

Moral Human Agency in Business

In recent years, corporate accounting scandals have received considerable media attention, raising concerns about unethical practice in the business world. Faced with a decline in society's trust in business, research into the ethics of organizations and their leaders is now of critical importance. In this timely book, Ericson focuses on the moral human agency involved in business by leading the reader through the full span of the activities involved in coffee production, from bean to cup. Illustrating the ethical implications and opportunities of producing Löfbergs coffee, Ericson highlights the importance of the morally imbued connections made between practitioners and other participants. These activities can contribute to a sustainable, profitable and competitive future whilst accounting for justice through a reciprocity of mutual benefit and respect, and meaning and passion. Promoting the reintroduction of ethics in strategy research, this book will be of great interest and use to strategy researchers, business leaders and sustainability directors.

Mona Ericson is Professor of Strategy and Organization at Jönköping International Business School, and affiliated with CeFEO, Centre for Family Enterprise and Ownership. She has many years of experience from teaching courses in strategic change, organization and advanced research methods in business administration and from involvement in academic managerial activities. Her research interests include process thinking in strategy and identity, and philosophy of science.

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A Missing Dimension in Strategy as Practice

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To my son, Rickard

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