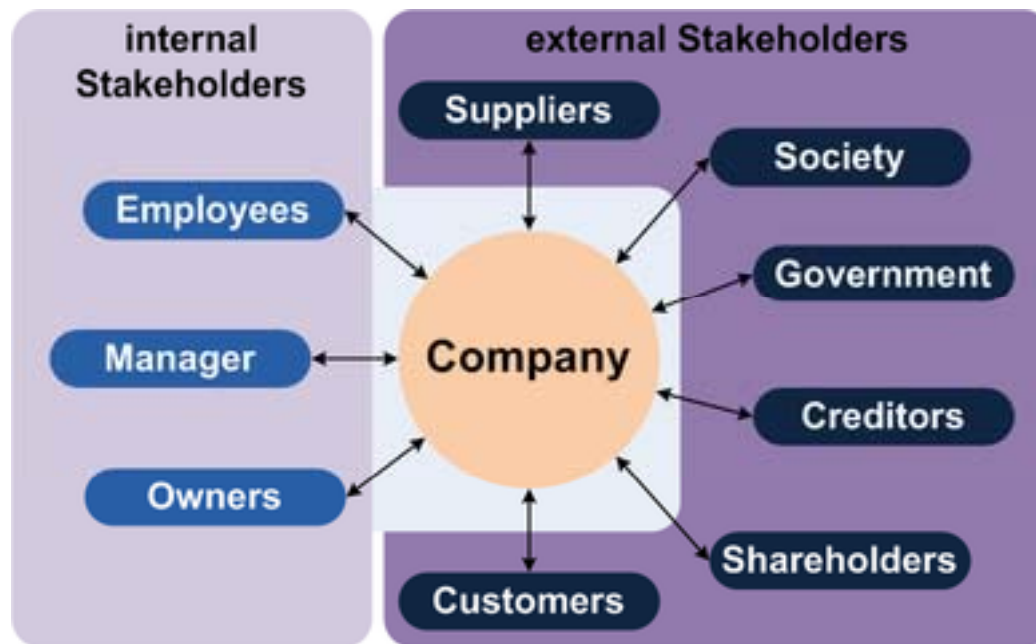
Stockholder Theory

- Stockholders advance capital to corporate managers who act as agents in advancing their interests.
- Managers are bound to the interests of the shareholders (*maximize shareholder value*).
 - Bound to employ legal, non-fraudulent means.
 - Must take long view of shareholder interest

Stakeholder Theory

- Managers are entrusted with a fiduciary responsibility to all those who hold a stake in or a claim on the firm.
 - Any group that vitally affects the corp. survival and success
 - Any group whose interests the corp. vitally affects
- Management must enact and follow policies that balance the rights of all stakeholders without impinging upon the rights of any one particular stakeholder.

Stakeholder Theory (cont.)



Social Contract Theory

- Consider the needs of a society with no corporations or other complex business arrangements.
- What conditions would have to be met for the members of a society to agree to allow a corporation to be formed?
 - It creates more value to society than it consumes

Social Contract Theory (cont.)

- Two distinct components:
 - Social welfare: corporations must provide greater benefits than their associated costs
 - Justice: corporations must pursue profits legally, without fraud or deception, and avoid actions that harm society

Green Environment



Green Environment (cont.)

- **PRINTING:**
 - Print only when it is a MUST
 - Print 2-sides, and 2/4 pages/sheet
 - Blame those who print but not get or not use

Green Environment (cont.)

- **LIGHT & AIR-CONDITIONER**
 - Turn-off all lights & AirCon when leaving rooms
 - Turn-off AirCon at empty seats, at lobby
 - Keep room temperature at 26oC or higher
 - Use sun-light as much as possible
 - Turn off light at un-necessary places

Green Environment (cont.)

- **USING PCs:**
 - Use Virtual PC as many as we can
 - Turn off PCs, monitors, devices, chargers before going home
 - IS monitors and record
 - Set auto-off for all screens
 - Replace CRT monitor by LCDs

Green Environment (cont.)

- **COMMUNITY ACTIVITIES:**
 - Encourage staff going to work by bus
 - Replace nylon bags by paper-based ones
 - Turn-off motor when the red traffic light
 - Replace motor by bicycle!
 - Stop smoking & alcohol drinking!
 - Stop dropping liters at public areas/beach
 - No spitting & No "make water freely" in public places

Green Environment (cont.)

- GE programs have a **triple bottom line** ("TBL" or "3BL", and also known as "people, planet, profit" or "the three pillars")
- Social Contract Theory !?
- Stockholder Theory

CONTROL OF INFORMATION

Information

- Those who possess the "best" information and know how to use it, win.
- Mason's areas of managerial control:
PAPA
 - Privacy
 - Accuracy
 - Property
 - Accessibility

Mason's areas of managerial control

Area	Critical Questions
Privacy	<p>What information must a person reveal about one's self to others?</p> <p>What information should others be able to access about you – with or without your permission? What safeguards exist for your protection?</p>
Accuracy	<p>Who is responsible for the reliability and accuracy of information? Who will be accountable for errors?</p>
Property	<p>Who owns information? Who owns the channels of distribution, and how should they be regulated?</p>
Accessibility	<p>What information does a person or an organization have a right to obtain, under what conditions, and with what safeguards?</p>

Privacy

- Privacy – “the right to be left alone”.
- Managers must be aware of regulations that are in place regarding the authorized collection, disclosure and use of personal information.

Accuracy

- Managers must establish controls to insure that information is accurate.
- Data entry errors must be controlled and managed carefully.
- Data must also be kept up-to-date.
- Keeping data as long as it is necessary or legally mandated (or not keeping it too long) is a challenge.

Property

- Mass quantities of data are now stored on clients.
- Who owns this data and has rights to it is are questions that a manager must answer.
- Who owns the images that are posted in cyberspace?
- Managers must understand the legal rights and duties accorded to proper ownership.

PAPA and Managers

- Managers must work to implement controls over information highlighted by the PAPA principles
- Information privacy guidelines must come from above: CEO, CIO and general management

Accessibility

- Access to information systems and the data that they hold is paramount.
- Users must be able to access this data from any location (if it can be properly secured and does not violate any laws or regulations).
- Major issue facing managers is how to create and maintain access to information for society at large.
 - This access needs to be controlled to those who have a right to see and use it (identity theft).
 - Also, adequate security measures must be in place on their partners end

Security and Controls

- PAPA principles work hand-in-hand with security and controls
- Executives reported that hardware, software, telecommunications failures, as well as major viruses, worms, Trojan horses,... had resulted in unexpected or unscheduled outages of their critical business systems
- Technologies have been devised to manage the security and control problems

Monitor Employees

- Video Monitoring
- Computer Monitoring
- Electronic Mail and Voice Mail
- Internet Access Monitoring
- Telephone Monitoring

Monitor Employees (cont.)