

Yvonne Thorhauer, Stefan Blachfellner, Jonathan Gordon-Till

## **Business Intelligence meets Moral Intelligence**

### **Call for Papers for Vol. 10 (01/2009)**

Deadline for extended abstracts:	October 3, 2008
Notification of acceptance to authors:	October 17, 2008
Deadline for manuscripts submission:	November 17, 2008
Deadline for revised manuscripts:	December 19, 2008
Projected time of final publication:	January 2009

### **Introduction**

With this call we invite authors to submit papers to examine the interrelations of moral intelligence and business intelligence. The global adoption and use of information and communication technologies in economics and everyday life leads to a set of not-yet answered questions addressing information ethics theory and practice as well as its impact on business ethics and practice.

The first set of questions addresses the changing rules of business ethics in a continuously changing business and social environment. Who are the actors and who is responsible? What are their relations? Which rules are and should be followed when handling knowledge and information? What influence do media have on the rules of the game? What influence do markets have and with it industries and lobbies on media ethics itself? And, while media is changing its production, distribution and consumption via information and communication technologies, do the known moral rules, the perception of behavior and the ethical judgment in societies also change?

The second set of questions addresses the fitness of organizations with intelligence in its strategic decision processes and its applied behavior. Evolving adaptive systems need information about their environment in real time as well as about their own condition in relation to it. But what do we value as relevant information for economic fitness? What are the underlying assumptions? Does business intelligence foster intelligent business? And as we are in need of information and are heading towards a knowledge economy: Where do we draw the line between legal and illegal as well as between moral and immoral information services and practices?

The third set of questions addresses business intelligence as a technology driven field. The following questions arise in this regard: Can we design technology to strengthen ethical business practice? Which opportunities and challenges does the designer of information technologies face in this context? What are the implications of the today's technology design on ethical debates (e.g. privacy and surveillance) and business practice?

In academic and professional literature, the link between business and moral intelligence – though of increasing economical, political and social importance – has not been adequately discussed in a public forum. However, some of the topics mentioned here are touched on by:

Rafael Capurro and Petra Grimm: "Wirtschaftsethik in der Informationsgesellschaft – eine Frage des Vertrauens?" (2007);  
UNESCO Report: "Ethical Implications of Emerging Technologies – a survey", prepared by Mary Rundle and Chris Conley (2007), <http://unesdoc.unesco.org/images/0014/001499/149992E.pdf> ;  
Kenneth C. Laudon and Detlef Schoder: "Wirtschaftsinformatik – Eine Einführung" (2006);  
George Reynolds: "Ethics in Information Technology" (2006);  
Doug Lennick and Fred Kiel: "Moral Intelligence. Enhancing Business Performance and Leadership Success" (2008);  
Richard J. Cox: "Ethics, Accountability, and Recordkeeping in a Dangerous World" (2006);  
Lee Freeman and A. Graham: "Information ethics – privacy and intellectual property" (2005);  
Richard T. De George: "The ethics of information technology and business" (2003);  
Bhavani M. Thuraisingham: "Web Data Mining and Applications in Business Intelligence and Counter-Terrorism" (2003).

## Topics

We are looking for contributions dealing with the following topics for our next IRIE issue. Authors are invited to send an article from the perspective of one specific topic as well as any combination with other topics. We welcome speculative as well as empirical analyses.

1. Ethics & Economy in the Information Age
  - a. Reasons for and basic principles of business ethics and their influence on business intelligence and practice
  - b. Moral rules for the handling of knowledge and information in a company, between organizations and between economy and society in general
  - c. Interrelations between media ethics and business ethics (e.g. lobbying, positive and negative campaigning, calumny, quality assurance, etc.)
  - d. Media governance as convergence between media and business ethics
  - e. Differences as well as convergence between traditional media, new media and multichannels with their specific rules of media ethics
  - f. 'Prosumers', 'blogging', discussion forums and legal frameworks
  - g. Market and consumer perception and the interrelation with media coverage as driving forces for change in business behavior
  - h. Corporate governance, corporate citizenship and corporate social responsibility in the information society
  - i. Operationalization / measurements for good governance, citizenship, ethical behavior and sustainability in business
  - j. Market bodies of rules and regulations (e.g. syndicates, multinationals, financials, products, etc.)
  - k. Corporate responsibility, individual responsibility and legal frameworks
  - l. The dilemma of global information networks and local information ethics and behavior in global markets
  
2. Ethics & Strategy in the Information Age
  - a. Reasons for and basic principles of intelligent business
  - b. Corporate strategies and leadership towards intelligent business

- c. Applied systems thinking, cybernetic and strategic decision making towards intelligent business
  - d. Value creation and valuation methodologies towards intelligent business
  - e. Knowledge management, business intelligence and ethics
  - f. Consumer information, knowledge and ethics
  - g. Competitor information, knowledge and ethics
  - h. Supply chain information, knowledge and ethics
  - i. Research & Development information, knowledge and ethics
  - j. Employees information, knowledge and ethics
  - k. Performance measurements information, knowledge and ethics
  - l. Corporate security and ethics
  - m. Business cases and success stories in ethical strategic decisions and behavior
3. Ethics & Information Technologies
- a. Reasons for and basic principles of business intelligence
  - b. Design of business intelligence tools for sustainable intelligent business modeling
  - c. Design of business intelligence tools within the conflicting priorities between information services and information ethics
  - d. The area of conflict with electronic industrial espionage and business intelligence
  - e. The surveillance society, data mining, privacy and the transparent human being
  - f. Future trends in web 2.0 and in semantic technologies in the conflicting priorities between information services and information ethics
  - g. Design of trustable systems and their influence on user acceptance and experience
  - h. Criteria for a 'good' information technology

## The Rules of the Game

Potential authors must provide an extended abstract (max. 1500 words) by October 3, 2008. Abstracts may be submitted in the native language of the author though an English translation of this abstract must be included if the chosen language is not English. IRIE will publish articles in English, French, German, Portuguese or Spanish. The author(s) of contributions in French, Portuguese, or Spanish must nominate at least two potential peer reviewers. Abstracts will be evaluated by the guest editors. The authors will be informed of acceptance or rejection by October 17, 2008. Deadline for the final article (3.000 words or 20.000 characters including blanks) is November 17, 2008. All submissions will be subject of a peer review. Therefore the acceptance of an extended abstract does not imply the publication of the final text (January 2009) unless the article has passed the peer review.

For more information about the journal see: <http://www.i-r-i-e.net>

## Contact

Dr. Yvonne Thorhauer (Johann Wolfgang Goethe-University Frankfurt, Germany), Stefan Blachfellner (INDABA Corporate Consulting, Austria) Jonathan Gordon-Till (Oxford Business Intelligence, UK), will manage the special issue as guest editors. Please send the extended abstracts by e-mail to all of them:

Dr. Yvonne Thorhauer: [ythorhauer@philkoll.de](mailto:ythorhauer@philkoll.de)

Stefan Blachfellner: [stefan.blachfellner@indaba-consulting.at](mailto:stefan.blachfellner@indaba-consulting.at)

Jonathan Gordon-Till: [jonathan@gordon-till.com](mailto:jonathan@gordon-till.com)