

Virtuous Character in Business and Finance

ABOUT THE PROJECT

The *Virtuous Character in Business and Finance* project is one of three projects exploring the ethics of professionals in the second phase of work in the Jubilee Centre, 2015–2017 (the others being the Army and Nursing), following on the heels of three similar projects in the first phase of work, 2012–2015, involving [medical doctors](#), [lawyers](#) and [teachers](#).

Despite some recent interest in virtue ethics in the field of business, the actual moral practice of business graduates has more typically been studied through a rule-and-code focused lens than a virtue ethical one. With this interdisciplinary project, taking on board insights from business/finance, philosophy and social science, we aim to ameliorate this shortcoming in the literature and shed an important new light on the state of business ethics in the UK.

The project explores a variety of questions:

- *Which virtues are prized and upheld by the business professionals themselves, according to self-reports?*
- *Which virtues do they associate with the ideal professional?*
- *How do those and other virtues and values shape current practice and the professional education of those looking to find work in the business and finance sectors?*
- *Does a virtue ethical approach provide a suitable theoretical foundation for business education?*
- *What hinders or helps business professionals in exhibiting virtuous practice?*
- *What recommendations can we give to educators about improving the teaching of professional ethics in the field?*

We will conduct a thorough review of the literature. Subsequently, we will survey undergraduate students at the beginning of their business or economics studies and those finishing their degree in up to four UK business schools. We will also survey business and finance professionals. Those surveys will be followed-up by in-depth interviews with a sub-sample of respondents.

The data obtained will provide opportunities to compare responses across the three career stages, as well as comparing responses to those from our concurrent or previous studies. In this way, we aim to achieve a better understanding of how virtues inform, shape and enhance good business practice.

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For more Information about the project please go to