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APPENDIX A

VIGNETTE REVIEW FORM
FIRST PANEL OF EXPERTS

**Kendra S. Boggess
101 Rockledge Avenue
Princeton, WV 24740**

July 26, 1995

Dr.
Address
City, State ZIP

Dear Dr. _____:

Thank you for agreeing to read the vignettes I have prepared for my dissertation study. After each vignette, a list of questions is attached, along with space for you to write comments the questions do not address.

I look forward to your remarks and thank you again for taking the time to help.

Sincerely,

Kendra Boggess
Doctoral student

Enclosure

cc: files

Vignettes

Scenario A) As a middle manager in a medium sized industrial firm, Mark Smith communicates with his employees regularly. In October, an employee, Mr. Joe Jones, tells Mark confidential information about his personal life. It is company policy that any confidential information communicated to management is not to be disclosed to others.

However, in order to make a judgment on Joe's upcoming promotion, Mark shares the conversation he had with Joe with Mr. Winfrey, another middle manager.

1. Do you believe Mark's communication to Mr. Winfrey to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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2. Would you engage in this practice under the circumstances described?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 - a. If you don't believe it does, do you believe it could be revised to do so?
 - b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

Scenario B) A manager in a plant production area has often noticed violations of the company's health and safety policies by coworkers.

One day, a heavy equipment operator at the work site violates a clearly written company policy. The manager makes a personal judgment and decides it will be better not to report this violation of company policy to his superior.

3. Do you believe this decision to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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4. Would you engage in this practice, based on your own personal judgment?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
Y N a. If you don't believe it does, do you believe it could be revised to do so?
b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

Scenario C) The Board of Directors of Anderson, Inc. has requested a writing team to prepare a report about selling rejected merchandise to employees. Company officials are expected to be as factual as possible in producing such reports. From the data collected, six rationales have emerged against selling the rejected merchandise and four have emerged in favor of the practice.

In finalizing the report, Mr. Richard Web, manager, decides to disregard two of the four rationales that favor selling rejected merchandise to employees. These two were weak arguments at best and might not be too important. But the more important reason Mr. Web is disregarding them is because he, himself, did not agree to selling rejected merchandise to employees.

5. Do you consider Mr. Web’s decision to delete two of the rationales to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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6. Would you engage in this practice?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 Y N a. If you don’t believe it does, do you believe it could be revised to do so?
 b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

Scenario D) You are an assistant manager in a large retail department store. The past several months have been very profitable for your company; its market share has risen 3% in the northeastern region of the United States. You are currently preparing to apply for a promotion in the company. One of the ways you can be promoted is by your ability to attract new customers.

You want to show your ability to attract customers. Therefore, you include in your list of prospective customers a group that has shown some interest in buying the product. However, you do not believe they will actually purchase the product.

The company will use your list to forecast sales for the next year. Therefore, the company's interest may be harmed, as the forecast will be based on prospective customers, not confirmed buyers. But you believe you need to include them in documenting your ability to attract customers, as this promotion is important to you.

7. Do you believe this practice to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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8. Would you engage in this practice, considering both your and the company's interest?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 - a. If you don't believe it does, do you believe it could be revised to do so?
 - b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

Scenario E) Mrs. Welch is a security salesperson for Marlin Corporation. A client calls her and asks whether he should buy some shares of ABC Company. Although Mrs. Welch does not particularly like ABC Company, she lets the client believe that it may not be such a bad idea to buy the shares.

Of course, one of her motivations in this decision is to earn the commission involved. However, if the recommendation turns out to be unprofitable for the client, Marlin Corporation may get bad publicity.

9. Do you consider Mrs. Welch's action to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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10. Would you engage in this practice, considering both your and the company's interests?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 Y N a. If you don't believe it does, do you believe it could be revised to do so?
 b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

Scenario F) Jennifer Wallace, director of Human Resource Management in a large telecommunications company, has installed the latest security systems in her computer to maintain the confidentiality of the personnel files.

Howard Dunn, a senior marketing representative, would like to find out the salaries of employees of his rank so that he can negotiate a better salary for himself.

One day, he notices that Miss Wallace is away from her desk and has mistakenly left the confidential file involving employee salaries on the computer screen. Howard uses the opportunity to access the information he was looking for.

Howard understands salary information is usually confidential information in any company.

11. Do you believe Howard's action to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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12. Would you engage in this practice?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 Y N a. If you don't believe it does, do you believe it could be revised to do so?
 b. Would you like to offer suggestions for improving the vignette?

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3. Y N Is the vignette easily understood?
4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

Scenario G) As a marketing manager for LDS Consulting, Mr. Henry Malone asks you to research and write a business report. The team spends four weeks to prepare the report you present to Mr. Malone on July 1st. He seems only mildly interested in the report, but congratulates you for “completing the project in a timely fashion.”

Two months later, Mrs. Lee, mentions a similar report Mr. Malone presented at a regional conference she attended. You get a copy of the report and realize Mr. Malone has used your work, almost exactly. There is no formal rule or policy to specify whether such a practice is appropriate.

13. Do you consider Mr. Malone’s use of the report to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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14. Would you engage in this practice?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 - a. If you don’t believe it does, do you believe it could be revised to do so?
 - b. Would you like to offer suggestions for improving the vignette?

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5. Other comments?

Scenario H) As comptroller in a California-based corporation, Mr. Chung reviews expense account records and is responsible for their accuracy and for reporting irregularities. During a recent monthly expense audit, he finds his friend and senior ranking executive, Joe Lewis, showing some unnecessary expenses. The expenses were not illegal but are definitely not a common practice among other employees. Mr. Chung decides not to report the issue.

It may be noted that on more than one occasion, Mr. Chung observed that his boss allowed unnecessary expenses by other officials who were important to the company.

15. Do you believe the action of not reporting the issue to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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16. Would you engage in this practice?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 Y N a. If you don't believe it does, do you believe it could be revised to do so?
 b. Would you like to offer suggestions for improving the vignette?

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3. Y N Is the vignette easily understood?
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5. Other comments?

Scenario I) Tom Anthony, the manager in a gourmet food store, promises to cater a large party for one of the store's best customers on Sunday. As they prepare the food, employees can not find several of the needed ingredients. These ingredients cannot be purchased quickly from the suppliers, because they are closed on Sundays.

Tom solves the problem by substituting other items, thinking that "the customer will never know anyway." Tom is a successful and aggressive manager, known to be highly competitive, as well as innovative, when it comes to sales.

On Monday after the party, the customer calls and compliments Tom about the catering and promises to use the store's services in the future.

17. Do you believe Tom's decision to be:

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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18. Would you engage in this practice considering the company's interests?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 Y N a. If you don't believe it does, do you believe it could be revised to do so?
 b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
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5. Other comments?

Scenario J) ABC Corporation is an aggressive company, determined to outperform other companies and it has been fairly successful in doing so. Mr. Garnet, President of the company, is a very busy individual. It is his responsibility, nonetheless, to read and sign any letter mailed in his name. However, Tom Fredericks, his Administrative Assistant, often signs and sends letter from Mr. Garnet because he may not be available sign the letters.

It is generally understood by those receiving letters from businesses, that the person who signs a letter has checked and approved it before it is mailed, but this is often not the case. The urgency of daily business transactions often requires that letters be mailed at a very short notice.

Even though such practices may not always serve the best interests of the customers, who expect that Mr. Garnet knows the contents of the letters, on the whole, ABC Company benefits from this practice. Therefore, Mr. Garnet does not oppose the practice.

Last week, four letters were sent that were composed and signed by Tom. Mr. Garnet was out of town and the letters had to be mailed in order to meet a deadline in sending bid quotations to obtain a profitable contract.

19. Do you consider this practice to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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20. Would you engage in this practice, given the need of the company to be competitive?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 Y N a. If you don't believe it does, do you believe it could be revised to do so?
 b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
3. Y N Is the vignette easily understood?
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5. Other comments?

Scenario K) Lester Hayes has applied for a job with a local software company. He is interviewed by Mrs. Reeves, the vice-president. After the first interview, candidates are usually asked to take the company skill and aptitude test. Customarily, candidates who score in the top ten percent are given a second interview.

Lester calls back after one week to inquire whether he will be given a second interview. Mrs. Reeves gives a negative answer. This is based solely on her negative impression from the first interview and when she decided not to hire the candidate. When Lester asks why he is not being asked to a second interview, Mrs. Reeves says that it has partly to do with the candidate's test score.

Mrs. Reeves has a hunch that the candidate will interpret her remark as an indication that his test score was bad. Indeed, he does interpret her comment in this way and he does not pursue the matter further.

Of course, Mrs. Reeves could have taken some time to review the test score before giving an answer, but she thought that her time would be better spent in an urgent matter which could lead to getting a big sales contract for the company.

21. Do you consider Mrs. Reeves comment about Lester’s test score to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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22. Would you engage in this practice?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 - a. If you don't believe it does, do you believe it could be revised to do so?
 - b. Would you like to offer suggestions for improving the vignette?

2. Y N Are the key players well defined?
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5. Other comments?

Scenario M) A US government consultant, Mr. Kelly, met with officials of LBL Defense Contractors, Inc. to negotiate a contract. Mr. Kelly accidentally left a file on the table when he left the building. It contained information about a unique technology that had just been developed by Becker Corporation, LBL's chief competitor. The information in the file was considered to be proprietary, in other words, the products referred to in the file were made and marketed by the only company with an exclusive right to manufacture and sell them. Three of LBL's corporate officers noticed the file and did not notify Mr. Kelly of its location.

LBL has a policy that states "LBL employees are prohibited from using information not obtained in an appropriate, acceptable, and business-like manner." If this situation becomes known, the company could be removed from the government's list of approved contractors, but there is a chance no one will ever discover where the file is.

23. Do you believe the officer's actions to be

Mildly Ethical to Ethical 1	Mildly Unethical to Unethical 2
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24. Would you engage in this practice?

Yes 1	No 2
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1. Y N Does this vignette realistically portray an ethical decision?
 - a. If you don't believe it does, do you believe it could be revised to do so?
 - b. Would you like to offer suggestions for improving the vignette?

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4. Y N In light of the fact this questionnaire is being distributed to both Japanese and US students, do you believe the language is clear enough? If not, please circle words or phrases that you believe may be a barrier to understanding.
5. Other comments?

APPENDIX B
CORRESPONDENCE TO REGISTRARS

Copy of Letter Mailed to State College and University Registrars

October 22, 1995

Registrar

_____ University

Address

City, State, zip code

Dear Mr./s. _____:

I am sending this letter of introduction to you via Ray Mull, Registrar, of Concord College. It will introduce you to a dissertation study I am undertaking in WEST VIRGINIA institutions of higher learning. I need your help to complete the study. Mr. Mull has already offered to help me accomplish this goal and I hope you will be able to as well.

In WV today, the establishment of economic, educational, and social ties with the people of Japan is considered important to growth plans for the future. To compete in the emerging global economy, ties must be established with individuals of other cultures. To be successful in establishing such business and personal ties, we must develop an understanding of one another's cultural differences and similarities. For this reason, I am planning to conduct a study that will compare Japanese students' ethical responses to business situations with responses made by US students to the same situations. The existing literature reflects many likenesses and parallelisms between cultures and reflects some differences as well. I believe the information gleaned from the study can promote understanding and interest in other cultures.

Would you agree to send a written survey to Japanese and US students on your campus later this year, keep a list of the students and send follow-up mailings as might be necessary? If this is not in your purview, and if there is a Human Subjects or other committee that regulates such research on your campus, I am asking that you have the enclosed form signed by the appropriate parties or fill in the name of an appropriate committee member, along with a telephone number so I might contact that individual personally.

I look forward to working with each of you in the future and hope you will contact me with questions or concerns you might have about the study. My number is (304) 384-5322 (w) on TR from 10:00 - noon and 3:30-6:00 p.m., or (304) 425-5097 on MWF. Thank you for your consideration of my request.

Sincerely,

Kendra Bogges

Chair, Division of Business and Economics

Enclosures: Self-addressed envelope
Study Procedures, Statement of Participation

15 Colleges and Universities initially agreed to take part in this study
STUDY PROCEDURES

- A written survey composed of vignettes featuring ethically-oriented situations is being prepared. It should be mailed to you soon.
 - The survey is being designed to take no more than thirty minutes for students to complete.
 - Your students will be asked to respond to the questions with answers ranging from Very Ethical to Very Unethical, and Yes to No on two six-point Likert-type scales.
 - The survey will be available for your review before mailing.
 - The data gathered will be considered confidential.
 - All respondents and institutions are assured anonymity.
1. I will need you to identify the Japanese students on your campus. The prepared surveys will need to be mailed to these selected students. I will be responsible for the postage involved and can come to your campus to help prepare the envelopes/labels, if that will be helpful to you in completing the mailing.
 2. For each Japanese student, a US student with the same major and of the same grade level needs to be identified. Surveys will also be mailed to these students. Again, I will be responsible for postal charges and will do all that I can to assist you in preparing the envelopes.
 3. If you are able to help in my study, I will send you a packet containing:
 - The surveys
 - for each Japanese student at your school
 - for a corresponding number for US students of the same grade level and major as the Japanese students
 - surveys for your review
 - post cards to enter the students in a drawing for two \$100 cash prizes
 - Self-addressed, stamped envelopes in which students will return their responses
 - A letter of introduction and instructions for filling out the survey

If you have any questions about the procedures or the study itself, please contact me at one of the numbers listed below:

Kendra Boggess, Chair
Division of Business & Economics
Concord College
(304) 384-5322 or 384-5394 M-F, (304) 425-5097 (H), (304) 425-2028 fax

STATEMENT OF PARTICIPATION

I will help you with your study and will expect your packet of materials in April. I will mail your survey to an equal sample of Japanese and West Virginia students at my college.

I would like you to contact me for further clarification of your project.

Please list the number of Japanese students who currently attend your institution.

Signature of Registrar

College

Address

City, State, Zip

Phone Number

Date

March 21, 1997

«Title» «FirstName» «LastName», «JobTitle»
«Company»
«Address1»
«City», «State» «PostalCode»

Dear «Title» «LastName»:

Thank you for agreeing to help in my study relating to the effect of culture on ethics in business. As we discussed earlier this week, I am collecting data for a dissertation study I am undertaking in WV institutions of higher learning.

As we discussed, I have enclosed two packets of surveys, one for Japanese students and one for US students. You have agreed to identify the full-time Japanese students on your campus, along with an equal number of US students of the same major and class.

- One of the enclosed packets contains surveys coded for Japanese students. Send these to the Japanese students on your campus.
- The other packet contains surveys coded for US students. Please send those to the "matching" group of US students on your campus, i.e., a US student with the same major and of the same grade level should be mailed the survey.
- I would appreciate it if the packets can be *mailed by Wednesday, March 26, 1997*.
- I have included enough Computer Labels for the mailings I have asked you to make

You have agreed to

- address the stamped envelopes containing the surveys
- to keep a record of the students' names on the form enclosed
- to keep a record of the number of the packet each student is being mailed

Inside each envelope mailed to your students, there are **(a)** two copies of the Informed Consent form, containing an explanation of the study and the subjects' roles in it, and directions for completing the survey, **(b)** there is a copy of the survey questionnaire consisting of six vignettes and 14 demographic items, **(c)** a Prize Winner Notification Card on which students will identify themselves to receive one of several cash prizes (one \$100, one \$50, ten \$5.00) and instructions for returning it, (the postcards will be separated from the surveys by an attorney who has agreed to insure students' anonymity), and **(d)** 2 stamped, self-addressed envelopes.

A sample packet is included for your perusal and is marked "Sample for the Registrar." After the students have completed the questionnaire, they are asked to complete a demographic questionnaire, containing fourteen questions. They are asked to return the survey in one of the stamped, self-addressed envelopes. They will be also be asked to return one copy of the Informed Consent Letter, and the Prize Winner Notification Card in the second stamped, addressed, envelope. The students' answers will be kept confidential and only the combined data and resulting statistics will be made available for publication.

Follow-up procedures. As the responses are returned, I will contact you with the Prize Winner Notification Card numbers that have been returned after the first, second and, if it is necessary, the third mailings. In this way, non-respondents will be able to be contacted and encouraged to return completed surveys. I am asking that you please mail subjects the additional follow-up mailings as may be necessary. I will provide additional mailing labels, postage and forms.

If the mailings do not produce reasonable response rates, I will ask you to provide telephone numbers of subjects so they can be polled using only the demographic questions to determine if the non-respondents are significantly different than the respondents.

Sequence for responses Ten days after mailing the surveys, I will mail non-respondents a reminder card in which the importance of the study and need for a high response rate will be emphasized. If necessary, ten days after the reminder card is mailed, a letter will be mailed to the remaining non-respondents to again emphasize the need for a high response rate. A second survey and OpScan will be included in this mailing, for those who discarded the original survey.

Thank you again for your help.

Sincerely,

Kendra Boggess
Chair, Division of Business and Economics
Concord College

Enclosures: Self-addressed envelope
Study Procedures, Statement of Participation

APPENDIX C

**VIGNETTE REVIEW FORM
SECOND PANEL OF EXPERTS**

Questionnaire

Kendra Boggess, Virginia Polytechnic Institute and State University,
101 Rockledge Avenue, Princeton, WV 24740; 304-384-5322(w) or 304-425-5097 (h)

Directions: The scenarios in this survey describe a variety of business situations. Please assess each situation and respond to it on the scales provided. Your answers should be placed on the SCANTRON sheet provided, using a number 2 pencil. Mark no more than one answer per question.

Your participation is important and I thank you for helping with this dissertation research. Please do not write your name on the survey or Scantron. Your individual responses will remain confidential. The collected data will be combined and the resulting statistics will be used for research purposes.

Scenario A) As a middle manager in a medium sized industrial firm, Mark Smith communicates with his employees regularly. In October, an employee, Mr. Joe Jones, tells Mark confidential information about his personal life. It is company policy that any confidential information communicated to management is not to be disclosed to others.

However, in order to make a judgment on Joe's upcoming promotion, Mark shares the conversation about Joe's personal life with Mr. Winfrey, another middle manager.

1. Do you believe Mark's communication to Mr. Winfrey to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

2. Would you engage in this practice under the circumstances described?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario B) A plant production manager has often noticed violations of the company's health and safety policies by coworkers.

One day, a heavy equipment operator at the work site violates a clearly written company policy. The manager makes a personal judgment and decides it will be better not to report this violation of company policy to his superior.

3. Do you believe this decision to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

4. If you were in a similar situation, would you choose not to report the violation, based on your own personal judgment?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario C) The Board of Directors of Anderson, Inc. has requested a special team to prepare a report about selling rejected merchandise to employees. Company officials are expected to be as factual as possible in producing such reports. **The employees in the special team know the**

merchandise is rejected. From the data collected, six reasons have emerged against selling the rejected merchandise and four have emerged in favor of the practice.

In finalizing the report, Mr. Richard Web, manager, decides to disregard two of the four reasons that favor selling rejected merchandise to employees. These two reasons were weak arguments at best and might not be too important. But the main reason Mr. Web is disregarding them is because he, himself, did not agree with the proposal to sell.

5. Do you consider Mr. Web's decision to delete two of the rationales to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

6. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario D) You are an assistant manager in a large retail department store. The past several months have been very profitable for your company; its market share has risen 3% in the northeastern region of the United States. You are currently preparing to apply for a promotion in the company. One of the criteria by which you can be promoted is your ability to attract new customers.

You want to show your ability to attract customers. Therefore, you include in your list of prospective customers a group that has shown some interest in buying the product. **However, you do not believe more than 15% of them will actually purchase the product.**

The company will use your list to forecast sales for the next year. Therefore, the company's interest may be harmed as the forecast will be based on prospective customers, not confirmed buyers. However, you believe you need to include them in documenting your ability to attract customers, as this promotion is important to you.

7. Do you believe this practice to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

8. Would you engage in this practice, considering both your and the company's interest?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario E) Mrs. Welch is a stockbroker for Marlin Corporation. A client calls her and asks whether he should buy some shares of ABC Company stock. Although Mrs. Welch does not particularly like ABC Company, she lets the client believe that it may not be such a bad idea to buy the shares.

Of course, one of her main motivations in this decision is the commission she will earn. Marlin Corporation will also profit from this sale as the 2% commission is shared evenly between the broker and the company. However, if the recommendation turns out to be a bad investment for the client, the Marlin Corporation may receive bad publicity.

9. Do you consider Mrs. Welch's action to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

10. Would you engage in this practice, considering both your and the company's interests?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario F) Jennifer Wallace, director of Human Resource Management in a large telecommunications company, has installed the latest security systems in her computer to maintain the confidentiality of the personnel files.

Howard Dunn, a senior marketing representative, would like to find out the salaries of employees of his rank so that he can negotiate a better salary for himself.

One day, he notices that Miss Wallace is away from her desk and has mistakenly left the confidential file involving employee salaries on the computer screen. “Confidential” is written plainly on the top of the screen. Howard uses this opportunity to access the information he was looking for.

11. Do you believe Howard’s action to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

12. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario G) As a marketing manager for LDS Consulting, Mr. Henry Malone asks you to research and write a consulting report. You spend four weeks to prepare the report you present to Mr. Malone on July 1st. He seems only mildly interested in the report, but congratulates you for “completing the project in a timely fashion.”

Two months later, your coworker, Mrs. Lee, mentions a similar report Mr. Malone presented at the National Chemical Engineering conference she attended. You get a copy of the report and realize Mr. Malone has used your work, almost exactly. It is the most prestigious conference in your profession. You learn he was paid handsomely for making the presentation. There is no formal rule or company policy to specify whether such a practice is appropriate.

13. Do you consider Mr. Malone’s use of the report to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

14. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario H) As Chief Financial Officer in a medium-sized California-based corporation, Mr. Ransom reviews expense account records and is responsible for their accuracy and for reporting irregularities. During a recent monthly expense audit, he finds his friend and senior ranking executive, Joe Lewis, reporting some unnecessary expenses. The expenses were not illegal but are definitely not a common practice among other employees. Mr. Ransom decides not to report the issue.

It may be noted that on more than one occasion, Mr. Ransom observed that his boss allowed unnecessary expenses by other officials who were important to the company.

15. Do you believe the action by Mr. Chung of not reporting the issue to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

16. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario I) James Kelly, a U.S. government defense consultant, met with officials of Delta Defense Contractors to negotiate a contract. When he left the meeting, he accidentally left a file on the table. It contained information about a unique technology that had just been developed by Becker Corporation, Delta’s chief competitor.

The information in the file was considered to be proprietary. In other words, the products the file referred to were made and marketed by Becker Corporation, the only company with an exclusive right to manufacture and sell them. **Information in the file could allow readers to develop similar technologies, saving the company millions in development costs.** Three of Delta’s corporate officers noticed the file and did not notify Mr. Kelly of its location.

Delta has a policy that states “Delta employees are prohibited from using information not obtained in an appropriate, acceptable, and business-like manner.” If this situation becomes known, the company could be removed from the government’s list of approved contractors, but there is a chance no one will ever discover where the file is.

17. Do you believe the officer’s actions to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

18. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario J) Tom Anthony, the manager in a gourmet food store, promises to cater a large party for one of the store’s best customers on Sunday. As they prepare the food, employees **realize they do not have two of the main items, fresh salmon and imported Beluga caviar. These important and expensive ingredients** cannot be purchased quickly from the suppliers, because their businesses are closed on Sundays.

Tom solves the problem by substituting other items, **hoping** that "the customer will never know anyway." Tom is a successful and aggressive manager, known to be highly competitive, as well as innovative, when it comes to sales.

On Monday after the party, the customer calls and compliments Tom about the catering and promises to use the store's services in the future.

19. Do you believe Tom’s decision to be:

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

20. Would you engage in this practice considering the company's interests?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario K) ABC Corporation is an aggressive company, determined to outperform other companies and it has been fairly successful in doing so. Mr. Garnet, President of the company, is a very busy individual. It is his responsibility, nonetheless, to read and sign any letter mailed in his name. However, Tom Fredericks, his Administrative Assistant, often signs and sends letter from Mr. Garnet because he may not be available to sign the letters.

It is generally understood by those receiving letters from businesses, that the person who signs a letter has knowledge of it and has checked and approved it before it is mailed, but this is sometimes not the case at ABC Corporation. The urgency of daily business transactions often requires that letters be mailed on very short notice.

Even though such practices may not always serve the best interests of the customers, who expect that Mr. Garnet knows the contents of the letters, on the whole, ABC Company benefits from this practice. Therefore, Mr. Garnet does not oppose the practice.

Last week, four letters were sent that were composed and signed by Tom Fredericks. Mr. Garnet was out of town and he thought the letters had to be mailed in order to meet a deadline in sending bid quotations to obtain a profitable contract.

21. Do you consider this practice to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

22. Would you engage in this practice, given the need of the company to be competitive?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario L) Lester Hayes has applied for a job with a local software company. He is interviewed by Mrs. Reeves, the vice-president. After the first interview, candidates are usually asked to take the company skill and aptitude test. Customarily, candidates who score in the top ten percent are given a second interview.

Lester calls back after one week to inquire whether he will be given a second interview. Mrs. Reeves gives a negative answer. Her answer is based solely on a comment made by one of her coworkers. When Lester asks why he is not being asked to a second interview, Mrs. Reeves says that it has partly to do with the candidate's test score.

Mrs. Reeves has a hunch that the candidate will interpret her remark as an indication that his test score was bad. Indeed, he does interpret her comment in this way and he does not pursue the matter further.

Of course, Mrs. Reeves could have taken some time to review the test score before giving an answer, but she thought that her time would be better spent in an urgent matter which could lead to getting a big sales contract for the company.

23. Do you consider Mrs. Reeves comment about Lester's test score to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

24. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario M) Bob Miller is the publisher of a trade magazine called Furniture World that has been publishing a series of articles to promote local businesses. One of these article was a favorable review of Royal Furniture Manufacturing (RFM) in spite of the fact that Mr. Miller had confidential information that RFM has, in the past, engaged in questionable business practices.

A few months after the article appeared, two local businesses suffered serious losses when dealing with RFM Co. They trusted RFM Co., partially because of the favorable tone of Miller’s article. During a casual meeting, these two businessmen blamed Mr. Miller for writing the irresponsible review of RFM and the losses they suffered. Indeed, Mr. Miller felt badly but refused to accept the responsibility for his action. Accordingly, he refused to publish any clarification of his opinions as expressed in the earlier article.

25. Do you believe Mr. Miller’s refusal to accept responsibility by writing a clarification to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

26. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

(Cavanagh et al., 1984)

Scenario N) Last year *CJS Chemical Company* hired Matt Stauffer to manage its chemical plant in northern Mexico. Upon arrival at the plant, Matt reviewed local chemical manufacturing regulations and noticed his company was not keeping accurate records of the tons of hazardous waste it produced. He also found that part of the waste was being dumped into the ground behind the plant. This was potentially dangerous. Matt reviewed the company actions with his subordinate officer responsible for waste management.

Although he realized the need to change this practice, the issue was left for future action when the financial condition of the company improved. This never materialized, as the company continued to struggle financially.

Two years passed. The local press reported factually that waste disposal by the firm affected drinking water in the area and may have caused several still births. Of course, the firm was severely criticized causing serious damage to its reputation locally. He finds that the company has broken no law, as Mexico’s hazardous waste disposal policies are far more liberal and favor the company more than laws in the United States.

Matt has choices to make. Since he ignored the issue in the past, he feels responsible. One way he could serve the company is to resign and take full responsibility. However, he chooses to ignore the issue, and continues on his job as usual.

27. Do you believe Matt’s decision not to resign to be:

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

28. Would you engage in this practice (not resign)?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Scenario O) Central Bank Corporation is financing the building of a commercial office project. At the time the financial decision was made, the local economy was healthy and there seemed to be strong demand for new office space. Halfway through the project construction, the economy went sour, and the projected demand for new office space was curtailed by forecasters. It was also realized by the bank that when the facility would be completed, it would be a direct competition to a similar facility owned by several members of the bank's Board of Directors.

Consequently, the bank did not want the project to be completed and threatened to withdraw funding if the owners did not produce additional capital. Since the owners did not had additional capital, financing was stopped. As a result, the project could not be completed and the owners went bankrupt.

When the owners brought a lawsuit against the bank, it cleverly changed the records, causing them to suggest the project would never have been profitable.

29. Do you believe the Board's decision (which is favorable to several members) to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

30. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Demographics

Please record your answers on the Scantron (OpScan) provided to you. Please do not leave any question unanswered. If you are unsure, use your best judgment to answer the question.

1. Is your nationality
 - a. US
 - b. Japanese
 - c. Other

2. What is your age? _____

3. What is your undergraduate field of study?
 - a. business
 - b. education
 - c. fine arts
 - d. languages & literature
 - e. natural sciences
 - f. social sciences
 - g. other, please list _____

4. What is your gender?
 - a. Male
 - b. Female

5. What type of student were you in high school?
 - a. excellent
 - b. above average
 - c. average
 - d. below average
 - e. poor

6. What is your educational level?
 - a. freshman or sophomore
 - b. junior or senior
7. In which category would you place your family economically?
 - a. middle class or lower
 - b. above middle class
8. Given the places in which you grew up, would you say your upbringing was more in:
 - a. semi-rural to rural areas
 - b. semi-urban to urban areas
9. Does at least one of your parents/guardians
 - a. own or work for a profit business
 - b. work for a non-business such as government, state educational institution, charitable organization, etc.
10. Do you deeply believe in and/or practice your own religion?
 - a. yes
 - b. no
 - c. sometimes
11. I have traveled outside my own continent for a period of
 - a. more than 60 days (two months)
 - b. 61-120 days (three months)
 - c. 121 days - one year (more than 3 months)
 - d. over one year
12. Approximately how many years of full-time work experience do you have?
 - a. less than one year
 - b. one to two years
 - c. more than three years
13. Have you lived in the United States for your entire life?
 - a. Yes
 - b. No
14. If no, how many years have you lived in the United States? _____

APPENDIX D
VIGNETTE DEVELOPMENT TABLE

TABLE D1

Vignette Development

All Items	Questions	Vignette Situations	Vitell's Classification	Originally Created 1995	Vignette Development Review Panel 1995
A	1-2	Middle Manager	PIO Codes & Self	x	x
B	3-4	Plant Production Mgr.	PIO Codes & Self	x	x
C	5-6	Bd. of Dir., Andersen	Self as Stakeholder	x	x
D	7-8	Asst. Mgr, large retail dept. store	PIO Codes & Self	x	x
E	9-10	Mrs. Welch	Self as Stakeholder	x	x
F	11-22	Jennifer Wallace	PIO Codes & Self	x	x
G	13-14	Henry Malone, Mktg. Mgr.	Takes ethical cues from superiors	x	x
H	15-16	Expense acct. records	Takes ethical cues from superiors	x	x
I	17-18	Tom Anthony	Perceives ethical problems (PEP)	x	x
J	19-20	ABC Corp.	PEP	x	x
K	21-22	Lester Hayes	PEP	x	x
L	23-24	Bribery	Accepts responsibility	x	
M	25-26	James Kelly	PEP	x	x
N	27-28	Bob Miller	Accepts responsibility		
O	29-30	CJS Chemical	Accepts responsibility		
P	31-32	Central Bank Corp.	PEP		
					12 vignettes
					24 questions

(Table D1 continues)

TABLE D1

Vignette Development

All Items	Questions	Vignettes written after 1st Experts Review 1995	2nd Experts Panel 1996-97	Pilot Study 1997	Final Survey
A	1-2		A	A	A
B	3-4		B	B	
C	5-6		C	C	B
D	7-8		D	D	C
E	9-10		E	E	D
F	11-22		F	F	
G	13-14				
H	15-16				
I	17-18		H	H	F
J	19-20		I	I	
K	21-22		J	J	
L	23-24				
M	25-26		G	G	E
N	27-28	x			
O	29-30	x			
P	31-32	x	K	K	
			Relabeled items		Relabeled items
		15 vignettes	11 vignettes	11 vignettes	6 vignettes
		30 questions	22 questions	22 questions	12 questions

APPENDIX E
FINAL SURVEY PACKET

Letter Mailed to Registrars

Issues in Business Survey

Informed Consent Letter

Prize Winner Notification Card

COPY OF LETTER MAILED TO REGISTRARS IN 1995

October 22, 1995

Registrar

_____ University

Dear _____:

I am sending this letter of introduction to you via Ray Mull, Registrar, of Concord College. It will introduce you to a dissertation study I am undertaking in WV institutions of higher learning. I need your help to complete the study. Mr. Mull has already offered to help me accomplish this goal and I hope you will be able to as well.

In WV today, the establishment of economic, educational, and social ties with the people of Japan is considered important to growth plans for the future. To compete in the emerging global economy, ties must be established with individuals of other cultures. To be successful in establishing such business and personal ties, we must develop an understanding of one another's cultural differences and similarities. For this reason, I am planning to conduct a study that will compare Japanese students' ethical responses to business situations with responses made by West Virginia students to the same situations. The existing literature reflects many likenesses and parallelisms between cultures and reflects some differences as well. I believe the information gleaned from the study can promote understanding and interest in other cultures.

Would you agree to send a written survey to Japanese and West Virginia students on your campus later this year, keep a list of the students and send follow-up mailings as might be necessary? If this is not in your purview, and if there is a Human Subjects or other committee that regulates such research on your campus, I am asking that you have the enclosed form signed by the appropriate parties or fill in the name of an appropriate committee member, along with a telephone number so I might contact that individual personally.

I look forward to working with each of you in the future and hope you will contact me with questions or concerns you might have about the study. My number is (304) 384-5322 (w) on TR from 10:00 - noon and 3:30-6:00 p.m., or (304) 425-5097 on MWF. Thank you for your consideration of my request.

Sincerely,

Kendra Boggess
Chair, Division of Business and Economics

Enclosures: Self-addressed envelope, Study Procedures, Statement of Participation

**COPY OF DOCUMENT ACCOMPANYING LETTER MAILED TO
REGISTRARS IN 1995 IN WV COLLEGES & UNIVERSITIES
15 AGREED TO TAKE PART IN THE STUDY**

STUDY PROCEDURES

- A written survey composed of scenarios featuring ethically-oriented situations is being prepared. It should be mailed to you soon.
 - The survey is being designed to take no more than thirty minutes for students to complete.
 - Your students will be asked to respond to the questions with answers ranging from Very Ethical to Very Unethical, and Yes to No on two six-point Likert-type scales.
 - The survey will be available for your review before mailing.
 - The data gathered will be considered confidential.
 - All respondents and institutions are assured anonymity.
1. I will need you to identify the Japanese students on your campus. The prepared surveys will need to be mailed to these selected students. I will be responsible for the postage involved and can come to your campus to help prepare the envelopes/labels, if that will be helpful to you in completing the mailing.
 2. For each Japanese student, a West Virginia student with the same major and of the same grade level needs to be identified. Surveys will also be mailed to these students. Again, I will be responsible for postal charges and will do all that I can to assist you in preparing the envelopes.
 3. If you are able to help in my study, I will send you a packet containing:
 - The questionnaires
 - for each Japanese student at your school
 - for a corresponding number for US students of the same grade level and major as the Japanese students
 - surveys for your review
 - post cards to enter the students in a drawing for two \$100 cash prizes
 - Self-addressed, stamped envelopes in which students will return their responses
 - A letter of introduction and instructions for filling out the survey

If you have any questions about the procedures or the study itself, please contact me at one of the numbers listed below:

Kendra Boggess, Chair
Division of Business & Economics
Concord College
(304) 384-5322 or 384-5394 M-F, (304) 425-5097 (H), (304) 425-2028 fax

ISSUES IN BUSINESS SURVEY

Directions: The Vignettes in this survey describe a variety of business situations. Please assess each situation and respond to it on the scales provided. **Your answers should be marked directly on the survey.** Mark no more than one answer per question.

Your participation is important and I thank you for helping with this research. Please do not write your name on this survey form. Your individual responses will remain confidential, the collected data will be combined and the resulting statistics will be used only for research purposes.

Vignette A) As a middle manager in a medium sized industrial firm, Mark Smith communicates with his employees regularly. In October, an employee, Mr. Joe Jones, tells Mark confidential information about his personal life. It is company policy that any confidential information communicated to management is not to be disclosed to others.

However, in order to make a judgment on Joe's upcoming promotion, Mark shares the conversation about Joe's personal life with Mr. Winfrey, another middle manager.

1. Do you believe Mark's communication to Mr. Winfrey to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

2. Would you engage in this practice under the circumstances described?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Vignette B) The Board of Directors of Anderson, Inc. has requested a special team to prepare a report about selling rejected merchandise to employees. Company officials are expected to be as factual as possible in producing such reports. The employees in the special team know the merchandise is rejected. From the data collected, six reasons have emerged against selling the rejected merchandise and four have emerged in favor of the practice.

In finalizing the report, Mr. Richard Web, manager, decides to disregard two of the four reasons that favor selling rejected merchandise to employees. These two reasons were weak arguments at best and might not be too important. But the main reason Mr. Web is disregarding them is because he, himself, did not agree with the proposal to sell.

3. Do you believe Mr. Web's decision to delete two of the rationales to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

4. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Vignette C) You are an assistant manager in a large retail department store. The past several months have been very profitable for your company; its market share has risen 3% in the northeastern region of the United States. You are currently preparing to apply for a promotion in the company. One of the criteria by which you can be promoted is your ability to attract new customers.

You want to show your ability to attract customers. Therefore, you include in your list of prospective customers a group that has shown some interest in buying the product. However, you do not believe more than 15% of them will actually purchase the product.

The company will use your list to forecast sales for the next year. Therefore, the company's interest may be harmed as the forecast will be based on prospective customers, not confirmed buyers. However, you believe you need to include them in documenting your ability to attract customers, as this promotion is important to you.

5. Do you believe this practice to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

6. Would you engage in this practice, considering both your and the company's interest?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Vignette D) Mrs. Welch is a stockbroker for Marlin Corporation. A client calls her and asks whether he should buy some shares of ABC Company stock. Although Mrs. Welch does not particularly like ABC Company, she lets the client believe that it may not be such a bad idea to buy the shares.

Of course, one of her main motivations in this decision is the commission she will earn. Marlin Corporation will also profit from this sale as the 2% commission is shared evenly between the broker and the company. However, if the recommendation turns out to be a bad investment for the client, the Marlin Corporation may receive bad publicity.

7. Do you believe Mrs. Welch's action to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

8. Would you engage in this practice, considering both your and the company's interests?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Vignette E) James Kelly, a U.S. government defense consultant, met with officials of Delta Defense Contractors to negotiate a contract. When James left the meeting, he accidentally left a file on the table. It contained information about a unique technology that had just been developed by Becker Corporation, Delta's chief competitor.

The information in the file was considered to be proprietary. In other words, the products the file referred to were made and marketed by Becker Corporation, the only company with an exclusive right to manufacture and sell them. Information in the file could allow readers to develop similar

technologies, saving the company that acquires it millions of dollars in development costs. Three of Delta's corporate officers noticed the file and did not notify Mr. Kelly of its location.

Delta has a policy that states "Delta employees are prohibited from using information not obtained in an appropriate, acceptable, and business-like manner." If this situation becomes known, the company could be removed from the government's list of approved contractors, but there is a chance no one will ever discover where the file is.

9. Do you believe the officer's actions to be

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

10. Would you engage in this practice?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

Vignette F) Tom Anthony, the manager in a gourmet food store, promises to cater a large party for one of the store's best customers on Sunday. As they prepare the food, employees realize they do not have two of the main items, fresh salmon and imported Beluga caviar. These important and expensive ingredients cannot be purchased quickly from the suppliers, because their businesses are closed on Sundays.

Tom solves the problem by substituting other items, hoping that "the customer will never know anyway." Tom does NOT lower the price of the catering. Tom is a successful and aggressive manager, known to be highly competitive, as well as innovative, when it comes to sales. On Monday after the party, the customer calls and compliments Tom about the catering and promises to use the store's services in the future.

11. Do you believe Tom's decision to be:

Ethical Unethical	Generally	Somewhat Ethical	Somewhat Ethical	Generally Unethical	Unethical
6	5	4	3	2	1

12. Would you engage in this practice considering the company's interests?

No	Very Unlikely	Probably Would Not	Probably Would	Very Likely	Yes
6	5	4	3	2	1

DEMOGRAPHICS

Please record your answers on the OpScan provided to you. Do not leave any question unanswered. If you are unsure, use your best judgment to answer the question.

13. Is your citizenship

- a. US
- b. Japanese
- c. other _____

14. What is your undergraduate field of study?
- a. business
 - b. education
 - c. fine arts
 - d. languages & literature
 - e. social sciences
 - f. natural sciences
 - g. other, please list _____
15. What is your gender?
- a. Male
 - b. Female
16. Do you deeply believe in and/or practice your own religion?
- a. yes
 - b. no
17. Have you lived in the United States for your entire life?
- a. Yes
 - b. No
18. If you answered NO to question #17, how many months or years have you lived in the United States?
- _____ months _____ years
19. What is your age? _____
20. What type of academic student were you before you enrolled in college?
- a. excellent
 - b. above average
 - c. average
 - d. below average
 - e. poor
21. What is your class ranking?
- a. freshman or sophomore
 - b. junior or senior
 - c. graduate
22. Does at least one of your parents or guardians work for a profit making business?
- a. Yes
 - b. No
23. Does at least one of your parents or guardians work for a non-profit business?
- a. Yes
 - b. No
24. Given the places in which you grew up, would you say your upbringing was more in:
- a. semi-rural to rural areas (in the country)
 - b. semi-urban to urban areas (city)
25. In your lifetime, how much have you traveled to countries with cultures different than yours?
- a. never
 - b. less than 60 days (two months)
 - c. more than 60 days (two months)
 - d. extensively

26. Approximately how many months of full-time work experience do you have?
- a. none
 - b. one to six months
 - c. seven to twelve months
 - d. thirteen to twenty four months
 - e. twenty five months or more

Thank you for completing this survey. Please place it in the stamped, self-addressed envelope marked “Dissertation Survey” and mail it.

When you mail the survey, don’t forget to also mail the signed **Informed Consent Letter** and **Prize Winner Notification Card** in the **second envelope**. In this way, your individual survey responses will be separate from your identification, and you will be assured of anonymity.

\$5.00 will be sent to the first ten participants who return the surveys. Winners of one **\$100.00**, and one **\$50.00** cash prize will be determined in a simple drawing from the Prize Winner Notification Cards returned.

31 January 1997

To: Students in WV colleges and universities
From: Kendra S. Boggess
Subject: **Informed Consent Letter**

Thank you for agreeing to participate in my research study. I am a graduate student at Virginia Polytechnic Institute and State University, working on my doctoral degree with a specialization in business education. Your institution was one of those selected to participate in my study. My study focuses on the effect of one's culture on the decisions they make in business situations involving communications.

Along with this letter, you will receive a packet containing a second copy of the Informed Consent Letter, a copy of the questionnaire containing Vignettes and Demographic Items and instructions for completing the questionnaire; an OpScan form marked with the name of the college or university, a post card that will be used for two \$100 drawings and instructions for using it, and a stamped, self-addressed return envelope. Please keep a copy of this Informed Consent Letter for yourself and return the other signed and dated copy to me, along with your OpScan in the stamped self-addressed return envelope.

The possible benefits of this study are enhanced instructional practices within business schools in colleges and universities in WV, an understanding of one another's cultural differences and similarities, and new ties with individuals of other cultures.

Your participation in this study is voluntary. All data collected in this study is confidential. No references will be made to any one specific student or institution. Data is coded for follow-up purposes only and will be destroyed upon completion of this study. The study does not involve risks or discomfort. You are free to withdraw your consent at any time without penalty. This research has been approved, as required, by the Institutional Review Board for Research Involving Human Subjects at Virginia Polytechnic Institute and State University, and by the Department of Education.

Your participation in this study indicates your consent.

Signature		Date
Should I have any questions about this research or its conduct, I may contact:		
Kendra S. Boggess, M.S. Ed.	at	(304) 384-5394
Dr. B. June Schmidt, Faculty Advisor	at	(540) 231-8182

PRIZE WINNER NOTIFICATION CARD

\$100, \$50 and \$5 prizes

Mail this card, along with your signed and dated Informed Consent Letter to be eligible for the \$100, \$50 and \$5 prizes that will be awarded.

Mail your survey in the second separate envelope marked "Dissertation Survey" to assure anonymity.

Name _____

Address _____

City _____ State _____

Zip _____

Email _____

College _____

APPENDIX F
CORRELATION MATRICES

- Table F1 Correlations of Japanese Students' Responses on the Belief Questions
- Table F2 Correlations of US Students' Responses on the Belief Questions
- Table F3 Correlations of Japanese Students' Responses on the Behavior Questions
- Table F4 Correlations of US Students' Responses on the Behavior Questions

Table F1

Correlations of US Students' Responses on the Belief Questions (n=79)

Variables	1	2	3	4	5
1. Vignette A, PIO Codes ^a	-	.095	.406	.446	.408
2. Vignette B, PIO Codes ^a		-	.201	.270	.237
3. Vignette C, Self versus Org ^b			-	.454	.310
4. Vignette D, Self versus Org ^b				-	.156
5. Vignette E, PEP ^c					-
6. Vignette F, PEP ^c					
7. Q14 Major					
8. Q15 Gender					
9. Q22 Profit Business					
10. Q23 Non-Profit Business					

^a PIO Codes--Professional, Industry, and Organizational Codes of Ethics and Norms

^b Self versus Organization as Most Important Stakeholder--Self versus Organization as Most Important Stakeholder

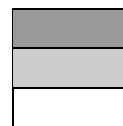
^c PEP--Perceives Ethical Problems

Shaded cells show significant scores.

Moderate positive correlation (.50 to .70)

Low positive correlation (.30 to .50)

Little, if any, correlation (0.00 to .30)



(Table F1 continues)

Table F1

Correlations of US Students' Responses on the Belief Questions (n=79)

Variables	6	7	8	9	10
1. Vignette A, PIO Codes ^a	.252	-.005	-.219	-.137	.018
2. Vignette B, PIO Codes ^a	.223	.109	-.249	.046	-.018
3. Vignette C, Self versus Org ^b	.399	.052	-.129	.121	.093
4. Vignette D, Self versus Org ^b	.526	-.057	-.048	-.063	-.019
5. Vignette E, PEP ^c	.365	.090	-.183	-.166	.099
6. Vignette F, PEP ^c	-	-.155	.081	.042	-.102
7. Q14 Major		-	-.161	-.083	-.137
8. Q15 Gender			-	-.046	.247
9. Q22 Profit Business				-	-.254
10. Q23 Non-Profit Business					-

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^b Self versus Organization as Most Important Stakeholder--Self versus Organization as Most Important Stakeholder

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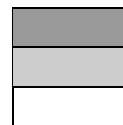


Table F2

Correlations of Japanese Students' Responses on the Belief Questions (n=33)

Variables	1	2	3	4	5
1. Vignette A, PIO Codes ^a	-	.032	.412	-.039	.397
2. Vignette B, PIO Codes ^a		-	.149	-.245	.233
3. Vignette C, Self versus Org ^b			-	.136	.354
4. Vignette D, Self versus Org ^b				-	-.313
5. Vignette E, PEP ^c					-
6. Vignette F, PEP ^c					
7. Q14 Major					
8. Q15 Gender					
9. Q22 Profit Business					
10. Q23 Non-Profit Business					

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^b Self versus Organization as Most Important Stakeholder--Self versus Organization as Most Important Stakeholder

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Low positive correlation (.30 to .50)

Little, if any, correlation (0.00 to .30)



(Table F2 continues)

Table F2

Correlations of Japanese Students' Responses on the Belief Questions (n=33)

Variables	6	7	8	9	10
1. Vignette A, PIO Codes ^a	.256	.168	.110	.297	.037
2. Vignette B, PIO Codes ^a	.073	-.202	.290	.085	-.078
3. Vignette C, Self versus Org ^b	.312	.199	.512	.322	-.218
4. Vignette D, Self versus Org ^b	-.218	.189	.101	.118	-.047
5. Vignette E, PEP ^c	.450	-.115	.137	.101	.205
6. Vignette F, PEP ^c	-	.036	.052	-.077	-.044
7. Q14 Major		-	.181	.018	-.190
8. Q15 Gender			-	.321	-.401
9. Q22 Profit Business				-	-.289
10. Q23 Non-Profit Business					-

^a PIO Codes--Professional, Industry, and Organizational Codes of Ethics and Norms

^b Self versus Organization as Most Important Stakeholder--Self versus Organization as Most Important Stakeholder

^c PEP--Perceives Ethical Problems

Shaded cells show significant scores.

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Low positive correlation (.30 to .50)

Little, if any, correlation (0.00 to .30)

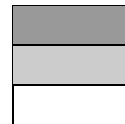


Table F3

Correlations of Japanese Students' Responses on Behavior Questions (n=33)

Variables	1	2	3	4	5
1. Vignette A, PIO Codes ^a	-	.174	.541	.255	.385
2. Vignette B, PIO Codes ^a		-	.199	.240	.584
3. Vignette C, Self versus Org ^b			-	.303	.248
4. Vignette D, Self versus Org ^b				-	.066
5. Vignette E, PEP ^c					-
6. Vignette F, PEP ^c					
7. Q14 Major					
8. Q15 Gender					
9. Q22 Profit Business					
10. Q23 Non-Profit Business					

^a PIO Codes--Professional, Industry, and Organizational Codes of Ethics and Norms

^b Self versus Organization as Most Important Stakeholder--Self versus Organization as Most Important Stakeholder

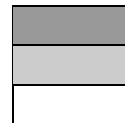
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Little, if any, correlation (0.00 to .30)



(Table F3 continues)

Table F3

Correlations of Japanese Students' Responses on Behavior Questions (n=33)

Variables	6	7	8	9	10
1. Vignette A, PIO Codes ^a	.119	.049	-.086	.326	.065
2. Vignette B, PIO Codes ^a	.185	-.230	-.115	.120	.033
3. Vignette C, Self versus Org ^b	.102	-.054	.268	.478	-.233
4. Vignette D, Self versus Org ^b	-.127	.134	-.112	.184	-.017
5. Vignette E, PEP ^c	.307	-.260	-.055	.044	.239
6. Vignette F, PEP ^c	-	.111	.153	-.073	-.111
7. Q14 Major		-	.181	.018	-.190
8. Q15 Gender			-	.321	-.401
9. Q22 Profit Business				-	-.289
10. Q23 Non-Profit Business					-

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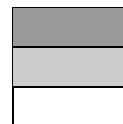


Table F4

Correlations of US Students' Responses on the Behavior Questions (n=79)

Variables	1	2	3	4	5
1. Vignette A, PIO Codes ^a	-	.166	.480	.503	.489
2. Vignette B, PIO Codes ^a		-	.194	.236	.329
3. Vignette C, Self versus Org ^b			-	.551	.410
4. Vignette D, Self versus Org ^b				-	.345
5. Vignette E, PEP ^c					-
6. Vignette F, PEP ^c					
7. Q14 Major					
8. Q15 Gender					
9. Q22 Profit Business					
10. Q23 Non-Profit Business					

^a PIO Codes--Professional, Industry, and Organizational Codes of Ethics and Norms

^b Self versus Organization as Most Important Stakeholder--Self versus Organization as Most Important Stakeholder

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Moderate positive correlation (.50 to .70)

Low positive correlation (.30 to .50)

Little, if any, correlation (0.00 to .30)



(Table F4 continues)

Table F4

Correlations of US Students' Responses on the Behavior Questions (n=79)

Variables	6	7	8	9	10
1. Vignette A, PIO Codes ^a	.297	-.024	-.236	-.098	-.011
2. Vignette B, PIO Codes ^a	.193	.058	-.300	.019	-.031
3. Vignette C, Self versus Org ^b	.460	.060	-.095	.031	-.011
4. Vignette D, Self versus Org ^b	.537	-.053	-.044	-.104	.015
5. Vignette E, PEP ^c	.459	-.063	-.083	-.192	.036
6. Vignette F, PEP ^c	-	-.129	.049	.005	-.063
7. Q14 Major		-	-.161	-.083	-.137
8. Q15 Gender			-	-.046	.247
9. Q22 Profit Business				-	-.254
10. Q23 Non-Profit Business					-

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^c PEP--Perceives Ethical Problems

Shaded cells show significant scores.

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Low positive correlation (.30 to .50)

Little, if any, correlation (0.00 to .30)

