

# When in China...Corporate Social Responsibility Confucian Style

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# Theme

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Apply Integrative Social Contract Theory (ISCT) (Donaldson and Dunfee, 1994, 1999) to a Confucian Context

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# Existing approaches to international business ethics

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- ❑ Traditional (Western) Ethical Reasoning
  - ❑ Stakeholder Analysis
  - ❑ Advocated International Business Ethics Model: Integrative Social Contract Theory
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# Confucian Ethics

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## □ Virtue ethics

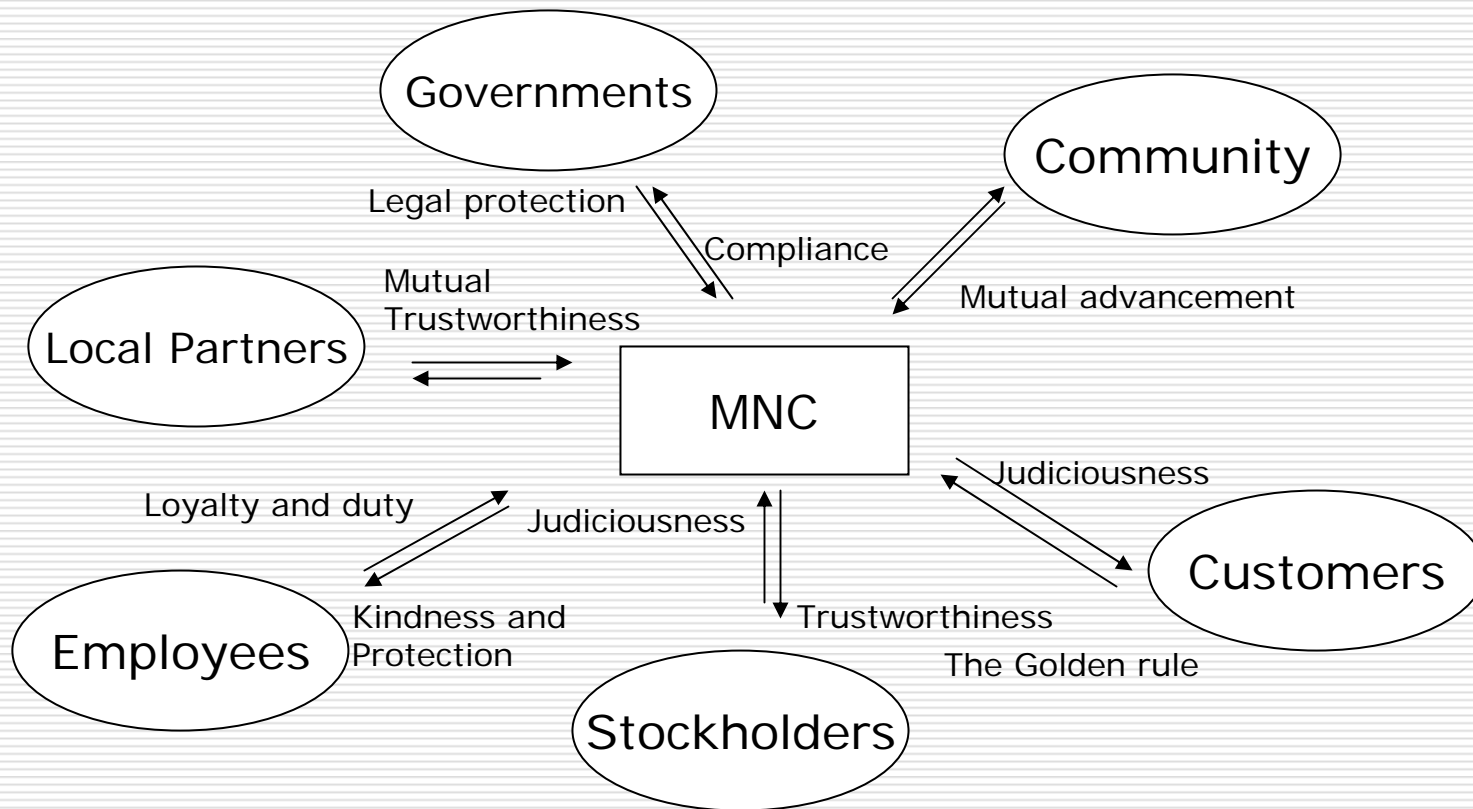
Ren: Benevolence, humaneness

Li: Propriety of conduct

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# An MNC in China and Its Stakeholders

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# Trustworthiness

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The Master said, “People could not establish themselves in the society without trustworthiness.”

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# The Golden Rule

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**Zigong asked, “Is there something which consists of a single word and which can, because of its nature, be practiced for all one’s life?”**

**The master said, “I should say this is Shu: What you do not want for yourself, do not do unto others.” (Lunyu, 15.24)**

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# Duty to Others

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**A humane person, wishing to establish himself, will also establish others. And wishing to achieve perfection, he also perfects others. To be able to take the near as analogy, this can be called the methods of humaneness. (Lunyu, 6.30)**

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# Gentlemen and Small Men

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The Master said, "The gentlemen rests in humaneness. The small men regards humaneness as profitable."  
(Lunyu, 4.2)

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