Who: Allied Academies
What: 2014 Fall Intl. Conference
When: October 15-17, 2014
Paper Deadline: September 19, 2014

Who: Small Business Institute
What: 39th Annual Academic Conference
When: February 12-15, 2015
Where: St. Pete Beach, Florida, USA
Paper Deadline: October 1, 2014

Who: USASBE
What: 2015 Conference
When: January 22-25, 2015
Where: Tampa, Florida

Who: Society of Business Research
What: SBR International Conference 2014
When: October 23-25, 2014
Where: Nashville, TN
Paper Deadline: October 1, 2014

Who: Intl. Academy of Business and Economics
What: IABE 2015 Conference
When: June 18-20, 2015
Where: Rome, Italy
Paper Deadline: April 10, 2015

“The golden rule for every business man is this: Put yourself in your customer’s place.”

- Orison Swett Marden
The Small Business Advancement National Center aims at increasing your knowledge of small business and entrepreneurship. All questions and comments are greatly appreciated.

The Department of Marketing and Management at the University of Central Arkansas invites application for a tenure-track position in Innovation & Entrepreneurship beginning Fall 2015. The appointment is at the Assistant Professor level.

The Albers School of Business and Economics at Seattle University in Seattle, Washington, USA is accepting applications for the position of Lawrence K. Johnson Endowed Chair of Entrepreneurship to begin in AY 2015-16.

The Small Business Institute is seeking a Sponsor for the Journal of Small Business Strategy. The SBI seeks an academic institution as a Sponsor to provide all editorial and production services required to maintain the academic integrity of the JSBS efficiently and effectively.

The Association for Small Business and Entrepreneurship is having their 2014 ASBE Conference September 24-26, 2014, at the Doubletree Hotel in Memphis, Tennessee.

Who: Unite for Sight  
What: 12th Annual Global Health & Innovation Conference  
When: March 28-29, 2015  
Where: New Haven, Connecticut  
Deadline: September 30, 2014

What: AIJCR Journal, Vol. 4 No. 9  
Deadline: October 10, 2014

Who: The Academic Forum  
What: 2014 Annual Cruise Conference  
When: December 18-23, 2014  
Where: Port Canaveral, FL  
Deadline: November 16, 2014

What: October 2014 Issue  
Deadline: September 30, 2014
Ethical Guidelines and Training

In recent years, many organizations have become more interested in ethical issues. One sign of this interest is the increase in the number of large companies that appoint ethics officers—from virtually none several years ago to between 35 and 40 percent of large corporations today. In addition, many companies of various sizes have developed a code of ethics as a guideline to help marketing managers and other employees make better decisions. Creating ethics guidelines has several advantages:

- A code of ethics helps employees identify what their firm recognizes as acceptable business practices.
- A code of ethics can be an effective internal control of behavior, which is more desirable than external controls such as government regulation.
- A written code helps employees avoid confusion when determining whether their decisions are ethical.
- The process of formulating the code of ethics facilitates discussion among employees about what is right and wrong and ultimately leads to better decisions.

Businesses, however, must be careful not to make their code of ethics too vague or too detailed. Codes that are too vague give little or no guidance to employees in their day-to-day activities. Codes that are too detailed encourage employees to substitute rules for judgment. For instance, if employees are involved in questionable behavior, they may use the absence of a written rule as a reason to continue behaving that way, even though their conscience may be telling them to stop. Following a set of ethical guidelines will not guarantee the “rightness” of a decision, but it will improve the chances that the decision will be ethical.

Although many companies have issued policies on ethical behavior, marketing managers must still put the policies into effect. They must address the classic “matter of degree” issue. For example, marketing researchers often resort to deception to obtain unbiased answers to their research questions. Asking for a few minutes of a respondent’s time is dishonest if the researcher knows the interview will last forty-five minutes. Unless there are examples of ethical and unethical behavior relating to each item in the code, an employee may not apply a certain item to the appropriate situation. Moreover, top management must stress to all employees, the importance of adhering to the company’s code of ethics. Without an appropriately detailed code of ethics, and top management’s support, creating ethical guidelines becomes an empty exercise.
Psychological Entitlement and Deservingness as Predictors of Socially Responsible Workplace Decisions

This paper was written by Stephanie Thomason, Cheri Etling, and Amy Brownlee of the University of Tampa.

Abstract:
Organizations of all sizes can gain a competitive advantage when their employees make ethically sound decisions that benefit organizational stakeholders. Yet identifying employees most likely to make such decisions can be daunting. Building upon agency theory (Jensen & Meckling, 1976; Fama, 1980) and the literature on distributive justice (e.g., Folger & Konovsky, 1989; Colquitt et al., 2001), we propose that job candidates with higher levels of psychological entitlement and deservingness will make less ethical decisions for and about their organizations. Results from a survey of 188 potential job candidates provide some support for our hypotheses. Theoretical and practical implications are discussed.

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