Lecture 14

# Future Ethics

**Contents**

- **An advanced example (?)**

- **Planned developments**

- **A stakeholder society**

- **Regulations**

- **Academic role and research**

# Zappos core values  (www.zappos.com)

1. Deliver wow through service
2. Embrace and drive change
3. Create fun and a little weirdness
4. Be adventurous, creative and open-minded
5. Pursue growth and learning
6. Build open and honest relationships with communication
7. Build a positive team and family spirit
8. Do more with less
9. Be passionate and determined
10. Be humble

**Near future ethics**


**Planned developments**

# Accounting plans

International Financial Reporting System

Generally Accepted Accounting Principles

```
┌─────────────────┐        ┌─────────────────┐
│                 │        │                 │
│   IFRS          │        │   GAAP          │
│                 │        │                 │
└─────────────────┘        └─────────────────┘
```

Planned

USA

```
┌─────────────────┐
│                 │
│   IFRS  +       │
│                 │
└─────────────────┘
```

Risk (better than today)
Environment
Stakeholders….

```
┌─────────────────┐
│                 │
│   IFRS Future   │
│                 │
└─────────────────┘
```
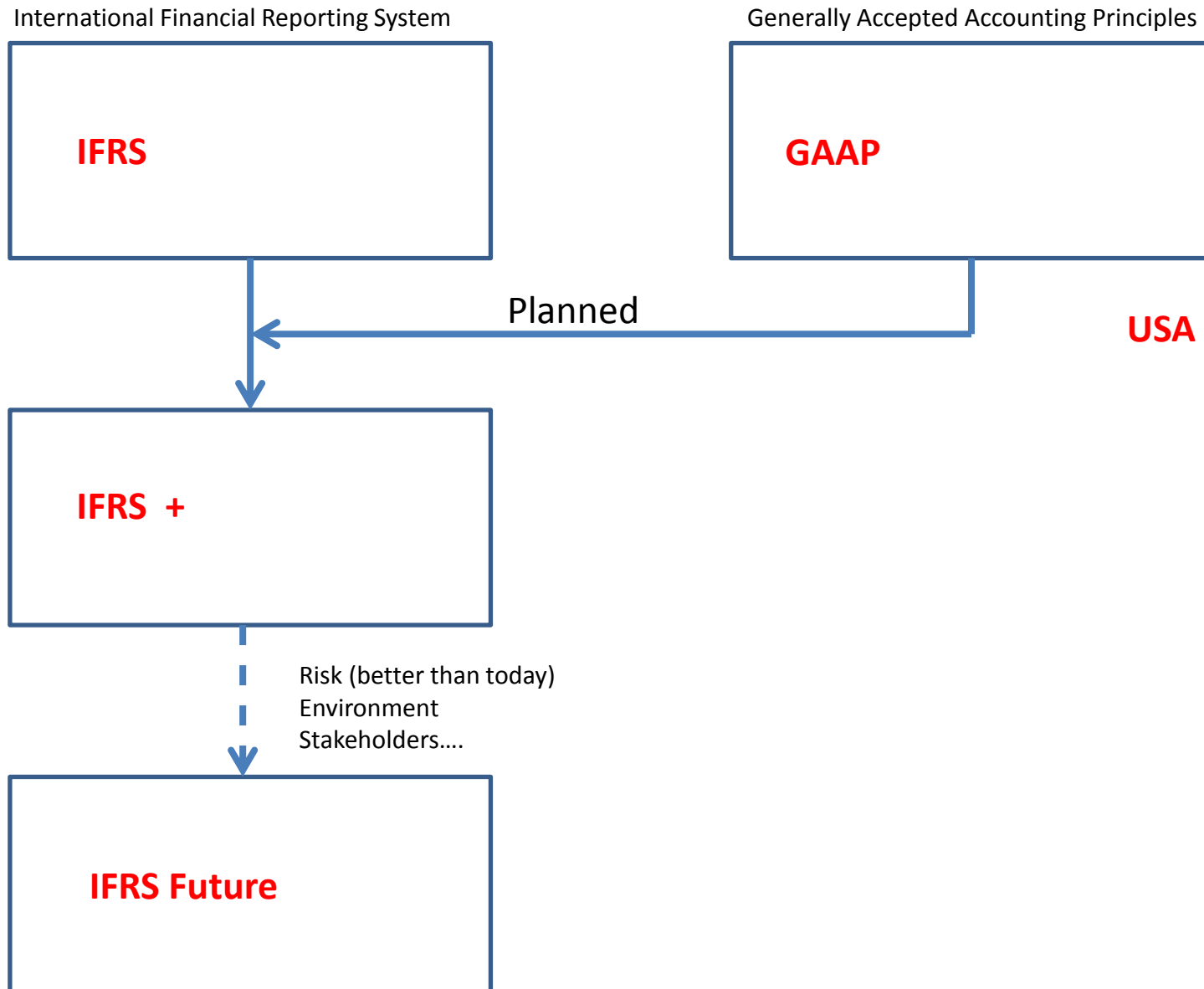
# Project management plans

- **ISO 21500 August 2012**

**Metaissues not included:**

- **Project start**
- **Project follow up (Customization, maintenance, further versions…)**
- **Project status**
- **Project portfolios**
- **Relationship to general management**

# Collins 1997

*"The whole project acquires its own momentum, like a committee-driven train."*

*"People become so absorbed in the technology that they lose sight or even interest in the benefits to the business."*

*"Attempted to change too many things at once."*

*"Sellers promote the idea that computerisation is simpler than it is, and Buyers want to believe them."*

*"…nobody seems to have thought of simplifying before computerizing."*

*"…another factor common to almost all computer disasters: that systems are built to artificially tight deadlines."*

*"Her hard line against suppliers so impressed Wessex that it did what governmental bodies tend to do when confronted with a conscientious, publicly spirited, apolitical, dynamical troubleshooter. It made her redundant."*

# HR Management

**Newly started project:**

**ANSI (= Initiator)    American National Standards Institute**

**ISO   (= Executor?)  International Standards institute**

**Metaissues:**

**Human Resources or Human Relationships?**

**Command and control, or more advanced?**

**Training, competence issues**

**Motivation**

**Health, Security and the Environment (HSE)**

# A stakeholder society

- **Stakeholder central theme in ISO 26000**

- **Stakeholders used even outside management (e.g. ICT, health)**

- **Provides different viewpoints**

- **NEEDS of stakeholders important concept.   Central for service and quality.**

- **A help to usefulness, and thus good design**

- **A WE society (or a step in that direction)**

- **Considerable work needed, including research**

**Regulations**

A conflict between:

1. «Freedom», promoted by Reagan, Thatcher, Bush…

2. Regulation needs after disasters:

   - Finance crisis

   - Oil disasters

   - Nuclear disasters

   - «Laughing all the way FROM the bank»

Piper Alpha disaster 1988, 167 dead

# Finance regulation needs (partly under development)

- **International coordination**

- **Abandon tax heavens and other special arrangements**

- **More openness and accountability**

- **«Say on Pay»**

- **«Sphere of influence»**

- **Equator principles**

- **«Too big to fail»**

- **Bank purpose, and infrastructure role**

- **Professionality**

# Governance issues

- **Governance Codes**

- **Governance structure (Board and daily management, controls…)**

- **Compliance (to what, which level, who?)**

- **Risk management (Board duties?)**

- **Role of externals, e.g. auditors**

- **Stewardship issues (the role of investors)**

- **EU green paper April 2011**

# Human responsibility for technology

**Predator**
**DEATH MACHINE**

killing is our business.  business is good.

**ASIMOV'S LAWS OF ROBOTICS**

1.  A robot may not injure a human being or, through inaction, allow a human being to come to harm.

2.  A robot must obey orders given it by human beings except where such orders would conflict with the First Law.

3.  A robot must protect its own existence as long as such protection does not conflict with the First or Second Law.

# Technology Issues:

- **Technology neutral? («Guns don't kill, people do»)**

- **Technology part of society**

- **Technology forming society**

- **Technology for solving society problems**

- **Technology creating demands (Telecom, health…)**

- **Technology creating differences?**

# Academia

- **Lack of courses (but some reports of high enrolment)**

- **Lack of teachers (?)**

- **Lack of research?**

- **Not always updated**

- **Lack of links to success.   Is ethics high value, an insurance or what?**

- **The role of ethics seldom well established**

- **Norway has made ethics compulsory for bachelor economics/management (2012)**

# The future of some ethical issues

- **Growth of virtue ethics?**

- **More attention to principles?**

- **Quality accepted as ethical issue?**

- **Ethics to encompas social responsibility?**

- **Increased acceptance of Human Rights and other international agreements?**

- **Openness in government developing, but slowly**

- **Wars will probably not be stopped, but perhaps be less deadly**

- **Environment an open concern, including energy**

- **Health improvements due to better communications?**

- **Food is a concern, distribution a bottleneck**

- **Democracy will perhaps spread, perhaps change, and hopefully enter workplace**

# Homework

What ethical or philosophical concepts are valid for ISO 26000?

Discuss the advantages and disadvantages of ISO 26000.

Find criticism by Heritage Foundation.   What is the essence, and on what philosophical foundation is it based?

To what extent do you think the criticisms can be met i future versions of the standard?

# Lecture 15 Discussion Day

1. **What is in your view the most important future development that we are likely to see in ethics?**

**2.   What role do you think ethics should play in future ICT?**