

# Business Ethics

Philosophy, Psychology, and Profit



## Additional References

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Young Alumni Professional Development Program  
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### The Sword of Damocles [Wikipedia]

- <http://en.wikipedia.org/wiki/Damocles>

The story of the Sword of Damocles provides a powerful example of the balancing of power and responsibility and suggests the importance of stewardship within the concept of professional identity for business leaders. If you don't want to read the myth, then watch Spider Man: "with great power comes great responsibility."



### Damon Horowitz: We Need a "Moral Operating System" [TED]

- <http://on.ted.com/rmUb>

Damon Horowitz is the resident philosopher at Google. Let's pause for a moment to reflect on how awesome his job must be. Horowitz used a TEDx talk with silicon valley executives to point out that people who work with data and technology today are like the philosophers of old: they shape some of the most important thought and practical tools in our society. And yet, there is little overlap between those who are trained in philosophy and those who control these powerful forces. His call is generalizable to business leaders of all types: we must learn about the richness of moral ethics, not just make decisions based on our gut reactions.



### Laurie Santos: A Monkey Economy as Irrational as Ours [TED]

- <http://on.ted.com/smVJ>

Laurie Santos, a psychology researcher at Yale, trained monkeys to function in a market economy so that she could learn more about the common set of errors that humans make around issues of risk and reward in investments. The results show that our irrational decisions in an economic environment, including the ethical evaluations we make, are deeply engrained: basically, once we feel like we're in trouble, we become more willing to take risks. This explains why we make progressively riskier decisions to cover our tracks. It also explains Las Vegas.



### Wake Forest Business Center for Leadership & Character

- <http://clc.business.wfu.edu>

The Wake Forest Business School's Center for Leadership and Character was formed to bring focus to the School's longstanding practice of developing leaders of character who achieve results with integrity. It brings together faculty, staff, and students to develop research and practical tools to support developing leaders at all stages.



### Matthew Phillips [Wake Forest Business School]

- <http://business.wfu.edu/directory/matthew-t-phillips/>

Matthew Phillips came to Wake Forest in 1997 and has never managed to reach escape velocity. He did leave briefly twice: once to go to graduate school and once to practice law for two years. For the past three years, he has been a professor of practice in the School of Business, and he was recently appointed as the associate dean for the School's working professional programs. He hopes to continue teaching business law and ethics until his retirement in 2044 (or possibly sooner if he can figure out how to afford his own airplane).