

CIBE COE Report 2015

The Center for International Business Ethics (CIBE) at the University of International Business and Economics (UIBE) was founded on December 8, 2004 in Beijing. As an international non-profit research organization, CIBE is striving to integrate ethical values into public policies and businesses strategies by facilitating dialogue between scholars, businesspeople and government officials through conferences, seminars, publications and training programs. From its inception, CIBE's work is consistent with Global Compact 10 principles, but with its features.

Mission:

CIBE specializes in bridging academic study with business practice with a particular focus on ethical strategy and performance.

CIBE aims at creating positive impact on the society with value and knowledge through research, teaching and action in the field of business ethics.

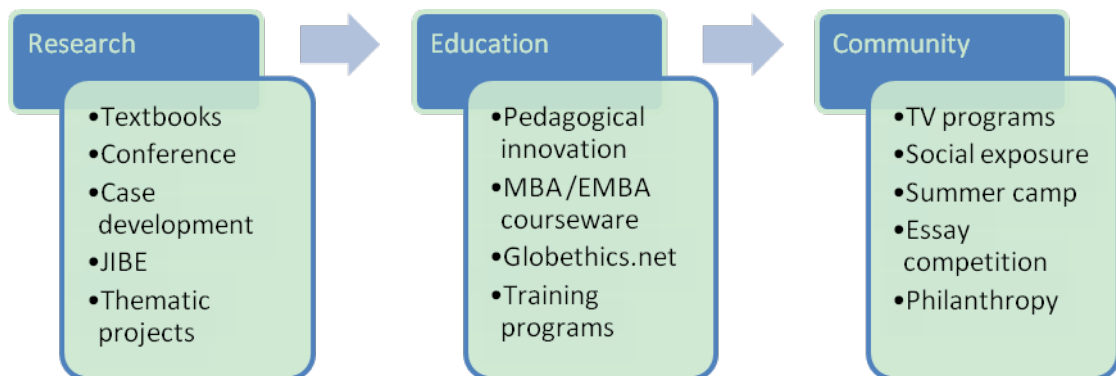
Values

CIBE commits to act in accordance with the fundamental human values of honesty, integrity and respect.

CIBE endeavours to proceed with transparency and accountability in all its activities and works hard to inform key stakeholders of its mission, programs and general operations. CIBE is accessible and responsive to public inquiry with openness and inclusive, and through the media, events and publications, actively reaches out to the wider public, educational institutions and other interested parties for constructive engagement.

Main Activities:

Currently, CIBE projects span three key campaign areas: research, education and the community. Each campaign area is designed to encourage, inspire, and empower stakeholders to think and act ethically, based on the human values of honesty, integrity, and respect. These campaigns are managed by a dedicated team within the CIBE office, who in turn organize independent training, research and publish reports. Twice each year CIBE holds an international conference to bridge these campaign areas, creating a platform for dialogue and cooperation between the business community, civil society and public officials, highlighting best practice in responsible business.



Main Achievements:

1. Textbooks

CIBE has translated over 30 textbooks in the area of business ethics into Chinese, partnership with Peking University Press, China Renmin University Press, CITIC Publish house. Currently, 2 indigenous textbooks are forthcoming with a Chinese perspective.

2. Conference

CIBE holds an international conference twice each year, to bridge these campaign areas, creating a platform for dialogue and cooperation between the business community, civil society and public officials, highlighting best practice in responsible business.

In cooperation with China WTO Studies, MOFCOM and other organizations, CIBE organizes bimonthly workshop on Responsible Outbound Investment among Chinese enterprises.

3. Case Development

CIBE has created *Guide for Case Development in Business Ethics*, and dedicates substantial resources to develop cutting-edge cases in business ethics.

4. Journal-JIBE

The *Journal of International Business Ethics* is a biannual publication dedicated to the creation of a platform for cooperation and sharing of original research on business ethics issues, with a special focus on China.

You can download the Study on the Performance of Chinese Participants in the Global Compact 2009-2010 from the Vol.3, No.1, 2010 at:

http://www.cibe.org.cn/uploadfile/otherfile/2010_1.pdf

5. Thematic projects

CIBE acts as a think-tank to government departments and the business community engaging in research projects. These include CSR Framework under UNESCO, Civil Society Report for European Economic and Social Committee, CSR Report for Norwegian Embassy, Philanthropy in China Report for Switzerland Embassy and Responsible Investment Initiative for Ministry of Commerce. Started from 2014, the Study on CSR Performance of Chinese Overseas Investment (ODI) Project would be one of the core research projects of CIBE. Via series salon, we try to leverage more resources.

6. Pedagogical innovation

CIBE combines leadership with business ethics, and develops experiential learning projects encouraging ethical awareness in business decision-making.

7. MBA /MBA courseware

CIBE has initiated *Leadership and Business Ethics* course into the curriculum of UIBE's MBA program, *International Perspective* and *Business Ethics and Corporate Social Responsibility* into the curriculum of EMBA program for Seton Hall University in China.

8. Globethics.net

From 2009, CIBE has worked in close partnership with Globethics.net (Switzerland) for promotion of and contribution to online library in ethics, in particular in Chinese content.

9. Training programs

CIBE offers various training programs to government officials from developing countries and managers from the business community on integrate business ethics into business strategy and practice, sustainable development, personal growth and leadership, etc.. Our partners include: Bimbo (Beijing) Food Co., Ltd. , Bentley Systems (Beijing) Co., Ltd., China Netcom Communication Company (Sichuan Branch), China Construction Bank Hengshui Branch, the Swiss Development Agency Representation Office in Beijing, and so on.

10. TV programs

CIBE believes that no social transformation is successful without popular understanding and acceptance. Therefore, it has successfully launched 8-episode documentary on *Ethical Integrity: China in Action* on CCTV and other media in China, and the documentary has been adopted by Ministry of Commerce (MOFCOM) as the training material for business integrity.

11. Social exposure

Since 2007, CIBE has been actively engaged in improving education facilities and teachers training for a rural village school in China. In total,

12. Summer camp

Since 2010, CIBE has organized annual Social Responsibility summer camp for university student leaders (30-40 each year), to enhance their understanding of social responsibility, facilitate the multilateral dialogue and communication with multi-stakeholders of businesses.

13. Essay competition

Since 2007, CIBE has organized annual Corporate Social Responsibility essay competition among the top 100 Chinese universities, attracting great attention and support from academic, business, government and social organizations. In total, more than 12000 group students participated.

14. Philanthropy

CIBE offers strategic advice to the business community on philanthropy projects, like Bosch China Charity Center, Total China, and the Chinese People's Association for Friendship with Foreign Countries and so on.

CIBE has worked with many renowned partners to achieve above activities, and we are looking forward to more partners' collaboration.

CIBE's partners include but not limit into:

- Bentley Systems, Incorporated.
- China Credit Research Center (CCRC), Peking University
- DNV GL China
- Caux Round Table (CRT)
- China Center Television

- China Strategy Research Center For Open Economy and International Technology Cooperation (SCOT), UIBE
- Centre for Business Ethics of Shanghai Academy of Social Sciences, Shanghai, China
- Centre for Business Ethics, University of St. Thomas, Texas, U.S.
- Centre for Development and the Environment, University of Oslo, Norway
- European Foundation for Management Development, Brussels, Belgium
- Globethics.net, Switzerland
- Institute of International Economy, UIBE
- Loyola Institute of Business Administration (LIBA)
- Peking University Press (PUP)
- Shijiazhuang Pharmaceutical Group Co., Ltd (CSPC)
- Standard and Chartered Bank, Anti-HIV Program, co-organizer
- SynTao Co., Ltd, China
- Sweden Embassy in Beijing
- Switzerland Embassy in Beijing
- The Markkula Center for Applied Ethics, Santa Clara University, California, U.S.
- WTO Tribune Magazine, MOFCOM, China

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