

About the Organizer of the *International Conference on Business and Economic Ethics in the Knowledge Economy*

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Hong Kong Baptist University is a public institution of higher learning fully funded by the government. The University is committed to a liberal tradition of education, an approach which broadens the mind and encourages relational learning, critical thinking, introspection, values, life-long learning and free communication of ideas. A broad range of postgraduate and undergraduate honours degree programmes are offered under seven Faculties/Schools in Arts, Business, Chinese Medicine, Communication, Continuing Education, Science and Social Sciences. The full-time student enrolment in 2000/2001 is about 5,000.

There are about 1,500 staff members, including academic support staff. The University puts great emphasis on research and scholarship. Benefits are seen in maintaining the quality and experience of its staff and keeping its academic programmes relevant and up-to-date. There are many areas of research being carried out in all faculties and various research centres, including Business Research Centre and Centre for Applied Ethics.

The School of Business incorporates five departments, viz. Accountancy and Law, Economics, Finance and Decision Sciences, Management, and Marketing. Each department serves as academic home for its respective disciplinary areas rather than being an independent

administrative unit. The total current full-time staff establishment is more than 90, about equally distributed among the five departments. The policy of the School is to emphasize excellence in both teaching and research, and substantive progress has been achieved in this respect in the past few years. The School of Business is structured to achieve the effective integration of the various disciplines that contribute to the following academic programmes offered by the School:

- Bachelor of Business Administration (Honours) has seven options: Accounting, Applied Economics, China Business Studies, Finance, Human Resources Management, Information Systems Management, and Marketing.
- Master of Business Administration is designed for working executives and can be completed in two years of part-time study.
- Master of Philosophy and Doctor of Philosophy are research-oriented postgraduate degree programmes.
- Bachelor of Social Sciences (Honours) in China Studies, Economics Option.

The School provides students with a solid university education in business and business-related disciplines. The objectives are to train the students' minds, develop their critical faculties, provide them with a practical professional orientation, and encourage a life-long view of education and self-development.

Research and consultancy are integral parts of the School's activities. Our aim is to establish the School as a centre of excellence in the Asia Pacific region, specializing in Hong Kong and China, by engaging in relevant and rigorous



academic research, and by providing development and consultancy services for Hong Kong, China and international organizations. Capitalizing on the convenient location and urban setting of our campus, the School envisages a partnership relation with the local and regional business communities in providing human resources for economic development.

The Business Research Centre (BRC), the research arm of the School, provides useful hardware, software and technical support that facilitate research activities. It also promotes the exchange of ideas among staff members. Regularly scheduled seminars are organized at which the staff of the School and outside scholars and experts present papers or talks on various academic and professional topics.

The Focused Research Area on Business and

Economic Ethics is one of the Focused Research Areas in the School of Business. This focused research area is an expression of the School's commitment to excellence in business and economic ethics. The group of researchers representing all the disciplines of the business curriculum is engaged in a variety of interdisciplinary inquiries regarding the relationship of the empirical and normative dimensions of business and economic ethics. Seeking to meet the highest standards of social-scientific research in the exploration of the various psychological, organizational, cultural and environmental dimensions of business and economics, the group is also committed to critical philosophical reflection on the ethical issues that emerge from a serious examination of these dimensions.