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The impact of financial crises on inter-industry trade and intra – industry trade

Thesis Submitted in partial fulfillment of requirements for the degree of phd of
Science in economy

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Abstract:

The study aimed to assess the relationship between the various financial crises (currency crises, bank crises, debt crises, financial crises, regardless of their source) on intra-industry trade, using cross-sectional data for the period 1970- 2011 for a group of 24 countries (Argentina, Brazil, Ecuador, Dominican Republic, Ecuador, El Salvador, Finland, France, Jamaica, Mexico, Nicaragua, Nigeria, Panama, Paraguay, the Republic of Korea, the United States of America and Venezuela , India, Japan And the United Kingdom) for a total of 344,282 observations, on three digit industries using the Standard Classification of International Trade (SITC). The study is based on a set of different econometrics technique. The results showed that the impact of financial crises on intra-industry trade is not uniformed. These effects were mixed between positive and negative impact of financial crises. Industry Trade in industry decreased by a small percentage, indicating that the impact of financial crises on intra-industry trade is different from that of trade among industries.

Key wards: financial crises, intra- industry trade, international trade.

استهدفت الدراسة اختبار العلاقة بين الأزمات المالية المختلفة (أزمات العملات- الأزمات البنكية - أزمات الديون - وجود أزمات مالية بغض النظر عن مصدرها) علي التجارة ما بين الصناعات و التجارة داخل الصناعة، ذلك باستخدام بيانات سلسلة مقطعية للفترة 1970- 2011 لمجموعة مكونة من 24 دولة الذين شهدوا أزمات مالية مختلفة (لأرجنتين، والكونغو، وتركيا، وأوروغواي، والبرازيل، وإكوادور، وفنزويلا، وجمهورية الدومينيكان، وغانا، وجامايكا، والمكسيك، نيكاراغوا، نيجيريا، زامبيا، إسبانيا، السلفادور، فنلندا، إيطاليا، كوريا، فرنسا، الولايات المتحدة الأمريكية، الهند، اليابان والمملكة المتحدة) ذلك لعدد مشاهدات 344282، ذلك علي مستوى تفصيلي ثالث للصناعات باستخدام التصنيف المنظم للتجارة الدولية. اعتمدت الدراسة علي مجموعة من التقنيات المختلفة من الاقتصاد الإقتباصي، قد أوضحت النتائج إن تأثير الأزمات المالية علي التجارة داخل الصناعة غير متماثل، حيث إن هذا التأثير قد أتمس بكونه إيجابيا و سلبيا، مع ملاحظة إن الحالات الي كان فيها أثر الأزمات المالية سلبيا علي التجارة داخل الصناعة انخفضت التجارة داخل الصناعة بنسبة صغيرة، و هو ما يشير إلي إن تأثير الأزمات المالية علي التجارة داخل الصناعة يختلف عن تأثيرها علي التجارة بين الصناعات.

I. Introduction:

Tracing the evolution of financial crises through time reveals the increase in the financial crises frequency while time passing (Laeven and Valencia in their studies, 2008, 2010, and 2012), in the 70th of the 20th century the world had witnessed almost about 36 financial crises, while in the 80th the world had witnessed almost 154 financial crises, then by the end of the twenty century the world was hit by almost 173 financial crises, though the first decade of the 21st century had witnessed the less frequency of financial crises in compare with the previous 30 years as the total count of financial crises was almost 68, but due to the famous 2007/2008 global financial crisis and its harmful impact on several countries rather than the origin country of the crisis (Dullien, Et, Al, 2010), so though the number of financial crises during the first 11 years of 21st century is relatively small, but the 2007/2008 global financial crisis and its impact on several economies make it impossible to underestimate the 21st century financial crises.

The importance of financial crises stems from its harmful impact on different economic aspects, among these economic aspects is international trade. The relationship between international trade and financial crises is characterized by being interdependence and multidimensional, in some cases international trade affected negatively by financial crises (Ma and Chen, 2005), economists argue that financial crises regardless its type (whether it were banking of currency crises or even sovereign) would cause international trade to fall (Abiad, ET, Al, 2013).

Over the last forty years international trade tends to increase with a continuous rate, except during year 2009, where the impact of the global financial crises was abiding, during this year both of the global export and import had fallen, but the decrease in import was greater than the decrease in export, as world imports had declined by almost 12.65% while the world export had declined by almost 10.71% (world bank). Also comparing the impact of the 2007/2008 on the world international trade and gross domestic product revealed that the drop in international trade was greater than the drop in gross domestic product which decline only by 5%.

International trade also could be a financial crises trigger, trade imbalance could be a factor that start financial crises (Pettis, 2013), and in addition, international trade could be one of the arms through which financial crises speared out of the

financial crisis origin country to another country (Kaminsky and Reinhart, 2000).

Breaking down financial crises according to its type could clarify the rationality behind the potential negative impact of financial crises on international trade. Starting with currency crises, economists consider the existence of currency crises only in the case where currency experienced depreciation (Brambila-Macias, ET, Al, 2011), Currency crises affect international trade through the impact of the currency crises on exchange rate, so when a country went through a currency crisis that is associated with currency devaluation an expected fall in the hit country import due to the increase in the price of the imported goods and services (Krugman, Et, Al, 2015). On the other side the currency crisis country export is expected to increase if the Marshall – Lerner condition is verified.

Finance is considered as a critical and rolling factor in enhancing and increasing international trade (Feenstra, Et, Al, 2011), comparing the role of finance in both of domestic and international market reveals that finance is more important in the case of international market, the intensive usage of the new bank techniques for financing both of international trade flow (export and import) like letter of credit which is a tool used as an intermediate financing tool between the two parties of trade and also used as an insuring tool to guarantee the payment to the exporter (Ahn, 2011), as the banking crises in general is a situation where the banks financial power is in critical situation, so when the banks experienced crises, its ability to finance the international trade parties and even to play the guarantee role between different parties would be questioned.

So the impact of currency crises would seem to be directly connected to international trade through the impact of currency crises on the exchange rate, while though the role of baking crises on international trade seems to be indirect but it's important and a governing factor.

Since the beginning of the 70th decade of the last century economists started to divided international trade into two different group according to the trade pattern of trade, Inter – Industry Trade which refers to trade cross industries, and Intra – Industry trade which refers to trade within industry, economists claim that the impact of these two trade pattern on different economic aspect would differ.

II. Previous studies:

The previous studies are subdivided into four different groups as follow:

1- The first group of studies:

The first group of studies contain the studies that had examined the impact of financial crises on international trade in general without determining the transmission mechanism of this crisis international trade, like Ray and Raj (2014) study using sample consists of India trade with its main trade partners over the period 1985 – 2010, the study of Abd Allah and Bouchaddakh (2013) using a sample consists of the Middle East and North Africa (MENA) countries during 1970-2011, the study of Macias – Massa- Salois (2011) using sample consists of 83 developing countries, covering the period over 1990- 2007, and the study of Ma and Cheng (2005) using sample consists of 50 countries for the period 1982-1998.

2- The second group of the studies:

The second group of studies contain the studies that's examined the different channels through which the impact of financial crises passes to international trade, among these studies, the study of Amiti and Weinstein (2011) that's proposed a financial transmission channel (bank health), using sample of Japan to test this channel for the period 1990 -2010, and the study of Berman and Martin (2010) which examined the role of income effect and disruption effect using sample countries only witnessed banking crises, over the period 1976 – 2002.

3- The third group of the studies:

Due to its importance, the third group of studies contain the studies that's examined the impact of 2007/2008 global financial crisis, like the study of Wang and Whalley (2011) that's used sample consists of 8 Asian countries; China, India, Thailand, Malaysia, South Korea, Japan, Singapore, and Taiwan over the period from January 2008 till April 2019, also the study of Levchenko, Lewis and Tesar (2011) using sample consists of United States of America over the period 1947- 2009.

4- The fourth group of the studies:

The fourth group of studies contain the studies that's examined the impact of financial crises on intra- industry trade, like the study of Toporowski (2012) that's examined the impact of 2008/2009 global financial crisis on intra – industry trade (IIT) between both of Czech Republic, Slovakia, Poland, Hungary and the EU-15 countries, covering the time frame over 2004- 2010, The study of Yong & Yew & Cheong and Chin examined the impact of two financial crises (1997/1998 Asian financial crisis - 2008/ 2009 global financial crisis) on intra – industry trade between the two countries China and Malaysia, China trade with Malaysia had special importance, as the largest portion of Malaysia foreign trade is occurred with China, and finally the study of Molendowski and Polan (2014) also adopted study targeting to examine the impact of 2008/2009 global financial crisis on intra - industry trade using the same sample countries of Toporowski (Czech Republic, Slovakia, Poland, Hungary) beside the total European Union

III. Econometrics model variables:

The determinants of intra industry trade literature revolve about the characteristics of the industries or even of the countries beside the other economic factors that's enhancing the existence of intra industry trade between countries.

In general most of the studies had emphasized on industrial characteristics that encourage the intra- industry trade rather than the countries characteristics, the most popular factors of industries are scale economies and product differentiation, both of Lundberg, 1982; Toh, 1982; Stone and Lee, 1995; Sharmaa,1999; Schimtt and Yu, 2001; Loertscher and Wolter,1980; Caves,1981; Greenway and Milner,1984; Marvel and Ray,1987 analyzed the impact of scale economies on intra industry trade, while both of Lundberg,1988 and Celi,2004 had analyzed the role of product differentiation on intra- industry trade.

In this study instead of examining the tradition factors influences intra industry trade, new variable with different perspective were introduced as follow;

▪ The dependent variable:

As the purpose of this research is to investigate the impact of different financial crises (banking – currency – debt) on intra and inter industry trade, besides examining if the importance of both of industries and country plays a role in determining the effect of financial crises on international trade, I have applied 3 different econometrics techniques:

1. Multiple regression using the value of Grubel & Lijod index of Intra – industry trade (IIT) as a regressand.
2. Multiple regression using Grubel & Lijod index of marginal Intra – industry trade (MIIT) as a regressand.
3. LOGIT model, where the regressand variable is a dummy variable that is equal to 1 if the bilateral trade between the two trade parties in a certain industry in a certain year is intra industry trade according to Grubel & Lijod index (the GL index ≥ 0.5) and 0 if the bilateral trade between the two trade parties in a certain industry in a certain year is inter industry trade.

The independent variables:

The independent variables are:

1- Financial crises:

- 1) Reporter Financial crises that is introduced into the models in different forms as follow: (banking- currency- sovereign debt)
- 2) partner Financial crises that is introduced into the models in different forms as follow: (banking- currency- sovereign debt)
- 3) One capture if any of the trade parties had financial crises, while the other variable examine when both of the trade parties have financial crises on the same year.
- 4) The crises are entered the form of dummy variable (1 if there are financial crises, 0 other wise).

2- Economic Similarity index:

Economic similarity indicator which also known as Helpman (1987) similarity index capture the similarity in the trade partners' country size, the economic similarity index is calculated as follow:

$$ES = 1 - \left(\frac{GDP_{EXPORTER}}{GDP_{EXPORT} + GDP_{IMPORTER}} \right)^2 - \left(\frac{GDP_{IMPORTER}}{GDP_{EXPORT} + GDP_{IMPORTER}} \right)^2$$

The index value range between 0 and 0.5, where 0 indicates absolute size difference between the trading parties, while 0.5 indicates identical trade parties' size.

3- Difference in relative factor endowment:

The difference in relative factor endowment index is measured by:

$$DRFE = \left| \ln \frac{GDP_{EXPORTER}}{POPULATION_{EXPORTER}} - \ln \frac{GDP_{IMPORTER}}{POPULATION_{IMPORTER}} \right|$$

This also can be written as:

$$DRFE = \left| \ln GDP \text{ per capita}_{exporter} - \ln GDP \text{ per capita}_{importer} \right|$$

The nearest the difference in relative factor endowment index value to zero, the closest the pair countries in factor endowment, and vice versa, as if the index value is far from zero the largest difference in relative factor endowment between the trade partner.

4- Country size:

Country size is measured by real GDP for both of reporter and partner countries, real GDP is calculated as follow:

$$\text{real GDP} = \frac{\text{nominal GDP}}{\text{GDP deflator}}$$

5- Economic development:

Economic development is measured by real GDP per capita for both of reporter and partner countries, real GDP per capita is calculated by next equation:

$$\text{real GDP per capita} = \frac{\text{nominal GDP per capita}}{\text{GDP deflator}}$$

6- Industry importance:

As illustrated in chapter (4), Industry importance is measured two indicators, first as the industry trade ratio of total trade between the two trading parties at certain year:

$$\text{industry importance index} = \frac{IT}{PT}$$

While the second indicator is a dummy variable that is take 1 if the industry is important and 0 otherwise, both of the indicators had adopted in the study models.

7- Partner country importance:

As illustrated in chapter (4), Partner country importance is measured two indicators, first as the two countries bilateral trade ratio of the reporter total trade with the world at certain year:

$$\text{country importance index} = \frac{PT}{WT}$$

The second indicator is a dummy variable that is taking 1 if the country is important and 0 otherwise; both of the indicators had adopted in the study models.

8- The existence of common language:

The variable introduced using dummy variable (=1 if the two trade parties have a common border, 0 otherwise)

9- Common borders:

The existence of Common border between trade partner, the variable introduced using dummy variable (=1 if the two trade parties have a common border, 0 otherwise).

10- Trade agreement:

Trade agreement refers to the existence of trade agreement between trade partner, the variable introduced using dummy variable (=1 if the two trade parties have a trade agreement, 0 otherwise).

11-Trade openness (TO):

Trade openness is measured by trade as ratio of GDP.

$$TO = \frac{\text{total trade}}{\text{Gross domestic product}}$$

IV. Empirical results:

Stationary test:

In order to avoid the problem of spurious regression Levin, Lin & Chu test of Stationarity test was adopted, the results are as in table (1), the results suggest that not all the variables are Stationarity, beside all the non – stationary variables became Stationarity at the first difference.

Table (1)
Stationarity results for high frequency countries

variable	Stationarity status
Difference in relative factor endowment	I(0)
Economic Similarity index	I(0)
IIT	I(1)
MIIT	I(0)
industry importance	I(0)
Partner importance	I(1)
Partner real GDP	I(1)
Partner real GDP per capita	I(1)
reporter real GDP	I(1)
reporter real GDP per capita	I(0)
Reporter economic openness	I(1)

Table (2)
Hausman test high frequency financial crises (dependent variable IIT)

Correlated Random Effects - Hausman Test			
Test cross-section random effects			
Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	0.000000	13	1.0000

As presented in table 2 the Hausman test is suggesting that the best model when using intra industry trade as dependent variable specification is the random affect model as the p value is greater than 5%.

Table (3)
Regression model results using intra- industry trade index

Dependent variable: IIT	Model(1)	Model(2)	Model(3)	Model (4)
C	-0.260801***	-0.428691***	-0.374978***	-0.273317***
Partner currency crises	-0.021497***		0.040599***	
Partner banking crises	0.024900***		-0.022922***	
Partner debt crises	-0.030083***		-0.020539***	
DRFE	-0.109475***	-0.188879***	-0.162398***	-0.096359***
Similarity index	0.762239***	1.240798***	1.088388***	0.751334***
Partner real GDP	3.37E-11***	3.44E-11***	3.81E-11***	3.45E-11***
partner real GDP per capita	-0.005919***	-0.006002***	-0.006684***	-0.00602***
reporter real GDP	2.86E-14***	2.75E-14***	3.32E-14***	2.94E-14***
Industry importance	-1.75E-06***	-1.69E-06***	-2.06E-06***	1.145440***
Partner importance	0.009624	0.008990***	0.009600***	-0.123054***
Reporter trade openness	1.216001***	0.917616***	1.380835***	0.007957***
reporter real GDP per capita	-0.048458***	-0.111268***	0.196425***	-1.82E-06***
Reporter currency crises		0.056409***	0.053556***	
reporter banking crises		0.025362***	0.036545***	
reporter debt crises		-0.010154***	0.007270***	
Partner financial crises				-0.008525***
Reporter financial crises				0.038024***
Trade agreement	-0.022574***	1.11E-14***	-0.026400***	-0.020535***
Common borders	6.86E-15	8.74E-15	9.70E-15	6.67E-15
Common language	6.07E-15	-0.428691	8.08E-15	5.98E-15
R ²	31.9	32.8	34.3	32.4
F test p- value	0000	0000	0000	0000
Durbin Watson	2.45	2.44	2.5	2.4

***significant at (1%)

Table (4)
Regression models using intra- industry trade index

Dependent variable: IIT	Model(5)	Model(6)	Model(7)	Model (8)
C	-0.237821***	-0.219406***	-0.282158	-0.284029
DRFE	-0.097987***	-0.088458***	-0.126459	-0.127836
Similarity index	0.671988***	0.629710***	0.845756	0.852152
Partner real GDP	3.33E-11***	3.15E-11***	2.97E-11	2.98E-11
partner real GDP per capita	-0.005793***	-0.005498***	-0.005184	-0.005203
reporter real GDP	2.76E-14***	2.60E-14***	2.32E-14	2.34E-14
Industry importance	1.144468***	1.079149***		
Partner importance	-0.082488***	-0.221898***	-0.030551	
Reporter trade openness	0.008609***	0.008884***	0.008310	0.008351
reporter real GDP per capita	-1.74E-06***	-1.59E-06***	-1.41E-06	-1.41E-06
Financial crises	0.030217***			
Both financial crises		-0.005528***		
Financial crises* industry importance			0.019141	
Financial crises* industry importance* partner importance				0.019410
Trade agreement	-0.031691***	-0.020597***	-0.010141	-0.010402
Common borders	6.16E-15	5.76E-15	7.48E-15	7.55E-15
Common language	5.64E-15	5.30E-15	6.19E-15	6.24E-15
R ²	32.4	31.1	30.2	30.2
F test p- value	000	000	000	000
Durbin Watson	2.5	2.4	2.4	2.4

***significant at (1%)

The results of regression model that is presented in table 3 and 4 are using intra industry trade as the dependent variable, while the results that are presented table 6 and 7 are using marginal intra-industry trade as the dependent variable.

As per Intra industry trade models, the partner financial crisis it's clear that partner debt crisis has a small significant negative effect on intra-industry trade while currency Crisis had a mixed results, bank financial crisis would have a

very small negative significant effect on intra-industry trade while both countries financial crisis would have a positive small significant impact on intra-industry trade also when taking into consideration financial crisis and any of the trading partner the results are suggesting that it would have a positive significant impact on intra-industry trade. While in the case where both of countries are facing financial crisis intra industry trade are expected to fall with a very small amount.

when taking into consideration industry important it's clear that when there is a financial crisis and the industry is in Bolton centre in Dust which way would increase was a very small amount and the same in the case where the industry is important and the trade partner country is important too.

Table (5)
Hausman test financial crises (dependent variable MIIT)

Correlated Random Effects - Hausman Test			
Test cross-section random effects			
Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	0.000000	16	1.0000

As presented in table 2 the Hausman test is suggesting that the best model when using marginal intra industry trade as dependent variable specification is the random affect model as the p value is greater than 5%.

Both of table 6 and 7 are presenting evaluation model results using marginal intra-industry trade as dependent variable as for the partner financial crisis the results suggesting that debt crisis still have a small negative significant effect on marginal intra industrial trade, while banking crisis have a positive significant impact on entire industry trade. On the other side but no currency crises is still have a mixed effect.

while when analyzing the impact of partner financial crisis regardless its type, the results are suggesting that financial crises would have a positive impact on marginal intra industry trade which mean that partner financial crises are expected to increase marginal intra industry trade, regarding the reporter Country financial crisis the results are suggesting that marginal intra industry trade to fall. When examining the impact of financial crisis regardless its type and its countries the results are suggesting that it would have a small negative

impact on marginal intra industry trade. When taking into consideration the industry importance, insults are suggesting that when there is a financial crisis and Industry is important marginal intra industry trade is expected to fall while when taking into consideration financial crisis with important industry and important country, the results are suggesting that marginal intra industry trade would increase but was a very small amount.

Table (6)
Regression results using marginal intra- industry trade index

Dependent variable: MIIT	Model(1)	Model(2)	Model(3)	Model (4)
C	-0.870639***	-0.856105***	-0.819020***	-0.524522***
Partner currency crises	-0.014143***		0.324677***	
Partner banking crises	0.368398***		0.028437***	
Partner debt crises	-0.041534***		-0.089875***	
DRFE	-0.330237***	-0.359927***	-0.332018***	-0.234001***
Similarity index	2.621490***	2.705032***	2.538580***	1.737271***
Partner real GDP	1.24E-11***	-9.18E-12***	2.36E-12***	-1.30E-11***
partner real GDP per capita	-0.002114***	0.001669***	-0.000329***	0.002428***
reporter real GDP	-1.38E-14***	-3.93E-14***	-2.78E-14***	-4.25E-14***
Industry importance	-5.626068***	-6.983903***	2.51E-06***	-7.117391***
Partner importance	0.086575	-1.658485***	0.004365***	-1.117875***
Reporter trade openness	0.002493***	0.001273***	-5.709712***	0.001399***
reporter real GDP per capita	1.65E-06***	3.46E-06***	-1.218937***	3.57E-06***
Reporter currency crises		-0.165934***	-0.043885***	
reporter banking crises		-0.080803***	-0.143356***	
reporter debt crises		-0.150510***	-0.137418***	
Partner financial crises				0.125261***
Reporter financial crises				-0.141094***
Trade agreement	0.230783***	0.317996***	0.258016***	0.254690***
Common borders	2.15E-14	2.23E-14	2.10E-14	1.43E-14
Common language	1.31E-14	1.24E-14	1.22E-14	7.22E-15
R ²	36.6	30.5	40.5	32
F test p- value	000	000	000	000
Durbin Watson	1.8	2.1	1.9	1.9

***significant at (1%)

Table (7)
Regression results using marginal intra- industry trade index

Dependent variable: MIIT	Model(5)	Model(6)	Model(7)	Model (8)
C	-0.847780***	-0.927704***	-0.231054***	-0.326568***
DRFE	-0.301883***	-0.358034***	0.037441***	-0.032818
Similarity index	2.546330***	2.807787***	0.503040***	0.829436***
Partner real GDP	-1.61E-12***	-9.17E-13	1.18E-11***	1.68E-11***
partner real GDP per capita	0.000388***	0.000281***	-0.001902***	-0.002852***
reporter real GDP	-2.90E-14***	-2.93E-14***	-7.38E-15***	-9.99E-16
Industry importance	-6.674475***	-6.379978***		
Partner importance	-0.972228***	-0.890728***	-1.559133***	
Reporter trade openness	-0.002510***	-0.002114***	-0.002056***	5.61E-05
reporter real GDP per capita	2.82E-06***	2.83E-06***	1.22E-06***	8.74E-07***
Financial crises	-0.016115***			
Both financial crises		-0.086809***		
Financial crises* industry importance			-0.001968	
Financial crises* industry importance dummy* partner importance dummy				0.011739***
Trade agreement	0.296115***	0.297161***	0.153885***	0.140573***
Common borders	2.06E-14	2.31E-14	3.80E-15	7.00E-15
Common language	1.16E-14	1.33E-14	2.44E-15	4.82E-15
R ²	24	24.6	12.6	11.6
F test p- value	000	000	000	000
Durbin Watson	2.1	2.1	1.7	1.7

***significant at (1%)

V. Summary and conclusion:

As presented above study is suggesting financial crisis what influence intra-industry trade and marginal intra-industry trade positively and negatively but in most of times intra-industry trade and marginal enter industrial trade would increase which indicate that financial crisis would have a positive impact on intra-industry trade also when taking into consideration the industry and country importance the financial crisis in general would still have a positive impact and even in the cases where financial crisis have a negative effect it was Limited

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The ethics position of academic staff and their ethics as consumers: is there a relationship? Case of private universities in Egypt

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Abstract

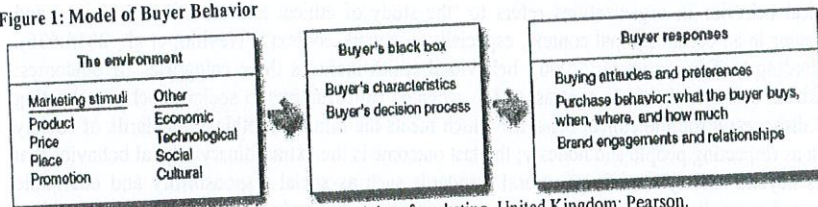
Many researchers discussed the interdisciplinary nature of consumer behavior and organizational behavior. Yet few discussed that a persons' behavior in his/hers life as a consumer (consumer ethics – CE) is derived from his/her behavior at the workplace (ethics position – EP). The purpose of this paper is to identify whether the ethical position of the academic staff in private universities in Egypt is related to their consumption behavior. A survey was distributed on 385 academic staff member of private universities in Egypt and 20 one-to-one interviews were also conducted. The study showed that the relationship between EP and CE is highly significant yet this significance showed variety, and even insignificance, with each of EPs' and CEs' sub-variables. This means that the academic's staff in private universities in Egypt ethics position is dramatically reflects on their ethical pattern as consumers.

Keywords: *Ethics position, Idealism, Relativism, Religious involvement, Consumers ethics.*

Introduction

Consumer behavior is one of the most researched variables in the academic and practical world since it's such a dynamic construct that provides researchers with an abundant source of new data and information and supplies practitioners with insights that could make or break their products/services. One of the most recognized models in consumer behavior is the buying behavior model (see figure 1) since consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's and practitioner's effort to understand what, when, where, why, how and how much they buy.

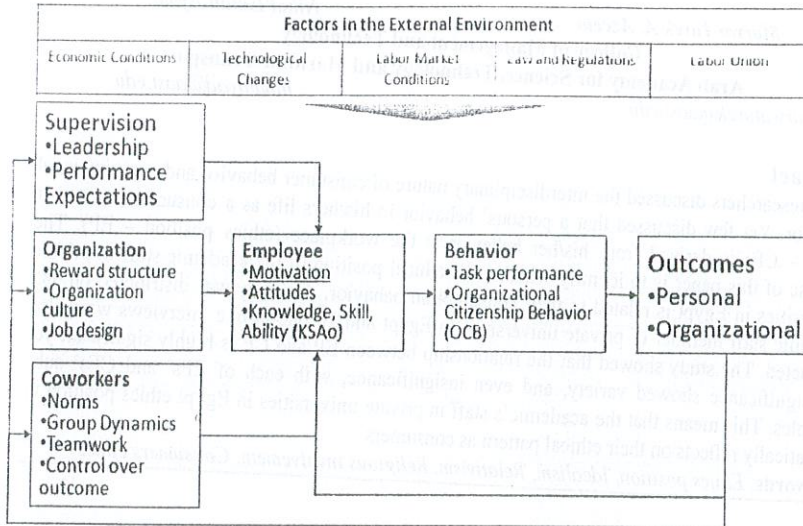
Figure 1: Model of Buyer Behavior



Source: Kotler, P. and Armstrong, G. (2018). Principles of marketing. United Kingdom: Pearson.

The buyer's characteristics are cultural, social, personal and psychological and have been thoroughly explained in many books and journals. Yet no attention was ever truly payed to this inquiry: does an employee's ethics position his/her workplace affect their consumer ethics? Choi (2014) depicted the employee behavior model in figure 2 to explain what affects our behavior as employees but also didn't mention that behaviors probable correlation to our behavior as consumers.

Figure 2: Model of employee behavior



Source: Adapted by Choi, J. (2014). Learning from Experiences of Project Successes and Failures in the Workplace. *Journal of Business and Applied Sciences* Vol. 3 (2), 2014. Adapted from Werner, J. M., & DeSimone, R. L., 2009, *Human Resource Development* (5th ed.). Mason: South-Western Cengage Learning, (p. 36).

Hence, the present study which is applied on the academic staff in the private universities in Egypt concentrates on the relationship between their ethics position in terms of the idealistic and relativistic perspectives, and their ethics as consumers.

Ethical behavior in organizations

Ethical behavior in organizations refers to "the study of ethical and unethical decisions and behavior in an organizational context, especially in a work context" (Trevino, et al., 2014:636). According to Trevino, et al, (2006), behavioral ethics includes three categories of outcomes: unethical behavior that is in contrast to the accepted ethical norms in society such as, cheating and dishonesty; routine ethical behavior which meets the minimum ethical standards of society such as respecting people and honesty; the last outcome is the extraordinary ethical behavior that goes beyond society's minimum moral standards such as social responsibility and charitable giving. Essentially, people have their own opinions, beliefs, and thoughts which have guiding impact on their values, norms and actions.

The extent to which a person is bound by these moral values depends mainly on their differences in ethical ideology which plays a critical role in the ethical decision making process (Davis, Mary, and Andersen, 2001) and in the organizational ethics (Jones, 1991; Hunt and Vitell, 1986), whereas personal characteristics such as dependence and locus of control are proved as irrelevant factors to the ethical decision making in business (Ford and Richardson, 1994). In order to assess such ideology, Forsyth's (1980) designed "Ethics Position Questionnaire" (EPQ), 20-item

instrument which is mainly based on two main constructs; Idealism and Relativism. Hence, for the scope of the study, the focus is on determining the relationship between the ethics position of the academic staff as reflected in their organizations (i.e. private universities) and in terms of idealistic and relativistic actions and their ethics as consumers. In fact, idealism refers to the belief in moral absolutism, so that all moral judgments rely on constant and steady ethical principles. People with high idealistic beliefs depend mainly on the essence of goodness or badness of each action to identify its ethical course.

They are used to avoiding any actions that contradict with their idealistic beliefs (Poór et al., 2015), i.e. they always refuse to engage in any act that reflects any kind of moral deviation (Hastings and Finegan, 2011). Therefore, Idealism is considered as a negative factor of any immoral act and an important predictor of a person's action (Rawwas, Arjoon, and Sidani, 2013). Essentially, people who tend to be more idealistic in their ethics usually have qualities of leadership and teamwork spirit (VanMeter, et al. 2013). According to relativism, universal moral rules are inapplicable when people differentiate the rightness from the wrongness. Relativists believe that actions and decisions should be taken according to the nature of each situation and the individuals involved. Hence, relativists tend to apply personal values more than the universal ethical rules when taking an action or making a decision (Forsyth, 1980; 1992a, b).

Therefore, ethical relativism is useful in making people more flexible in dealing with others, being more receptive to their ideas, decisions and actions and contributes to making people more open to accept any criticism of their opinions and thoughts (Whetham, 2008). It is beneficial to be applied in workplaces, at which changes among individuals' norms and values exist evidently. Their corporate ethical systems can accept these differences in order to maximize its profits and returns (Spinello, 2011) as people in these organizations behave according to the (goal-based) strategy (Mingers and Walsham, 2010) through which they are used to rationalizing their behaviors (Cloninger and Selvarajan, 2010; Mingers, 2011). Therefore, in this study's context, academic staff ethics are influenced by both the idealistic and relativistic constructs. Since in private universities in Egypt the academic staff is faced with many rules, regulations and codes of ethics that they must comply with which reflects idealism. While their different cultural, learning and educational background, creates different levels of relativism per individual. Therefore, this study investigates their ethics position collectively and individually (i.e. idealism and relativism one combined and once separated), then it examines the relationship between such ethics position and their ethics as consumers. Consumer ethics/social responsibility has been aptly defined as the moral principles and standards that guide the behaviors of individuals as they obtain, use, and dispose of goods and services (Muncy and Vitell 1992) and is explained further in the next section.

Consumer behavior and ethics

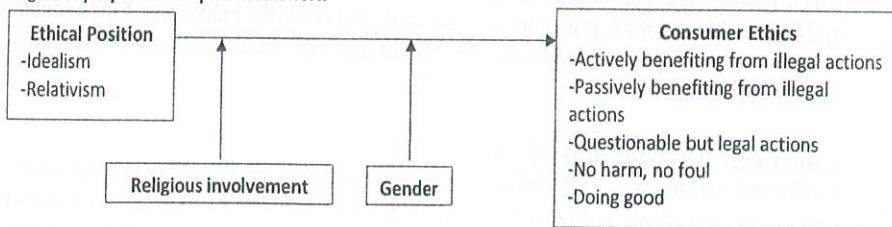
Kotler and Armstrong (2018) define consumer buyer behavior as the buying behavior of final consumers, individuals and households that buy goods and services for personal consumption. This behavior can be discussed from three different perspectives; first, the economic-based approach where consumers preferences/tastes and budget constraints are matched to create certain choices. In this approach budget constraints is always viewed as a variable construct while consumer preferences/tastes is treated as a constant construct because the consumer can make clear rational choices (Ali and Talwar, 2013).

The second approach is the social-psychological approach which assumes that consumers are not exclusively self-interested in fixed preferences and that preferences may change over time such that the firm might induce purchases by 'socializing' consumers while in the economic view, that goal is achieved normally through price cuts (Ali and Talwar, 2013). Finally the psychological approach emphasizes the importance of the environment and cognitive process for the consumer (Ali and Talwar, 2013; Kotler and Armstrong, 2018). This paper follows the social psychological approach in order to understand whether a consumer's ethical/unethical behavior in society, especially in his/her workplace/organization affects his/her personal ethical/unethical behavioral model while purchasing goods and services.

The consumer side of ethics research is a 20 years old topic, but has grown most significantly since the year 2000 (Vitell and Muncy, 2015). Among the most significant research concerning consumer ethics were the studies of Muncy and Vitell (1992) and Vitell and Muncy (1992) (Vitell and Muncy, 2015, p.267). They discovered that respondents mainly believed that it was more ethical to passively benefit from an illegal activity than to actively try to benefit from it since they didn't initiate the activity. Nevertheless, "passive" activities were not viewed as being as ethical as "deceptive but legal" activities and "no harm/no foul" activities weren't viewed as unethical by any of the respondents. Finally, in order to properly understand the socio-psychological connection/correlation between ethical behavior as employees and as consumers the following mediating variables were added in this study, religiosity and gender.

Religion, being an essential fragment of culture, has a considerable part in the consumption world, predominantly in the area of marketing functions and activities (Cornwell et al., 2005). It plays a leading role in the field of consumer behaviour by influencing the behaviour a person has while consuming goods and services (Fam et al., 2004). Furthermore, it performs as a cultural lens through which an individual deciphers the incoming message, therefore directly affecting the result of marketing communications (Michell and Al-Mossawi, 1995). Therefore, it is critical for a business to comprehend and integrate the level of religiosity of their target market when determining their strategies and tactics especially in Islam where ethics is a major topic and variable that influences consumer behavior (Rice, 1999; Saeed, Ahmed and Mukhtar, 2001; Wilson, 2006; Alhyasat, 2012; Bakar, Lee and Hashim, 2013; Kashif et al., 2015; Sharif, 2016; Mohammad and Quoquab, 2016). As for gender, previous studies indicate that it is one of the most recurrently studied variables within the ethics literature (Dalton and Ortegren, 2011). Studies that explored gender differences discovered that females regularly report/choose more ethical reactions than males (Wang and Calvano, 2015, Clarke, 2012, Dalton and Ortegren, 2011). Therefore this study adopts the following proposed conceptual framework (figure 3).

Figure 3: proposed conceptual framework



Source: primary data

Research methodology

In order to measure the relationship between the personal (consumerism) and social (organizational) factor of ethics the paper adopts the following research design:

Table 1: Research Design

Research Paradigm: positivistic
Research Purpose: descriptive
Research Approach: deductive
Research Strategy: survey
Research Choice: Multi method quantitative study
Research time horizon: Cross-sectional
Research Sampling Technique: Non-probability purposive homogeneous sampling
Researcher's Positionality: Insider/emic perspective
Data collection tools: questionnaire and one-to-one interview

Source: primary data

The reasoning behind utilizing mixed methods is to acquire in-depth explanation of why the respondents selected their respective answers. The consumer ethical beliefs construct is operationalized using the Muncy and Vitell 2015 consumer ethics scale (CES) where 5 sub variables are measured: 1) Actively benefiting from illegal actions (AB), 2) Passively benefiting from illegal actions (PB), 3) Questionable, but legal actions (QL), 4) No harm, no foul (NN) and 5) Doing good (DG). Respondents were asked to rate each item on a 5 point scale from "strongly believe that it is wrong" (1) to "strongly believe that it is not wrong" (5). As for the ethics position construct it was measure using Forsyth (1980) ethics position questionnaire (EPQ) while religious involvement was derived from Hyde and Weathington (2006) personal life values questionnaire. In both constructs respondents indicate their degree of agreement with 20 for ethics position (10 for idealism and 10 for relativism) and 6 items for religious involvement using a scale that ranges from disagreement (1) to agreement (5).

Hypotheses

The following hypotheses were adopted to represent this research's aim.

H1: Ethics position of academic staff has a significant relationship with their ethics as consumers

H1.1: Ethics position of academic staff has a significant relationship with "being actively benefiting from illegal actions".

H1.2: Ethics position of academic staff has a significant relationship with "being passively benefiting from illegal actions".

H1.3: Ethics position of academic staff has a significant relationship with "questionable, but legal actions".

H1.4: Ethics position of academic staff has a significant relationship with "No harm, no foul" actions.

H1.5: Ethics position of academic staff has a significant relationship with "doing good" actions.

H2: Idealistic ethics position of academic staff has a significant relationship with their ethics as consumers

H2.1: Idealistic ethics position of academic staff has a significant relationship with “being actively benefiting from illegal actions”.

H2.2: Idealistic ethics position of academic staff has a significant relationship with “being passively benefiting from illegal actions”.

H2.3: Idealistic ethics position of academic staff has a significant relationship with “questionable, but legal actions”.

H2.4: Idealistic ethics position of academic staff has a significant relationship with “No harm, no foul” actions.

H2.5: Idealistic ethics position of academic staff has a significant relationship with “doing good” actions.

H3: Relativistic ethics position of academic staff has a significant relationship with their ethics as consumers

H3.1: Relativistic ethics position of academic staff has a significant relationship with “being actively benefiting from illegal actions”.

H3.2: Relativistic ethics position of academic staff has a significant relationship with “being passively

H3.3: Relativistic ethics position of academic staff has a significant relationship with “questionable, but legal actions”.

H3.4: Relativistic ethics position of academic staff has a significant relationship with “No harm, no foul” actions.

H3.5: Relativistic ethics position of academic staff has a significant relationship with “doing good” actions.

H4: Religious involvement moderates the relationship between ethics position of academic staff and their ethics as consumers.

H4.1: Religious involvement moderates the relationship between idealistic ethics position of academic staff and “being actively benefiting from illegal actions”.

H4.2: Religious involvement moderates the relationship between idealistic ethics position of academic staff and “being passively benefiting from illegal actions”.

H4.3: Religious involvement moderates the relationship between idealistic ethics position of academic staff and “questionable, but legal actions”.

H4.4: Religious involvement moderates the relationship between idealistic ethics position of academic staff and “no harm, no foul”.

H4.5: Religious involvement moderates the relationship between idealistic ethics position of academic staff and “doing good”.

H4.6: Religious involvement moderates the relationship between relativistic of academic staff and “being actively benefiting from illegal actions”.

H4.7: Religious involvement moderates the relationship between relativistic of academic staff and “being passively benefiting from illegal actions”.

H4.8: Religious involvement moderates the relationship between relativistic ethics position of academic staff and “questionable, but legal actions”.

H4.9: Religious involvement moderates the relationship between relativistic ethics position of academic staff and “no harm, no foul”.

H4.10: Religious involvement moderates the relationship between relativistic ethics position of academic staff and “doing good”.

H5: Gender moderates the relationship between ethics position of academic staff and their ethics as consumers.

H5.1: Gender moderates the relationship between Idealistic ethics position of academic staff and “being actively benefiting from illegal actions”.

H5.2: Gender moderates the relationship between Idealistic ethics position of academic staff and “being passively benefiting from illegal actions”.

H5.3: Gender moderates the relationship between Idealistic ethics position of academic staff and “questionable, but legal actions”.

H5.4: Gender moderates the relationship between Idealistic ethics position of academic staff and “no harm, no foul”.

H5.5: Gender moderates the relationship between Idealistic ethics position of academic staff and “doing good”.

H5.6: Gender moderates the relationship between relativistic ethics position of academic staff and “being actively benefiting from illegal actions”.

H5.7: Gender moderates the relationship between relativistic ethics position of academic staff and “being passively benefiting from illegal actions”.

H5.8: Gender moderates the relationship between relativistic ethics position of academic staff and “questionable, but legal actions”.

H5.9: Gender moderates the relationship between relativistic ethics position of academic staff and “no harm, no foul”.

H5.10: Gender moderates the relationship between relativistic ethics position of academic staff and “doing good”.

Population and sample size

In Egypt, there are 24 private universities which are operating with 6,822 academic staff members out of which academic staff represents 43.8% and assistant academics represent 56.2 % (EC, 2017). The resulting sample size is demonstrated in the following equation:

$$n_0 = \frac{(Z_{\alpha/2})^2 p(1-p)}{e^2}$$

Where:

- $Z_{\alpha/2}$ is the critical value of the Normal distribution at $\alpha/2$ (for a confidence level of 95%, α is 0.05 and the critical value is 1.96)
- e is the margin of error and it is approximated to be 0.05
- p is the sample proportion The sample proportion is what you expect the results to be. This can often be determined by using the results from a previous survey, or by running a small pilot study. To give the largest sample size 50% is applied.

$$\text{So, } n_0 = (1.69)^2 (0.5)(1-0.5) / 0.05^2 = 385$$

Then, the following formula using the correction factor is applied to determine the appropriate sample size where:

- N is the population size; 6,822 staff members

$$n = \frac{Nn_0}{n_0 + (N-1)}$$

$$n = \frac{0.822 \cdot 385}{385 + (0.822 - 1)} = 365$$

Afterwards, the participants for one-to-one interviews were purposefully selected from the survey respondents to represent different reactions and the number of respondents was chosen based on saturation of data through repetition (20 respondents in this study).

Analysis and Discussion

As illustrated in figure 3, this study measures the variables stated in table 2.

Table 2: Descriptive analysis

Variable	Tend to...	Mean
<i>Ethics position</i>	Disagree	2.37
<i>Idealism</i>	Disagree	1.94
<i>Relativism</i>	Neither...nor	2.81
<i>Consumer ethics (CE)</i>	Agree	3.51
<i>Actively benefiting from illegal actions (AB)</i>	Agree	4.05
<i>Passively benefiting from illegal actions (PB)</i>	Agree	4.09
<i>Questionable, but legal actions (QL)</i>	Agree	4.08
<i>No harm, no foul (NN)</i>	Neither...nor	2.98
<i>Doing good (DG)</i>	Disagree	1.93
<i>Gender</i>	Female	
<i>Religious involvement (RI)</i>	Disagree	1.83

In ethics position the respondents tend to disagree with the provided statements, whereas in consumers' ethics they mainly tend to agree with. Ethics position is measured by two determinants; idealism where the sample mainly disagreed and by relativism where they were mainly neutral. Consumer ethics is measured by 5 sub-variables which reflect different aspects of their constructs and where respondents agree on three of them; AB, PB, QL. Yet, they are neutral towards NN and finally disagree on DG.

As for the moderator variables RI and G, the results show that the participants responded negatively towards the religious involvement while most of them are females (65%). Tables 3 and 4 (illustrated below) demonstrate the relationship between the Ethics Position (EP) and the Consumers' Ethics (CE) as well as the impact of each moderator upon such relationship which are thoroughly discussed below.

Table 3: Regression analysis - Moderator (Religious involvement)

Independent Variable	Dependent variable	Sub variables	Adjusted R square		F(sig)		Beta		Moderator Impact
			Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	
Ethics position	Consumer ethics		7.4%	8.1%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.050 Sig.
Ethics position	Consumer ethics	Actively benefiting from illegal actions	0.1%	0.1%	0.492 Insig.	0.449 Insig.	Direct	Direct	0.264 Insig.
		Passively benefiting from illegal action	6.9%	6.8%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.473 Insig.
		Questionable, but legal actions	13.1%	13.4%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.100 Sig.
		No harm, no foul	0.0%	7.9%	0.284 Insig.	0.100 Sig.	Direct	Direct	0.000 High Sig.
		Doing good	0.7%	0.7%	0.049 Sig.	0.044 Sig.	Direct	Direct	0.403 Insig.

Table 4: Regression analysis - Moderator (Gender)

Independent Variable	Dependent variable	Sub variables	Adjusted R square		F(sig)		Beta		Moderator Impact
			Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	
Ethical position	Consumer ethics		7.4%	22.5%	0.000 High Sig.	0.002 High Sig.	Direct	Direct	0.000 High sig.
Ethical position	Consumer ethics	Actively benefiting from illegal actions	0.1%	7.1%	0.492 Insig.	0.282 Insig.	Direct	Direct	0.000 Hig sig.
		Passively benefiting from illegal action	6.9%	29.3%	0.000 High Sig.	0.015 High Sig.	Direct	Direct	0.000 Hig sig.
		Questionable, but legal actions	13.1%	25.6%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 Hig sig.
		No harm, no foul	0.0%	5.1%	0.284 Insig.	0.683 Insig.	Direct	Direct	0.000 Hig sig.
		Doing good	0.7%	13%	0.049 Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.

First, there is a positive highly significant relationship between EP and CE. From a social-psychological approach, the consumers' environment has a high influence on their behaviors and

decision making process. The present study proved that the academic staff ethics – in terms of ethical position – in private universities in Egypt affects directly on their ethics as consumers. This relationship can be viewed from the cultural lens as stated by Lu, Rose, and Blodgett, (1999) that the cultural background among individuals at work is one of the most vital factors affecting consumers' ethical behaviors. Moreover, the cultural background in private universities in Egypt is highly influenced by social ills, expressed by "environmental degradation, exploitative labor conditions, social and economic inequity, and mental and physical illness" (Carrington, Zwick, and Neville, 2016). Accordingly, these apparent social ills are deeply embedded in the socio-psychological environment which creates an interrelation between the ethics as an academic staff and as a consumer. Therefore H1 is accepted.

H1: Ethical position in business has a significant relationship with the consumer's ethics is accepted.

However, a deeper look to the sub-variables of CE, revealed different levels of significance; EP has no relationship with AB and with NN. When discussing the first sub-variable, it is worth noting that its actions are always consciously and deliberately initiated by the consumers. Therefore, its most distinctive characteristic is "objectivism" which is knowable acts in principle and mainly known in fact by non-debatable human reason (Hourani, 2007). EP is based on the complexity of the situation rather than depending on constant moral reasons (Voegel and Pearson, 2016, Hastings and Finegan, 2011) i.e. subjectivism. Subjectivism is the perception that an individual has a reason to perform a specific action if he/she has some incentive to do so or would do it under certain circumstances. Also, it explains the individuals' reasons from their real or hypothetical desires. So, they have their own motive to act in a certain way to accomplish their goals (McDonald, 2017). Hence, the subjective construct EP has no correlation with the objective construct AB.

"No harm, no foul" is a concept where consumers perceive that their acts cause little or no harm and that such acts are acceptable ones. Therefore, it is a subjective construct like EP, yet no relationship is found. This is due to the extragenetic cultural behavior which is the set of plans, recipes, rules, and instructions that are induced environmentally, can be learned and transmitted culturally, and lead to certain behavior (Franklin and Bergerman, 2000, Jamieson, 1986). Actually, people are used to doing these acts regularly (e.g. installing pirated software on the computer or recording a movie off the net, cinema or T.V.) as they consider them morally and legally accepted acts and they consider people who are not imitating them as "unusual" ones. Consequently, H1.1 and H1.4 are rejected.

H1.1: Ethical position in business has a significant relationship with "being actively benefiting from illegal actions".

H1.4 Ethical position in business has a significant relationship with "No harm, No foul".

With regard to the relationships between EP and PB or ER and QA, they are highly significant. In case of PB, the consumer takes advantage of a seller's mistake to gain a benefit (e.g. getting too much change and not saying anything), whereas QA is where the consumer induces the act but does not perceive it as illegal (e.g. not telling the truth when negotiating the price of a good or a service). Due to the subjectivism apparent in all three variables, academic staff sees them from the same ethical perspective. The main reason behind these significant relationships is that

they view EP, QA, and NN as similarly legal actions. Hence, the ethical behavior subjectively exhibited in EP is subjectively mimicked and transferred to QA and NN.

Accordingly, H1.2 and H1.3 are accepted.

H1.2: Ethical position of academic staff has a significant relationship with "being passively benefiting from illegal actions".

H1.3: Ethical position of academic staff has a significant relationship with "questionable, but legal actions".

The last sub-variable DG has a significant relationship with EP. DG represents the desire to do the right thing unlike the previous sub-variables that deal with avoiding wrong doing (Vitell and Muncy, 2005). For example, when a company doesn't treat their employees fairly, the consumer has the choice to either purchase from them (neither good nor bad behavior) or avoid them (DG - the better behavior). This implies a relativistic nature of DG as both actions are ethically acceptable behaviors yet the former one is a lower ethical act than the latter. Thus, the academic staff ethical choices in work (EP), affects their level of doing good as consumers.

For that reason, H1.5 is accepted.

H1.5: Ethical position in business has a significant relationship with "Doing good".

Second, referred to H2, idealism of academic staff has a highly significant relationship with their ethics as consumers. The reason behind that relates to the concept of beliefs defined as 'an enduring organization of perceptions and cognitions about some aspect of the individual's world' (Fishbein and Raven, 1962, Kretch and Crutchfield, 1948). Idealism refers to the enduring cognitive moral behavior regardless of situation or people (Poór et al., 2015), while consumer ethics are intuitive and enduring moral cognitive behaviors (Vitell, Paolillo and Singh, 2005); Therefore both concepts are highly related. This is reflected in the relationship between idealism and PB, QL and DG. Hence H2, H2.2, H2.3 and H2.5 are accepted.

H2: Idealism of academic staff has a significant relationship with their ethics as consumers.

H2.2: Idealism of academic staff has a significant relationship with "being passively benefiting from illegal actions".

H2.3: Idealism of academic staff has a significant relationship with "questionable, but legal actions".

H2.5: Idealism of academic staff has a significant relationship with "doing good" actions.

Yet at a deeper look in the sub-variables of CE shows that idealism has no relationship with AB and NN. Concerning AB, it is very clear that this concept cannot be affiliated to idealism as it promotes to conscious unethical behavior which contradicts idealistic behavior. Moreover, there is insignificant relationship between the idealism and NN because the cultural context in Egypt instigates such actions, especially, since laws, rules and regulations are not effectively enforced to prevent them. Therefore, the following hypotheses are rejected;

H2.1: Idealism of academic staff has a significant relationship with "being actively benefiting from illegal actions".

H2.4: Idealism of academic staff has a significant relationship with "No harm, no foul" actions.

Third, relativistic orientation of the academic staff has a strong relation to their ethics as consumers and to all of their sub-variables as relativism. It shows that the validity of values and norms is always integrated with different perspectives and contexts, however they cannot be completely rejected nor absolutely accepted (Häyry, 2005). It reflects different behavior from one position to another with an array of differences in moral values. Hence, relativistic ideology nature reflects distinctly in the ethics of the staff as consumers who are exposed to many situations and deals with different people. For that reason, all of the hypotheses H3, H3.1, H3.2, H3.3, H3.4, and H3.5 are accepted.

H3: Relativistic ethics position of academic staff has a significant relationship with their ethics as consumers

H3.1: Relativistic ethics position of academic staff has a significant relationship with "being actively benefiting from illegal actions".

H3.2: Relativistic ethics position of academic staff has a significant relationship with "being passively

H3.3: Relativistic ethics position of academic staff has a significant relationship with "questionable, but legal actions".

H3.4: Relativistic ethics position of academic staff has a significant relationship with "No harm, no foul" actions.

H3.5: Relativistic ethics position of academic staff has a significant relationship with "doing good" actions.

Fourth, the religious involvement moderates the relationship between EP and CE (Mohammad and Quoquab, 2016, Sharif, 2016, Vitell, et al., 2015, Vitell, et al., 2009, Geyer and Baumeister, 2005, Vitell and Paolillo, 2003, Allport and Ross, 1967). Nevertheless, it does not highly influence it since the original relationship was highly significant. This high significance is particularly resulting from the strong relationship between EP and PB and QA. Yet, it is worth noting that the relationship between EP and AB and NN is insignificant and that religious involvement doesn't change it. Hence, this study demonstrates that the observed effect of religious involvement can be clearly seen in the relationship between EP and DG only since it increases the significance of the non-moderated relationship. When researching different religions in Egypt one of the most common acts is good deeds which implies that the higher the religious involvement, the higher the tendency to do good. This notion directly relates to the increase occurred in the significance of the relationship. In conclusion, the above discussion supports H4.

H4: Religious involvement moderates the relationship between Ethical position in business and consumer's ethics

Table 5: Regression analysis of Idealism - Moderator (Religious involvement)

Independent Variable	Dependent variable	Sub variables	Adjusted R square		F(sig)		Beta		Moderator impact
			Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	
Idealism	Consumer ethics		8.7%	16.9%	0.000 High Sig.	0.009 High Sig.	Direct	Direct	0.000 High Sig.
Idealism		Actively benefiting from illegal actions	11.2%	21.1%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.
		Passively benefiting from illegal action	10.0%	17.0%	0.000 High Sig.	0.007 High Sig.	Direct	Direct	0.000 High Sig.
		Questionable, but legal actions	11.4%	18.7%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.
		No harm, no foul	0.1%	17.8%	0.270 Insig.	0.001 High Sig.	Direct	Direct	0.000 High Sig.
		Doing good	2.5%	15.6%	0.001 High Sig.	0.323 Insig.	Direct	Direct	0.000 High Sig.

Table 6: Regression analysis of Relativism - Moderator (Religious involvement)

Independent Variable	Dependent variable	Sub variables	Adjusted R square		F(sig)		Beta		Moderator impact
			Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	
Relativism	Consumer ethics		1.2%	4.0%	0.019 Sig.	0.065 Sig.	Direct	Direct	0.607 Insig.
Relativism		Actively benefiting from illegal actions	5.3%	7.2%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.003 High Sig.
		Passively benefiting from illegal action	0.4%	0.3%	0.100 Sig.	0.345 Insig.	Direct	Direct	0.434 Insig.
		Questionable, but legal actions	3.5%	3.2%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.826 Insig.
		No harm, no foul	1.1%	1.1%	0.021 Sig.	0.044 Sig.	Direct	Direct	0.311 Insig.
		Doing good	6.9%	9.4%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.001 High Sig.

Nevertheless, as shown in tables 5 and 6, when observing the sub-variables of this study, it shows that religious involvement has the same effect with Idealism and relativism on the sub-variables of CE except when observing the relationship between idealism and NN and DG. This means that all the sub hypotheses of H4 are accepted yet the effect of religious involvement is distinct in H4.4 and H4.5 only.

H4.1: Religious involvement moderates the relationship between idealistic ethics position of academic staff and "being actively benefiting from illegal actions".

H4.2: Religious involvement moderates the relationship between idealistic ethics position of academic staff and "being passively benefiting from illegal actions".

H4.3: Religious involvement moderates the relationship between idealistic ethics position of academic staff and "questionable, but legal actions".

H4.4: Religious involvement moderates the relationship between idealistic ethics position of academic staff and "no harm, no foul".

H4.5: Religious involvement moderates the relationship between idealistic ethics position of academic staff and "doing good".

H4.6: Religious involvement moderates the relationship between relativistic of academic staff and "being actively benefiting from illegal actions".

H4.7: Religious involvement moderates the relationship between relativistic of academic staff and "being passively benefiting from illegal actions".

H4.8: Religious involvement moderates the relationship between relativistic ethics position of academic staff and "questionable, but legal actions".

H4.9: Religious involvement moderates the relationship between relativistic ethics position of academic staff and "no harm, no foul".

H4.10: Religious involvement moderates the relationship between relativistic ethics position of academic staff and "doing good".

Religious involvement moderated the insignificant relationship between idealism and NN and turned it into a highly significant one. The relationship was insignificant due to the extragenetic cultural nature of NN where Egyptians in general (academic staff in specific) feel that all the actions included in NN aren't harmful or even unethical or illegal. Yet when viewing it from an idealistic perspective the academic staff strive to always choose the acts that can cause no harm hence even what's accepted by the society isn't accepted by them and the more religious they are the more idealistic they become since religion promotes un-harmful acts. As for the significant relationship between idealism and DG it becomes insignificant when religious involvement is introduced as a moderator. DG measures the academic staff's willingness to do the better act and from an idealistic perspective it's more of a cognitive behavior than a religious construct. This means that if an academic staff does good it is due to their willingness to be idealistic not religious hence religious involvement makes the relationship insignificant.

Fifth, as shown in table 4, gender moderates the relationship between EP and CE, however, it does not highly influence it since the original relationship was highly significant to begin with. This high significance is particularly derived from the strong relationship between EP and PB, QA, and DG. Although most of previous studies critically emphasized the high important influence of gender on ethics, specifically that women tend to be more ethical than men (Wang and Calvano, 2015, Clarke, 2012, Dreber and Johannesson, 2008, Albaum and Peterson, 2006, Toussaint and Webb, 2005, Roxas and Stoneback, 2004), this study shows that the empirical

effect of gender can be viewed more prominently on the relationship between EP and the sub-variables AB and NN only.

Gender moderates the relationship yet does not highly influence between EP and all of the sub-variables except for AB where gender is insignificant. As discussed before, AB has an objectivistic nature where the academic staff's ethical behavior as consumers are dictated by their personal morals not their gender. For example, returning damaged goods when the damage was the consumer's own fault is not impacted by the male or female status. Gender has a significant impact on the relationship between EP and NN as it transforms it from insignificant to significant. The reason is contributed to the previous explanation about its extragenetic cultural nature which means that academic staff views NN actions as normal learned behavior not an ethical dilemma. Therefore, as a normal behavior, gender plays a critical role in determining the chosen act (Jones III et al., 2017, Chen, et al., 2015).

Table 7: Regression analysis of Idealism - Moderator (Gender)

Independent Variable	Dependent variable	Sub variables	Adjusted R square		F(sig)		Beta		Moderator Impact
			Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	
Idealism	Consumer ethics		8.2%	9.3%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.020 Sig.
Idealism		Actively benefiting from illegal actions	11.2%	12.3%	0.492 Insig.	0.449 Insig.	Direct	Direct	0.014 Sig.
		Passively benefiting from illegal action	10.0%	12.0%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.002 High Sig.
		Questionable, but legal actions	11.4%	14.0%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.
		No harm, no foul	0.1%	2.3%	0.270 Insig.	0.052 Sig.	Direct	Direct	0.002 High Sig.
		Doing good	2.5%	4.2%	0.001 High Sig.	0.044 High Sig.	Direct	Direct	0.005 High Sig.

Table 8: Regression analysis of Relativism - Moderator (Gender)

Independent Variable	Dependent variable	Sub variables	Adjusted R square		F(tsig)		Beta		Moderator impact
			Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	Moderator Excluded	Moderator Included	
Relativism	Consumer ethics		17%	5.1%	0.019 Sig.	0.007 High Sig.	Direct	Direct	0.000 High Sig.
Relativism		Actively benefiting from illegal actions	5.3%	8.4%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.
		Passively benefiting from illegal action	0.4%	3.8%	0.100 Sig.	0.100 Sig.	Direct	Direct	0.000 High Sig.
		Questionable, but legal actions	3.5%	6.4%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.
		No harm, no foul	1.1%	6.5%	0.021 Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.
		Doing good	6.9%	10.8%	0.000 High Sig.	0.000 High Sig.	Direct	Direct	0.000 High Sig.

When explaining the academic staff ideology in terms of idealism and relativism ethics position, the moderating role of gender is clearly observed *only* in its impact on the relationship between the idealistic ethics position of academic staff and their ethics as consumers in one of their sub-variables; NN (see tables 7 and 8). As per idealism is a rule-based ethics position, it could be argued that gender orientation towards ethics (care orientation of females versus rule-based reasoning of males) (Bampton and Maclagan, 2009) could have been significantly moderate the relationship between Idealism and NN. This conclusion is supported by the contextual environment surrounding this issue, specifically, by being unclear concerning legality and/or ethicality nature of NN in Egypt which is different than the other sub-variables. Based on all of the above, H5 and all of its sub-hypotheses are accepted;

H5: Gender moderates the relationship between ethics position of academic staff and their ethics as consumers.

H5.1: Gender moderates the relationship between Idealistic ethics position of academic staff and "being actively benefiting from illegal actions".

H5.2: Gender moderates the relationship between Idealistic ethics position of academic staff and "being passively benefiting from illegal actions".

H5.3: Gender moderates the relationship between Idealistic ethics position of academic staff and "questionable, but legal actions".

H5.4: Gender moderates the relationship between Idealistic ethics position of academic staff and "no harm, no foul".

H5.5: Gender moderates the relationship between Idealistic ethics position of academic staff and "doing good".

H5.6: Gender moderates the relationship between Relativistic ethics position of academic staff and "being actively benefiting from illegal actions".

H5.7: Gender moderates the relationship between Relativistic ethics position of academic staff and "being passively benefiting from illegal actions".

H5.8: Gender moderates the relationship between Relativistic ethics position of academic staff and "questionable, but legal actions".

H5.9: Gender moderates the relationship between Relativistic ethics position of academic staff and "no harm, no foul".

H5.10: Gender moderates the relationship between Relativistic ethics position of academic staff and "doing good".

Conclusion

The relationship between EP and CE is highly significant due to the cultural lens that dictates that an academic staff's ethics position at workplace affects their ethics as consumers. In depth, the relationship between EP and sub-variables of CE has multiple variations of significance. EP has no relation with neither AB - due to the subjective versus objective nature of the constructs; nor NN - due to the extragenetic cultural behavior shared by the academic staff. Though, EP has a high significant relationship with PB and QA as they all have similar subjective natures. Lastly, EP has a significant relationship with DG because the academic staff willingness to exert effort to do the better act is integrated between the workplace behavior and consumer behavior.

The religious involvement effect is generally visible in the relationship between EP and DG mainly because popular religions in Egypt promote good deeds while specifically between idealism and NN and DG. In the case of NN, the idealistic position of the academic staff tend to view the actions as legal and accepted but when introducing religious involvement as a moderator it became significant because religious involvement enhances the idealistic aspect of ethics. In contrast, religious involvement nulled the relationship between idealism and DG since DG is a cognitive act while religious involvement is a spiritual act.

As for the effect of gender, it is undetected except in two instances. The first is on the relationship between EP and AB where it proves as an insignificant variable, while between EP and NN it changes their previously insignificant relationship to a significant one. The second is where gender transformed the insignificant relationship between idealism and NN into a significant one because of the gender orientation which differs from females (i.e. care orientation) and males (i.e. justice orientation). This created a variation into how the academic staff perceives actions related to NN. In conclusion, the previous discussions shows that the academic staff in private universities in Egypt are ranging from idealistic to relativistic ethics position which is dramatically reflects on their ethical pattern as consumers.

Limitations and future studies

Many limitations in this study warrant consideration. First, the population was from the academic staff in private universities in Egypt. However, the results reached may not be the same in different environmental contexts. Hence, multiple replications of this study in different contexts (e.g., organizations, industries, countries, etc...) may lead to a generalizable theory (ies). Second, the study investigates only the moderating effect of gender and religious involvement without exploring the potential ethical differences between males and females pertaining to different religions which the future researchers may examine.

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