

An innovative approach to business ethics formation based on an experimental action research

Abstract

In this article, we present an innovative type of corporate event aimed at stimulating each participants' reflexivity about ethical dilemmas in business, and at encouraging ethical behavior. This program revolves around an entertaining multi-disciplinary tournament, in which diversified teams of collaborators confront each other in various physical and mental challenges. Thus, it represents a useful allegory of business competition, and allows placing participants in situations of ethical dilemmas. First, we present our conceptual framework, which is based on researches about experiential learning (Kolb & Kolb, 2005). Then we present a case of one such event, which took place in a French Business School, and brought together about 200 students, faculty, and staff members. The general design of the program is explained, and an innovative longitudinal method for evaluating its impact is proposed. Finally, the first results of this year's event are presented and discussed.

Key-words: Business ethics, action research, experiential learning.