Preface

Nowadays, one of the most important questions is how an ethical business is conducted in emerging markets. Governments were involved in the judgment of businesses according to certain imposed requirements and thus labeling them as ethical or unethical, legal or illegal. In this book, we focus on business ethics and social responsibility in emerging market’s business decision making. We aim to show how companies have dealt ethically with decisions related to investment, corporate governance, consumer behavior understanding, and leadership, etc. The important role of teaching business ethics in schools and companies and the impact of regulations on business ethics are reported. In emerging markets, social responsibility, culture, and religion do exercise a huge influence in defining business ethics. This book is regarded as an up-to-date overview of business ethics, practices, and social responsibilities in emerging markets.

This book contains 15 selected chapters from 41 proposals that were submitted by researchers from 23 different countries. It is also part of the book series “The Advances in Business Strategy and Competitive Advantage (ABSCA)” which is a timely series responding to the high demand for state-of-the-art research on how business strategies are created, implemented and re-designed to meet the demands of the globalized competitive markets. With a focus on the local and global challenges, business opportunities and the needs of the society, the ABSCA encourages scientific discourse on doing business and managing information technologies for the creation of sustainable competitive advantage.

We tried to produce an easy-reading book that can be used by researchers and practitioners to better understand challenges related to business ethics and social responsibility emerging markets. This book includes theoretical and real case studies with a short, precise, and concise up-to-date information about business ethics and social responsibility in emerging markets.

The topics included are the following:

- Business ethics in emerging markets
- Social responsibility of business and sustainability in emerging markets
- Decision making in emerging markets — moral and ethical aspects
- Investments in emerging markets – moral and ethical aspects
- Corporate governance in emerging markets
- Business ethics and consumers’ behavior in emerging markets
- Ethical leadership in emerging markets
- Education of business ethics in schools and companies
- Emerging markets regulation, rule of law, and business ethics
- Cross-cultural comparison of business ethics between emerging markets
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- Social culture, religion, and economic crimes in an emerging markets business
- Case studies in business ethics from emerging markets

In the first chapter, authors describe some corporate social responsibility strategies in Emerging Markets focusing on the decision-making processes and business practices for sustainability in a global economy.

The second chapter provides ten reasons on how Emerging Markets offer Businesses and E-Business great opportunities to increase productivity, growth and innovation. Authors conclude that social responsibility and ethical approaches are the right way for the sustainability of a new entrant Business within Emerging Markets.

The third chapter is a case study on how corporate social responsibility is understood in Bahraini construction companies. From this exploratory study, the author highlights guidelines for companies and recruitment agencies on the social responsibility implementation.

In chapter 4, the authors provide a comparison between corporate social responsibility of the public banking sector in two emerging markets, Egypt and Malaysia. The study offered a room for improvement for both countries to insure sustainable development requirements.

Chapter 5 discusses ethics and corporate social responsibility in Palestine Telecommunication Company (PalTel Group) and its impact on Palestine’s emerging market in the West Bank and Gaza.

Another case study from one of the promising markets in the world, Sub-Saharan Africa. The author introduces the Setho ethics that refer to the moral beliefs and practices of the largely Bantu-speaking people of Africa.

Universities can be considered as a driver or a model for corporate social responsibility. The authors in chapter 7 report how “Ahfad University for Women” helped in improving social responsibility and good corporate citizenship within the Sudan.

Chapter 8 presents another exploratory research from the College of Business Administration at University of Bahrain where authors address the issue of Ethical Consumerism and how ethical practices may affect the decision-making processes inside a college of higher education.

A statistical study on directors’ remuneration disclosure in Malaysia’s 100 largest listed companies, is reported in chapter 9. The authors concluded that company’s size, government’s ownership and family’s ownership have significant influences on directors’ remuneration disclosure in annual reports.

Chapter 10 aims to define business ethics and the cost related to unethical decision making through analyzing the case of Shell Brent Spar. Results show that neglecting ethical principles may cause unwanted losses.

Financial performance of Islamic Banks in emerging markets is the topic discussed in chapter 11. The authors focus on ethical values that are embedded within the Islamic corporate governance in the Malaysian Banks.

Social and ethical perspectives in corporate governance is the subject of Chapter 12. The author affirms that corporate social responsibility can be of a direct economic value to any company and that the relationship between a firm and its stakeholders is of a great importance.

Chapter 13 discusses the impact of trust and ethics on Foreign Direct Investment decisions in the emerging economies. Some markets, like the Tunisian stocks lost a lot of value because of perceived risk by investors.

Chapter 14 discusses the risk-reducing strategies in the Tunisian stock market and presents a risk-behavior model. It also explores the use of experiential marketing as a business model and marketing communication channels to achieve Emerging Markets objectives.
We hope this book would serve as a useful source for the readers who are interested in research and practice in Ethics and Social responsibility, in general, and in Emerging Markets, in particular.

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