

JOURNAL OF BUSINESS ETHICS

Call for Papers for the Thematic Symposium on:

***“There is an App for that!
The Use of New Technologies in Ethics, CSR and Corporate Sustainability
Education”***

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Submission Guidelines and Deadlines

The deadline for submissions to the Thematic Symposium is **January 31, 2018**.

Full papers should be submitted via the journal's online submission system. Please follow the guidelines for authors of the Journal of Business Ethics at:

<http://www.springer.com/social+sciences/applied+ethics/journal/10551>

Call for Papers

We invite papers to be considered for a *Journal of Business Ethics* Thematic Symposium. This symposium aims to attract articles exploring the feasibility of using new technology like Web 2.0. (e.g., social media) and mobile apps as pedagogical tools to enhance the learning effectiveness among business students and other relevant stakeholders in the areas of ethics, corporate social responsibility (CSR), and corporate sustainability. In addition, this symposium aims to improve existing teaching methods by including new methodologies that are able to motivate and enable learners to include ethics and sustainability criteria in their business decision making.

Teaching business ethics, CSR, corporate sustainability or any other management topics using innovative approaches is a challenge but also an opportunity for business professors. Instructors have predominately focused on the cognitive understanding of these topics. However, recent studies call for a shift of paradigm (e.g. Shrivastava, 2010; Starik et al., 2010). Scholars suggest the use of more holistic pedagogical approaches to address relevant topics by integrating cognitive learning with emotional, spiritual and physical learning (Freeman et al., 2015; Shrivastava, 2010). Recent studies also show that it is important to support ethics, CSR and corporate sustainability education with experiential learning (Christensen et al., 2007). Some evidence already exists showing the potential and convenience of utilizing new technological platforms (e.g. Jagger et al., 2016; Lozano et al., 2003) to teach ethics-related courses.

The recent boom of smartphones and mobile apps for all sort of daily activities and entertainment can also offer pedagogical opportunities (Hirsch-Pasek et al., 2015). New technologies such as Web 2.0 platforms and mobile apps offer an opportunity for a more holistic and experiential learning when individuals are able to relate theories to their daily experiences. For example, the GoodGuide mobile app that translates complex attributes on health, environment, and social impact of food and consumer products into average sustainability ratings using a barcode scan has the potential to educate about corporate sustainability, non-financial ratings and responsible consumption (O'Rourke and Ringer, 2015). Or the Buycott app that allows users to join campaigns that support social and environmental causes or start boycott campaigns can be used to discuss ethical dilemmas, stakeholder activism and consumer protection.

We invite papers that take different research approaches, i.e. theoretical and conceptual papers, and empirical papers such as experiments or survey research. Some tentative research questions to be addressed are:

- How can Web 2.0 and mobile apps promote a more experiential and/or holistic learning?
- How can the daily use of new technologies put into practice ethics, CSR and sustainability theories and concepts?
- How can technology help experience or understand ethical dilemmas in business?
- How effective are Web 2.0 tools and mobile apps compared to traditional pedagogical tools at enhancing the learning process?
- Are there any unintended negative consequences of using Web 2.0 tools and mobile apps to education on business ethics, CSR or sustainability topics?
- Which Web 2.0 platforms and mobile apps are suitable to teach topics on the areas of business ethics, CSR and/or sustainability? How can these be implemented?
- How can Web 2.0 platforms such as Facebook, Twitter, LinkedIn, Instagram or Snap be used in ethics, CSR, and corporate sustainability education?
- How effective are ethics and CSR-related mobile apps such as corporate philanthropy apps (e.g., Dollarocracy, Donate a Phone), worker rights apps (e.g., ROC United, Sweatshop), responsible consumer apps (e.g., GoodGuide, Localvore, Buycott) at educating different stakeholders about business and society issues, changing attitudes and promoting behavioral change?
- How effective are sustainability mobile apps such as environmental footprint and personal efficiency apps (e.g., Carbon, EcoHero) or environmental quality apps (e.g., Air4U, EuropeAir) at educating different stakeholders about global environmental issues, changing attitudes and promoting behavioral change?

Questions are welcome and can be addressed to: Ivan.Montiel@baruch.cuny.edu

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