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**New Website, EthicalSystems.org, Uses Research
to Promote Integrity in Business**

Academics from Top Business Schools Combine Forces

January 14, 2014 — A group of academics from the country's top business schools have combined intellectual forces to launch a website, EthicalSystems.org, that aims to support ethical integrity in business, focusing on ethics from a behavioral science point of view and drawing on the latest research in social psychology and behavioral economics. In doing so, the collaborators are providing a free public service, disseminating research and related information to help people take a systems view of businesses and the ways they can go wrong.

Covering such topics as accounting fraud, corruption, conflicts of interest, cheating, decision-making, fairness, and ethical leadership, the new website is a resource for business students, compliance officers, consultants, and business people from small proprietors up to CEOs who have an interest in understanding and promoting honest business practices. A section on teaching ethics will provide tools such as syllabi and case studies to assist professors in shaping course curricula to teach ethical system design.

[Jonathan Haidt](#), author of "The Righteous Mind: Why Good People are Divided by Politics and Religion," and Professor of Ethical Leadership at New York University Stern School of Business, explained: "There's so much great research out there right now on the factors that make people and organizations behave more or less ethically. And in the wake of the global financial crisis, there's so much interest in how to make businesses more ethically crash-proof. Our goal is to bring supply and demand together in one easy-to-use website. We believe that our research, and that of our many colleagues, can improve the integrity and ultimately the profitability of forward-looking businesses."

In addition to Haidt, the roster of contributing scholars includes Steven Blader, Marc Hodak, Michael Posner, Ron Berenbeim, and Dolly Chugh, all affiliated with NYU-Stern; Linda Treviño, Penn State (Smeal); Dan Ariely, Duke University; Ann Tenbrunsel, Notre Dame College of Business Administration; Max Bazerman and Francesca Gino at Harvard Business School; Daylian Cain, Yale School of Management; Nicholas Epley, University of Chicago (Booth); Robert Frank and Robert Bloomfield, Cornell University (Johnson School of Management); David Mayer, University of Michigan (Ross); Adam Grant, University of Pennsylvania (Wharton); David Hirshleifer, UC Irvine (Merage); Jeffrey Kaplan, Kaplan & Walker LLP; Hal Movius, President of Movius Consulting.

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