

FALL 2021

CENTER FOR ETHICAL ORGANIZATIONAL CULTURES

HARBERT COLLEGE OF BUSINESS
AUBURN UNIVERSITY



A NOTE FROM THE DIRECTOR

O.C. FERRELL, PH.D. | JAMES T. PURSELL SR. EMINENT SCHOLAR IN ETHICS



The [Center for Organizational Ethical Cultures](#) focuses on the development of ethical leadership, providing resources and activities for students, faculty, and other stakeholders. The National Association of State Boards of Accountancy (NASBA) Center for the Public Trust student chapter is sponsored by the Center. This student organization sponsors two speakers each semester for all Harbert students, attracting hundreds of student attendees. Faculty teaching resources on ethical leadership include cases, behavioral simulations, and debate issues. The Center supports and encourages academic publishing and trade articles on issues related to ethical leadership. Now, all Harbert students have access to the NASBA Center for the Public Trust Ethical Leadership Certification. This newsletter highlights some of our activities over the last year.

STUDENT CENTER FOR THE PUBLIC TRUST

BETHANY SALGADO | AUBURN UNIVERSITY CHAPTER PRESIDENT, MBA CANDIDATE



I am pleased to serve as the Auburn Student Center for the Public Trust (SCPT) president this fall. Joining me on the leadership board are my fellow MBA students, Vice President Josh Smalley, Treasurer Audrey Poorman, and Secretary Amber Crosby, along with our faculty advisors O.C. and Linda Ferrell. Membership in our organization affords you opportunities to engage with faculty, local leaders, and executives to learn and develop skills in ethical leadership. You also gain access to trainings and certifications that will set you apart from other potential job candidates when you begin internship and career searches. We are eager to continue growing SCPT and provide more engaging speakers and networking events.

HOW TO JOIN

The Auburn SCPT is actively planning its events for the fall and spring semesters and is looking for any student interested in ethical leadership. To become a member, contact the Center for Ethical Organizational Cultures, at ceoc@auburn.edu, or search Auburn SCPT on AUInvolve.

BEING A DIFFERENCE AWARD

Each year NASBA SCPT chapters across the country honor one student and faculty member on their respective campuses with the Being a Difference Award. The award recognizes those who have had a positive impact on the school by displaying ethical behavior, integrity, and leadership. Auburn's SCPT is pleased to celebrate our 2020–2021 Being a Difference Award recipients, accounting senior Clare Promer and senior lecturer of finance Dr. Damion McIntosh. Both recipients exhibited strong community leadership and were commended by fellow students and faculty for their dedication to ethical behavior. The 2021–2022 Being a Difference Award will be open for nominations in the spring.

UPCOMING GUEST SPEAKER

JEFF STILLWELL | PRESIDENT OF SALT LIFE
HARBERT COLLEGE MARKETING GRADUATE



Topic: Challenges and Successes of “*Reeling-In*” Sustainability Initiatives

Date: Monday, October 25, 2021, at 5:00 p.m. CT

Location: Zoom, [Click Here for Link](#)

About: Hear the President of Salt Life, a Harbert College Marketing Graduate, share how the company handles its sustainability initiatives. Learn how balancing the diverse interests of stakeholders from divers to anglers is challenging and rewarding.

SPEAKER SERIES

SCOTT PENTON | DAMION MCINTOSH, PH.D. |

ROBERT CHANDLER, PH.D. | BARNEY ROSENBERG



In March, Scott Penton, an analyst in Deloitte's Sustainability and Climate Change team, spoke to Auburn University students from Australia via Zoom. Penton said human rights are not granted by any government or individual, but rather they come from an individual simply existing. Penton explored how COVID-19 has pushed many human rights and sustainability issues to the side. Penton explained modern slavery exists in the exploitation of people for personal or economic benefit.



Dr. Damion McIntosh, an anti-money laundering specialist and a lecturer of finance at Auburn University, spoke in March about trust and ethics within financial institutions. As part of his work with the Central Bank in Jamaica and the International Monetary Fund (IMF), Dr. McIntosh teaches governments around the world how to spot money laundering, terrorist financing, and funding for weapons of mass destruction. He discussed how financial institutions can develop frameworks for ethics, including the implementation of risk management, compliance, and internal auditing.



Dr. Robert Chandler, a professor and the director of graduate and professional programs at Lipscomb University, is internationally recognized as an expert on crisis management. Dr. Chandler spoke to students about Chandler's Six Stages of a Crisis which provides a compass for understanding the underlying information requirements that drive effective communication. He stresses the importance of warning, risk assessment, response, management, resolution, and recovery. Crisis mitigation can make the results of a crisis less dangerous, severe, painful, and costly.



Barney Rosenberg, president of Ethics Line, LLC and former vice president of ethics and business conduct for Meggitt Group, spoke to students on the implementation of ethics and compliance programs in Fortune 500 firms. Rosenberg shared his experience in managing ethics at Meggitt, a global aerospace and technology firm, and stressed the importance of anti-corruption policies and codes of ethics. Rosenberg brought his presentation to life with real-world examples and anecdotes from his time in the corporate world.



FEATURED ARTICLE

LINDA FERRELL, PH.D. | ROTH FAMILY PROFESSOR OF
MARKETING & BUSINESS ETHICS

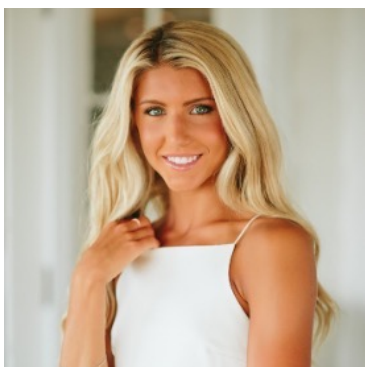
HARBERT COLLEGE REQUIRES ETHICAL LEADERSHIP CERTIFICATION FOR GRADUATES

Auburn University's Harbert College of Business now requires all students to complete a new course in business ethics and pass an independently administered ethical leadership certification prior to graduation. The certification will be conducted by the [NASBA Center for the Public Trust](#). The new requirements are designed to better prepare young professionals to handle the ethical dilemmas they will face in their careers.

According to Alfonzo Alexander, ethics and diversity officer of NASBA and president of the Center for the Public Trust, Auburn is the first university in the country to require its business school graduates to complete ethical leadership training and attain independent certification. The new course and curriculum were developed by a panel of leading business ethics professors from across the country, including Drs. O.C. and Linda Ferrell from Auburn's Harbert College of Business, as well as NASBA's Alexander.

According to O.C. Ferrell, James T. Pursell, Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures at Auburn University, instilling ethical conduct is critical to shaping organizational culture in today's highly competitive business environment.

Students are required to complete the online certification program's six modules and pass an exam at the conclusion of each section. Read the full article to [learn more](#).



THANK YOU

AUDREY POORMAN | NEWSLETTER DESIGN & EDITING,
CENTER FOR ETHICAL ORGANIZATIONAL CULTURES
DIRECTOR OF COMMUNICATIONS, MBA CANDIDATE