



# Restoring Trust in American Business

edited by Amy W. Landon, Leslie B. Berenson, and Andy Zellmer  
American Academy of Arts and Sciences

# Restoring Trust In American Business

**Patrick P.K. Ng, Cindy S.B. Ngai**



## **Restoring Trust In American Business:**

**Restoring Trust in American Business** Jay William Lorsch, Leslie Berlowitz, Andy Zelleke, 2005 Perspectives on the breakdown of values in corporate America and recommendations for enhancing the professionalism of corporate directors auditors lawyers and other gatekeepers **Restoring Trust in America's Business Institutions**, 2005 *A.B.C.'s of Behavioral Forensics* Sridhar Ramamoorti, David E. Morrison, III, Joseph W. Koletar, Kelly R. Pope, 2013-09-10 Get practical insights on the psychology of white collar criminals and how to outsmart them Understand how the psychologies of fraudsters and their victims interact as well as what makes auditors investigators regulators let down their guard Learn about the psychology of fraud victims including boards of directors and senior management and what makes them want to believe fraudsters and therefore making them particularly vulnerable to deception Just as IT experts gave us computer forensics we now have a uniquely qualified team immersed in psychology sociology psychiatry as well as accounting and auditing introducing the emerging field of behavioral forensics to address the phenomenon of fraud Ever wonder what makes a white collar criminal tick Why does she or he do what they do For the first time ever see the mind of the fraudster laid bare including their sometimes twisted rationalizations think like a crook to catch a crook The A B C s of Behavioral Forensics takes you there with expert advice from a diverse but highly specialized authoring team of professionals three out of the four are Certified Fraud Examiners a former accounting firm partner who has a PhD in psychology a former FBI special agent who has been with investigative practices of two of the Big Four firms an industrial psychiatrist who has worked closely with the C level suite of large and small companies and an accounting professor who has interviewed numerous convicted felons Along with a fascinating exploration of what makes people fall for the common and not so common swindles the book provides a sweeping characterization of the ecology of fraud using The A B C s of Behavioral Forensics paradigm the bad Apple rogue executive the bad Bushel groups that collude and behave like gangs and the bad Crop representing organization wide or even societally sanctioned cultures that are toxic and corrosive The book will make you take a longer look when hiring new employees and offers a deeper more complex understanding of what happens in organizations and in their people The A B C model will also help those inside and outside organizations inoculate against fraud and make you reflect on instilling the core values of your organization among your people and create a culture of excellence and integrity that acts as a prophylactic against fraud Ultimately you will discover that used wisely behavioral methods trump solely economic incentives With business fraud on the rise globally The A B C s of Behavioral Forensics is the must have book for investigators auditors the C suite and risk management professionals the boards of directors regulators and HR professionals Examines the psychology of fraud in a practical way relating it to aspects of fraud prevention deterrence detection and remediation Helps you understand that trust violation the essence of fraud is a betrayal of behavioral assumptions about trusted people Explains how good people go bad and how otherwise honest people cross the line Underscores the importance

of creating a culture of excellence and integrity that inoculates an organization from fraud risk i.e. honest behavior pays while dishonesty is frowned upon Provides key takeaways on what to look for when hiring new employees and in your current employees as well as creating and maintaining a culture of control consciousness Includes narrative accounts of interviews with convicted white collar criminals as well as interpretive insights and analysis of their rationalizations Furnishes ideas about how to enhance professional skepticism how to resist fraudsters how to see through their schemes how to infuse internal controls with the people behavioral element and make them more effective in addressing behavioral integrity risks Provides a solid foundation for training programs across the fraud risk management life cycle all the way from the discovery of fraud to its investigation as well as remediation so the same fraud doesn't happen again Enables auditors investigators to engage in self reflection and avoid cognitive and emotional biases and traps that lead to professional judgment errors e.g. overconfidence confirmation self deception groupthink halo effect availability speed accuracy trade off etc Ever since the accounting scandals surrounding Enron and WorldCom surfaced leading to the passage of the Sarbanes Oxley Act of 2002 as well as the continuing fall out from the Wall Street financial crisis precipitating the Dodd Frank Act of 2010 fraud has been a leading concern for executives globally If you thought you knew everything there was to know about financial fraud think again Get the real scoop with The A B C s of Behavioral Forensics

*The Handbook of Board Governance* Richard Leblanc, 2016-05-16 Build a more effective board with insight from the forefront of corporate governance The Handbook of Board Governance provides comprehensive expert led coverage of all aspects of corporate governance for public nonprofit and private boards Written by collaboration among subject matter experts this book combines academic rigor and practitioner experience to provide thorough guidance and deep insight From diversity effectiveness and responsibilities to compensation succession planning and financial literacy the topics are at once broad ranging and highly relevant to current and aspiring directors The coverage applies to governance at public companies private and small or medium companies state owned enterprises family owned organizations and more to ensure complete and clear guidance on a diverse range of issues An all star contributor list including Ram Charan Bob Monks Nell Minow and Mark Nadler among others gives you the insight of thought leaders in the areas relevant to your organization A well functioning board is essential to an organization's achievement Whether the goal is furthering a mission or dominating a market the board's composition strategy and practices are a determining factor in the organization's ultimate success This guide provides the information essential to building a board that works Delve into the board's strategic role in value creation Gain useful insight into compensation risk accountability legal obligations Understand the many competencies required of an effective director Get up to speed on blind spots trendspotting and social media in the board room The board is responsible for a vast and varied collection of duties but the singular mission is to push the organization forward Poor organization one sided composition inefficient practices and ineffective oversight detract from that mission but all can be avoided The Handbook of Board Governance provides practical

guidance and expert insight relevant to board members across the spectrum      **Role of Language and Corporate Communication in Greater China** Patrick P.K. Ng, Cindy S.B. Ngai, 2015-05-14 This book features not only the latest trends but also academic and industry practitioner stakeholders perspectives on language and functional role issues facing the rapidly developing corporate communication CC profession in the Greater China region The book also explores the implications for Western societies that cross culturally engage with Chinese partners in CC practices The book's chapters are oriented on five main themes namely Development of the CC Profession Bilingual Practices in Corporate Communication Corporate Social Responsibility Employee Communications and Media Discourse Persuasive Communication The first two cluster themes feature a review of the PR CC profession's evolutionary path to its current status as a more distinct and diversified CC profession emphasizing the role of language and particularly the bilingualism phenomenon whereas the other cluster themes which adopt the perspectives of academics and those of CC practitioners span from cross cultural profession wide and bilingual communication issues to applications of heuristic knowledge within industry specific workplace contexts

*Giving Voice to Values* Mary C. Gentile, 2010-08-24 How can you effectively stand up for your values when pressured by your boss customers or shareholders to do the opposite Drawing on actual business experiences as well as on social science research Babson College business educator and consultant Mary Gentile challenges the assumptions about business ethics at companies and business schools She gives business leaders managers and students the tools not just to recognize what is right but also to ensure that the right things happen The book is inspired by a program Gentile launched at the Aspen Institute with Yale School of Management and now housed at Babson College with pilot programs in over one hundred schools and organizations including INSEAD and MIT Sloan School of Management She explains why past attempts at preparing business leaders to act ethically too often failed arguing that the issue isn't distinguishing what is right or wrong but knowing how to act on your values despite opposing pressure Through research based advice practical exercises and scripts for handling a wide range of ethical dilemmas Gentile empowers business leaders with the skills to voice and act on their values and align their professional path with their principles *Giving Voice to Values* is an engaging innovative and useful guide that is essential reading for anyone in business      *Financial Gatekeepers* Yasuyuki Fuchita, Robert E.

Litan, 2007-02-01 Developed country capital markets have devised a set of institutions and actors to help provide investors with timely and accurate information they need to make informed investment decisions These actors have become known as financial gatekeepers and include auditors financial analysts and credit rating agencies Corporate financial reporting scandals in the United States and elsewhere in recent years however have called into question the sufficiency of the legal framework governing these gatekeepers Policymakers have since responded by imposing a series of new obligations restrictions and punishments all with the purpose of strengthening investor confidence in these important actors *Financial Gatekeepers* provides an in depth look at these new frameworks especially in the United States and Japan How have they

worked Are further refinements appropriate These are among the questions addressed in this timely and important volume Contributors include Leslie Boni University of New Mexico Barry Bosworth Brookings Institution Tomoo Inoue Seikei University Zoe Vonna Palmrose University of Southern California Frank Partnoy University of San Diego School of Law George Perry Brookings Institution Justin Pettit UBS Paul Stevens Investment Company Institute Peter Wallison American Enterprise Institute

**Corporate Social Responsibility?** Charlotte Walker-Said, John D. Kelly, 2015-09-02 This volume presents corporate social responsibility CSR as a series of economic and political strategies that are currently shifting the focus of international human rights activism and signalling the rise of new forms of global governance In as much as the work demonstrates the limitations of CSR and offers a critical perspective on corporate techniques of market domination it also posits a future for CSR within the human rights movement

Fraud Alan Doig, 2016-04-15 Fraud The Counter Fraud Practitioner s Handbook looks at fraud investigation methods and explores the practical options for preventing and remedying fraud An effective fraud and financial crime strategy involves intelligence and prevention criminal and civil legal procedures and asset recovery all of which may involve investigators internal auditors security managers in house and external legal counsel and advisors Your strategy depends on the outcomes you are seeking the nature of the fraud or crime committed and the countries involved Fraud provides a clear picture of the role of compliance civil and criminal legal process in any fraud strategy Chapters then cover investigation strategies for each of the following types of fraud benefit health procurement employee telecoms fiscal corporate charity legal and accounting Part Three explores the practical options for fraud prevention and remediation including both civil and criminal asset recovery This is an essential reference for both public and private sector fraud and security specialists who need to understand the strengths and weaknesses of each element of their organization s strategy against fraud and are seeking to learn from the approach of their colleagues in other industries or organizations Written by and for practitioners it is a handbook that deals with the knowledge detail and the craft that underpins all effective anti fraud work

*Handbook of Organizational and Managerial Innovation* Tyrone Pitsis, 2013-01-01 The Handbook of Organizational and Managerial Innovation places humans their acts practices processes and fantasies at the core of innovation Bringing together some of the world s leading thinkers academics and professionals both established and emerging this multidisciplinary book provides a comprehensive picture of the vibrant and engaging field of organizational and managerial innovation The contributors present organizational and managerial innovation as a complex concept underpinned by varied ontological and epistemological traditions and disciplines They reveal that it is something that exists and occurs at multiple levels of analysis and from multiple zones of experience the experience of managers workers psychologists philosophers and economists This innovative and engaging Handbook will be an essential resource for researchers practitioners and students alike with an interest in the role of innovation in organizations

Financial Crimes Chander Mohan Gupta, 2023-05-15 The book s primary purpose is to understand the economic social and political impact of

financial crimes and earning management on the Indian national economy The book is divided into four parts that focus on different sectors which lead to financial crimes in a country Financial crimes White Collar Crimes Cybercrimes Creative Accounting Investigating topics such as drug mafia money laundering online fraud accounting fraud and more the comprehensive investigation of different aspects of financial crimes this book offers insight into its central problems and how they can be controlled It is ideal for financial crime researchers

**The Moral Background** Gabriel Abend, 2016-05-31

In recent years many disciplines have become interested in the scientific study of morality However a conceptual framework for this work is still lacking In *The Moral Background* Gabriel Abend develops just such a framework and uses it to investigate the history of business ethics in the United States from the 1850s to the 1930s According to Abend morality consists of three levels moral and immoral behavior or the behavioral level moral understandings and norms or the normative level and the moral background which includes what moral concepts exist in a society what moral methods can be used what reasons can be given and what objects can be morally evaluated at all This background underlies the behavioral and normative levels it supports facilitates and enables them Through this perspective Abend historically examines the work of numerous business ethicists and organizations such as Protestant ministers business associations and business schools and identifies two types of moral background Standards of Practice is characterized by its scientific worldview moral relativism and emphasis on individuals actions and decisions The Christian Merchant type is characterized by its Christian worldview moral objectivism and conception of a person's life as a unity *The Moral Background* offers both an original account of the history of business ethics and a novel framework for understanding and investigating morality in general

**Perspectives in Company Law and Financial Regulation** Michel Tison, Hans De Wulf, Christoph Van der Elst, Reinhard Steennot, 2009-06-18 This collection of essays has been compiled in honour of Professor Eddy Wymeersch on the occasion of his retirement as professor at Ghent University His main international academic peers explore developments on the crossroads of company law and financial regulation in Europe and the United States providing a unique view on the dynamics of regulatory competition in an era of economic globalisation whether in the fields of rulemaking organising the mobility of capital or the enforcement of rules The deepening of European financial integration and the transatlantic regulatory dialogue has generated new paradigms of rule setting in a multinational framework and reinforced the need to develop adequate instruments for co operation between regulators Regulators increasingly use concepts such as equivalence or mutual recognition to regulate cross border relations

*Research on Professional Responsibility and Ethics in Accounting* Cynthia Jeffrey, 2014-09-02 Volume 18 of *Research on Professional Responsibility and Ethics in Accounting* continues the series focus on the nature of interactions between accountants regulators and standard setters investigating how and why accountants resolve the dilemmas that occur

**Board Accountability in Corporate Governance** Andrew Keay, 2015-05-15 Within corporate governance the accountability of the board of directors is identified as a major issue by governments international bodies professional

associations and academic literature Boards are given significant power in companies and as a consequence it is argued that they should be accountable for their actions Drawing on political science public administration accounting and ethics literature this book examines the concept of accountability and its meaning in the corporate governance context It examines the rationale for making boards accountable and outlines the obstacles and drawbacks involved in providing for accountability The book goes on to examine how current mechanisms for ensuring accountability are assessed in terms of fairness justice transparency practicality effectiveness and efficiency before discussing the ways that accountability might be improved Andrew Keay argues that enhanced accountability can provide better corporate governance helping to reduce the frequency and severity of financial crises and improve confidence in company practice As an in depth study of a key element within the exercise of authority and management in corporate entities this book will be of great use and interest to researchers and students of corporate governance business and management and corporate social responsibility

**The Writing on the Wall** Will Hutton, 2006-11-14 Evaluating China's economic and military presence in the twenty first century critically acclaimed author of *The World We're In* Will Hutton discusses why it is crucial for the United States to embrace the powerful country as a partner or face it as an enemy In this provocative and stimulating book critically acclaimed author Will Hutton warns that China is running up against a set of daunting challenges from within its own political and economic system that could well derail its rise leading to a massive shock to the global economy The United States he argues must recognize that it has a vital stake in working to assure this doesn't happen for if China's political liberalization and economic growth collapse the United States will suffer crippling consequences If the twenty first century is to be the China century the Chinese will have to embrace the features of modern Western nations that have spurred the political stability and economic power of the United States and Europe the rule of law an independent judiciary freedom of the press and authentic representative government that is accountable to the people Turning conventional wisdom on its head *The Writing on the Wall* is a brilliantly argued book that is vital reading at a crucial juncture in world affairs

**Corporate Reputation** Ronald J. Burke, Graeme Martin, 2016-05-13 Increasing media scrutiny global coverage and communication via the internet means corporate reputation can be damaged quickly and failing to successfully address challenges to corporate reputation has consequences Companies generally suffer almost ten times the financial loss from damaged reputations than from whatever fines may be imposed According to Ernst Young the investment community believes up to 50 per cent of a company's value is intangible based mostly on corporate reputation So recognizing potential threats or anticipating risks emerges as a critical organizational competence Organizations can regain lost reputations but recovery takes a long time *Corporate Reputation* contains both academic content along with practical contributions developed by those serving as consultants or working in organizations in the area of corporate reputation and its management or recovery It covers why corporate reputation matters the increase in reputation loss threats to corporate reputation monitoring reputation threats online and offline the key role of



leadership in reputation recovery and making corporate reputation immune from threats Any book that is going to do justice to a subject that is so complex and intangible needs imagination depth and range and this is exactly what the contributors bring with them *The SAGE Handbook of Leadership* Alan Bryman,David Collinson,Keith Grint,Brad Jackson,Mary Uhl-Bien,2011-02-17 Leadership pervades every aspect of organizational and social life and its study has never been more diverse nor more fertile With contributions from those who have defined that territory this volume is not only a key point of reference for researchers students and practitioners but also an agenda setting prospective and retrospective look at the state of leadership in the twenty first century It evaluates the domain and stretches it further by considering leadership scholarship from every angle concluding with an optimistic look at the future of leaders followers and their place in organizations and society at large Each section represents a distinctive slant on leadership Macro perspectives including strategic leadership organization theory charismatic leadership complexity leadership and networks Political and philosophical perspectives including distributed leadership critical leadership ethics the military and cults Psychological perspectives including personality leadership style and contingency theories transformational leadership exchange relationships shared leadership cognition leadership development gender trust identity and the dark side of leadership Cultural perspectives including spirituality aesthetics and creativity Contemporary and emergent perspectives followership historical methods virtual leadership emotions image celebrity and the quest for a general theory of leadership **The Media and Financial Crises** Steve Schifferes,Richard Roberts,2014-08-27 The Media and Financial Crises provides unique insights into the debate on the role of the media in the global financial crisis Coverage is inter disciplinary with contributions from media studies political economy and journalists themselves It features a wide range of countries including the USA UK Ireland Greece Spain and Australia and a completely new history of financial crises in the British press over 150 years Editors Steve Schifferes and Richard Roberts have assembled an expert set of contributors including Joseph E Stiglitz and Lionel Barber editor of the Financial Times The role of the media has been central in shaping our response to the financial crisis Examining its performance in comparative and historical perspectives is crucial to ensuring that the media does a better job next time The book has five distinct parts The Banking Crisis and the Media The Euro Crisis and the Media Challenges for the Media The Lessons of History Media Messengers Under Interrogation The Media and Financial Crises offers broad and coherent coverage making it ideal for both students and scholars of financial journalism journalism studies media studies and media and economic history Legal Translation Outsourced Juliette R. Scott,2019 As a result of globalization cross border transactions and litigation and multilingual legislation outsourcing legal translation has become common practice Unfortunately over reliance on such outsourcing has given rise to significant dangers including information asymmetry goal divergence and risk Legal Translation Outsourced provides the only current reference on commercial legal translation performed outside institutions Juliette Scott casts a critical eye on the practice as it now stands offering an

analysis of key risks and constraints Her work is informed by empirical data of the legal translation outsourcing markets of 41 countries Scott proposes original theoretical models aimed both at training legal translators and informing all stakeholders including principals and agents These include models of legal translation performance a classification of constraints on legal translation applying upstream during and downstream of translation work and a description of the complex chain of supply Working to improve the enterprise itself Scott shows how implementing a comprehensive legal translation brief a sorely needed template can significantly benefit clients by increasing the fitness of translated texts Further she opens a number of avenues for future research with an eye to translator empowerment and professionalization

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