





### A LETTER FROM THE DIRECTOR

The 2022-2023 academic year was great for the Poe Business Ethics Center. With the end of pandemic restrictions, it was wonderful to provide "in-person" programming again in the form of guest speakers and ethics case competitions for UF freshmen. This year was also one of the most successful in recent memory for Warrington's Ethics Case Competition Team which had many "Top 5" finishes. In this report you will read specifically about the success of our students as well as the programs the center provides for the university community. Highlights include the following.

### **#1** The Poe Business Ethics Center Executive Speakers Series

The Poe Business Ethics Center was able to sponsor tremendous speakers.

- → Bill Alcorn, Former COO of J.C. Penney
- → Nick Nanton, Emmy Award Winning Director and Producer
- → Matt Nobles, GE Chief Compliance Officer for the Middle East and Africa
- → Bill O'Rourke, Former VP of Global Business for Alcoa
- → Steve Weiss, President and COO of Accelera Solutions, Inc.

#### **#2** The Warrington Welcome Ethics Case Competition

Each year the Poe Business Ethics Center introduces the topic of ethics to over 800 first-year students through the **Warrington Welcome Ethics Case Competition**. Students in teams of four-to-five engage in an in-class presentation and provide their recommended solution on an ethical dilemma to a panel of distinguished judges.



DR. BRIAN RAY



### **#3** Annual UF ROTC Ethics Case Competition

The Poe Business Ethics Center again sponsored the **UF ROTC Ethics Case Competition**. ROTC members across all three programs (Army, Navy, Air Force) were asked to present on various ethical issues associated with gender and diversity issues.

### **#4** The Poe Business Center Recognized Tremendous Students Who Significantly Impacted the Ethical Culture of the University of Florida

- → Hannah Peters, President of the Business Ethics Ambassadors, was named the Virginia Maurer Business Ethics Student of the Year.
- → Harrison Haber, Vice President of the Business Ethics Ambassadors, was named the Business Ethics Ambassador of the Year.

#### **#5** Continued Success for Warrington's Ethics Case Competition Team

The Poe Business Ethics Center sponsors teams of students to compete in some of the top business ethics case competitions in the nation. We again made the "Final Four" in the Milgard Invitational Undergraduate Case Competition on Social Responsibility, placing third against 20 teams from around the word. Our Ethics Bowl team placed #9 in the nation at the 36-team national finals of the Intercollegiate Ethics Bowl! With a record of 3-1, we were one point away on two judges' scorecards (58-57, 47-46) from making the eight-team elimination round. The third judge in the only match we lost gave us the win (46-42). We were that close to being the only 4-0 team out of 36. Our one loss was to the eventual national runner-up, Tufts University. Placing #9 out of the 150 teams across the nation is the best showing ever for UF's Ethics Case Competition team!!!

GO GATORS....GO ETHICS!

#### Brian D. Ray, Ph. D.

Executive Director, Poe Business Ethics Center

## ABOUT THE POE CENTER

# THE POE BUSINESS ETHICS CENTER

Building on a tradition of excellence in ethics education, the **Poe Business Ethics Center** empowers students to recognize the impact that business has on individual lives and society, and develop skills necessary for emergence as ethical leaders. This unique mission naturally positions the Poe Center to support the specific missions of other programs and centers in the Warrington College of Business (MBA, Retail, Real Estate, Entrepreneurship). The impact of alumni support of the Poe Center is visible across the UF community. Examples include expanding ethics education to impact undergraduate, combined-degree, and graduate students in formal coursework and a variety of experiential learning opportunities. Recruiters seek candidates who exhibit skills associated with ethical leaders. Engagement with the Poe Center helps students differentiate themselves as they enter the world of work. Moreover, it prepares them for long-term success in business.

### The Poe Business Ethics Center's work is premised on the idea that:

- → Business ethics lies at the core of a productive market system.
- → A prosperous and just society presumes that people accept responsibility and discharge duties.
- → Leaders honor commitments, deal honestly with others, and respect the dignity and integrity of fellow human beings.



### ABOUT THE POE CENTER

### STUDENT INVOLVEMENT

Two ways the Poe Center directly promotes student involvement in business ethics is through the Business Ethics Ambassadors and the Ethics Case Competition team.

### **BUSINESS ETHICS AMBASSADORS**

Business Ethics Ambassadors engage in a series of experiential learning opportunities in order to develop ethical decision making and leadership skills, including creating and implementing programs that meaningfully integrate ethics into the Heavener experience. Programs that the Ambassadors have spearheaded include the Warrington Welcome Ethics Case Competition and the Alumni Speaker Series.

### ETHICS CASE COMPETITION TEAM

The Ethics Case Competition Team provides select students with unique opportunities to further develop their strategic decision making, team building, and communication skills by analyzing cases and presenting solutions that satisfy both financial and ethical responsibilities. When competing at a variety of international ethics case competitions, students

interact with, and receive feedback from, business practitioners on the viability of their solutions, their potential to impact stakeholders, and presentation skills.

The team regularly competes at the Eller Collegiate Ethics Case Competition, Milgard Invitational Competition on Corporate Social Responsibility, International Business Ethics Case Competition, Intercollegiate Ethics Bowl, and the Templeton Business Ethics Case Competition.



ETHICS CASE
COMPETITION TEAM

BUSINESS ETHICS
AMBASSADORS

# HEAVENER STUDENT HONORED WITH AWARD FOR COMMITMENT TO ETHICS

Hannah Peters was named the 2022-2023 recipient of the Virginia Maurer Business Ethics Student of the Year award. She is the sixth recipient of this prestigious award.

The Virginia Maurer Business Ethics Student of the Year award honors students in the University of Florida Warrington College of Business who have demonstrated a commitment to the role of ethics in business, as evidenced through academic excellence, leadership, personal integrity and civic engagement.

"I am incredibly honored to receive this award and am very thankful to have had the opportunity to intentionally integrate ethics into my education here at UF," Peters said. "I am especially grateful to Dr. Brian Ray, who has been an amazing mentor and who has shown me what a true leader looks like. I am also thankful to my peers who have helped me think outside of the box and have shown me how to navigate ethical dilemmas with confidence and clarity."

Peters will complete a dual bachelor's degree in business administration and in English this spring. After graduation, she will attend the University of Georgia's School of Law as a member of the Distinguished Law Fellowship program, aiming for a career in adoption law, the foster care system or non-profit organizations. In her role as president of the Business Ethics Ambassadors, she has helped coordinate the judging and mentoring of finalist teams for the Warrington Welcome Freshman Ethics Case Competition, a competition in which she competed and won in 2019. She also coordinates interviews for the Rotary Club's Ethics in Business award nominees.

"Hannah is one of the most talented students I have worked with, both in terms of leadership ability and academic accomplishment," said Dr. Brian Ray, Director of the Poe Business Ethics Center and Instructional Professor of Leadership and Ethics. "The Business Ethics Ambassadors organization has thrived during Hannah's tenure as president. Her tremendous leadership is unquestionably the key component of this year's success.

"Her legacy of high ethical standards will be felt for years to come."

From a young age, Peters has been inspired to follow her parents' example in conducting business with integrity, excellence and compassion. Her time as a student has helped her learn how to practically incorporate moral and ethical considerations into business and legal settings.



"Under Dr. Ray's leadership, I became confident that I would never have to compromise my values in order to be successful and that I could use moral imagination to think of creative solutions to problems," she said. "I know that my time in the Poe Business Ethics Center has equipped me to think creatively and compassionately about solutions and stakeholders in ethical dilemmas, and I am excited to see how I will apply these skills in law school."

Peters is also inspired by her fellow Business Ethics Ambassadors. She gives her thanks to the officer team and members who have contributed to the organization.

"Hannah has been a tremendous student in every respect," said Dr. Brian Ray. "The scope of her influence on ethics education at the University of Florida is without comparison. Beginning with the many ways she improved the Warrington Welcome Ethics Case Competition for first-year students as well as her impact on the Gainesville Rotary Club's annual ethics awards, Hannah has displayed a unique combination of passion and intellectual talent.

"I was not surprised at all to learn that Hannah received a full-tuition scholarship to study law at the University of Georgia. What a wonderful testimony for someone receiving the Virginia Maurer Business Ethics Student of the Year award!"

Virginia Maurer is the founding director of the Poe Business Ethics Center and served as a Professor of Business Law and Legal Studies. With over 35 years of distinguished research and teaching at the University of Florida, Professor Maurer also served as a visiting faculty member at some of the most prestigious institutions in the world such as Cambridge University, the Helsinki School of Economics and Business, the University of Michigan and the Institute for Advanced Legal Studies at the University of London.

# MILGARD INVITATIONAL CASE COMPETITION ON SOCIAL RESPONSIBILITY



Warrington's Ethics Case Team performed well in the Milgard Invitational Case Competition on Social Responsibility (MICCSR), finishing in the top four of 20 teams. This is the fourth time Warrington's team has placed in the top four of this prestigious competition.

"The biggest takeaway I had from MICCSR was interacting with students from across the world," said Kameron Lubben (BS '25), one of four students on the team. "It was interesting to observe different teams' presentations and hear the viewpoints they had on the case."

At the competition, team members Lubben, Annie Gjineci (BSBA '23), Sherya Venkat (BSBA '22, MIB '23) and Jagger Milliard (BSBA '23, MSF '24) were asked to make a recommendation on which airline to invest in, based on ESG (Environmental, Social and Governance) criteria. The biggest challenge, the team said, was being given only 72 hours to prepare their case.

"We all had to be intensely focused on the case to get everything done in the allotted time," said Milliard. "We worked well as a team and collaborated effectively to overcome the challenge of the condensed prep time."

Rising to the occasion, the team worked through the challenge and finished well, placing third overall.

# REAL ESTATE STUDENT AWARDED BUSINESS ETHICS AMBASSADOR OF THE YEAR

Harrison Haber (BSBA '22, MSRE '23) was named the 2022-2023 Business Ethics Ambassador of the Year.

The Virginia Maurer Business Ethics Student of the Year award honors students in the University of Florida Warrington College of Business who have demonstrated a commitment to the role of ethics in business, as evidenced through academic excellence, leadership, personal integrity and civic engagement.

The Business Ethics Ambassador of the Year award is given to a Business Ethics Ambassador who demonstrates and positively promotes ethical decision making and leadership skills. For his dedication to practicing business ethically and empowering his fellow students to do the same, Haber has received this honor.

"I am thankful for my peers, friends and family who have helped fuel our growth together over the past four years," Haber said. "I am especially grateful for amazing mentorship and leadership by Dr. Ray, whose support means the world! The time spent navigating ethical dilemmas and building moral courage with my friends in the Poe Business Ethics Center has been a treasure.

"The potency of ethical leadership in the UF culture is very inspiring, and I am very proud to be recognized by the University and Dr. Ray for a commitment to ethics."

Haber has made the most of his time at UF, completing three internships with real estate companies and law firms, studying abroad and winning the Proctor & Gamble Emerging Leaders Case Competition in 2021. His academic prowess has been noted on the President's and Dean's lists, and he was honored with the Florida Academic Scholars award and with the Nathan S. Collier scholarship this year. He also served as the Lead Ambassador for the Master of Science in Real Estate (MSRE) program, Research Analyst at the UF Bergstrom Center for Real Estate Studies and Vice President for both the UF Real Estate Society and the Business Ethics Ambassadors.

"Harrison has been a tremendous leader for the Business Ethics Ambassadors," said Dr. Brian Ray, Director of the Poe Business Ethics Center and Instructional Professor of Leadership and Ethics. "He has inspired his peers to focus greater attention on ethics education beyond just the Warrington College of Business. I am confident that Harrison will make a significant impact on the ethical culture of the real estate firm he plans to join.

"What a tremendous addition he will be for his colleagues!"



After graduating this semester, Haber will join TerraCap Management as an Acquisitions Analyst for the company's major markets. TerraCap, a Real Estate Private Equity Fund Manager, has been recognized as a Gator100 business and was founded by Gator graduate W. Stephen Hagenbuckle. When searching for a job to launch his career, Haber was intent on joining a company that models his commitment to ethics, and TerraCap fit the bill.

"Respect, dignity, honesty and fairness will remain pillars throughout my career in the commercial real estate industry," Haber said. "Business endeavors morph from transactional to transformational when moral courage, empathy and ethics are at the forefront of decision-making. Any ethical dilemma faced in [my] future will be navigated by my moral compass and tackled through compassionately seeking to understand the effect on all stakeholders."

Among his many achievements, Haber's dedication to uplifting younger students stands out. Out of gratitude to those who have mentored him and from his motivation to perpetuate an ethical business culture, Haber has sought opportunities to pass the torch of ethical leadership.

"Of all the previous recipients of this prestigious honor, one thing that stands out about Harrison is his dedication to mentoring younger students," said Dr. Ray. "For the past two years, Harrison has taken younger students under his wing and inspired them to strive for greater ethical maturity and moral courage. As a result, Harrison leaves a legacy that will be felt for years to come."

# INTERCOLLEGIATE ETHICS BOWL



At the national competition, Warrington's team achieved their best showing yet, placing No. 9 overall.

The Warrington College of Business' Ethics Case Competition Team are celebrating a tremendous season of case competitions. Under the leadership of Dr. Brian Ray, Director of the Poe Business Ethics Center and Instructional Professor of Leadership and Ethics, the Ethics Case Team competed and placed in multiple case competitions across the nation.

In each competition, the team was challenged to develop their strategic decision making and communication skills by analyzing cases and presenting solutions that satisfy ethical, financial and legal considerations. While competing, the team got to interact with and receive feedback from business practitioners on the viability of their solutions as well as their potential impacts on stakeholders.

Warrington's Ethics Case Team achieved a new personal record at the Intercollegiate Ethics Bowl (IEB), placing in the top 10 in the nation.

This two-part competition began in November 2022, when nearly 150 teams from more than 100 schools competed in a dozen regional competitions across the United States. The top-scoring 36 teams, including the team from UF, then qualified to compete against each other in the national competition.

Unlike most competitions the Ethics Case Team competes in, IEB doesn't exclusively address business. Team members Dennis Kyrychenko (BS '25), Tejaswi Polimetla (BSBA '23), Arianna Zhai (BSAc '24), Katherine Bi-Ji (BS '24), Savannah Taylor (BSBA '23, MIB '23) and David Walston (BSBA '25) were challenged to address topics ranging from business to artificial intelligence, climate change, free speech and more.

"I could not be prouder of the tremendous showing our team had in this year's Intercollegiate Ethics Bowl," said the team's coach, Dr. Ray. "Of all the competitions we have each year, this one is without a doubt the most challenging due to its breadth of topics."

# LOOKING AHEAD: 2023-2024 ETHICS CASE COMPETITION TEAM CAPTAIN

As they celebrate another successful season of case competitions, the team is already looking forward to their next season. Katherine Bi-Ji has been appointed captain for the 2023-2024 academic year and anticipates leading the team to more victories.

"It is with great enthusiasm that I step into the role of captain of Warrington's Ethics Case Competition Team this upcoming year!" Bi-Ji said. "This past year has been record-breaking for our team, and I am both energized and motivated to solidify our track record of success by implementing new initiatives and projects for our team here at the Poe Business Ethics Center. I am proud to be a part of this organization that makes strides towards shaping the future of business ethics and making a lasting difference in the world."

"It has been a pleasure to work alongside Dr. Ray and the team who share the same passion for ethical business leadership. I am eager to lead the team to achieving even greater heights next year!"



## BOOK RECOMMENDATIONS

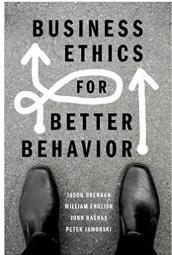
#### **Business Ethics for Better Behavior**

By Jason Brennan, William English, John Hasnas, and Peter Jaworski

Business Ethics for Better Behavior concisely answers the three most pressing ethical questions business professionals face: What makes business practices right or wrong?; Why do normal, decent businesspeople of good will sometimes do the wrong thing?; and How can we use the answer to these questions to get ourselves, our coworkers, our bosses, and our employees to behave better?

Bad behavior in business rarely results from bad will. Most people mean well much of the time. But most of us are vulnerable. We all fall into moral traps, usually without even noticing.

Business Ethics for Better Behavior teaches business professionals, students, and other readers how to become aware of those traps, how to avoid them, and how to dig their way out if they fall in. It integrates the best work in psychology, economics, management theory, and normative philosophy into a simple action plan for ensuring the best ethical performance at all levels of business practice. This is a book anyone in business, from an entry-level employee to CEO, can use.



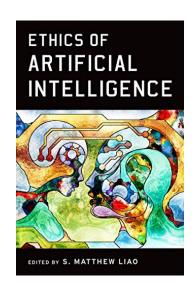
### **Ethics of Artificial Intelligence**

By S. Matthew Liao (Editor)

As Artificial Intelligence (AI) technologies rapidly progress, questions about the ethics of AI, in both the near-future and the long-term, become more pressing than ever. This volume features seventeen original essays by prominent AI scientists and philosophers and represents the state-of-the-art thinking in this fast-growing field.

Organized into four sections, this volume explores the issues surrounding how to build ethics into machines; ethical issues in specific technologies, including self-driving cars, autonomous weapon systems, surveillance algorithms, and sex robots; the long term risks of superintelligence; and whether AI systems can be conscious or have rights.

Though the use and practical applications of AI are growing exponentially, discussion of its ethical implications is still in its infancy. This volume provides an invaluable resource for thinking through the ethical issues surrounding AI today and for shaping the study and development of AI in the coming years.



### **BOOK RECOMMENDATIONS**

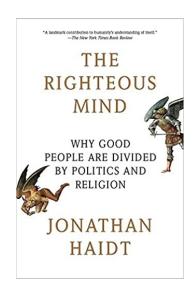
# The Righteous Mind: Why Good People Are Divided by Politics and Religion

By Jonathan Haidt

he acclaimed social psychologist challenges conventional thinking about morality, politics, and religion in a way that speaks to conservatives and liberals alike—a "landmark contribution to humanity's understanding of itself" (The New York Times Book Review).

Drawing on his twenty-five years of groundbreaking research on moral psychology, Jonathan Haidt shows how moral judgments arise not from reason but from gut feelings. He shows why liberals, conservatives, and libertarians have such different intuitions about right and wrong, and he shows why each side is actually right about many of its central concerns.

In this subtle yet accessible book, Haidt gives you the key to understanding the miracle of human cooperation, as well as the curse of our eternal divisions and conflicts. If you're ready to trade in anger for understanding, read The Righteous Mind.



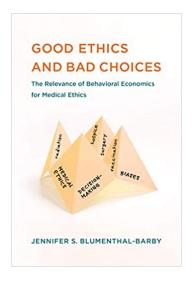
# **Good Ethics and Bad Choices: The Relevance of Behavioral Economics for Medical Ethics**

By Jennifer S. Blumenthal-Barby

Bioethicists have long argued for rational persuasion to help patients with medical decisions. But the findings of behavioral economics—popularized in Thaler and Sunstein's Nudge and other books—show that arguments depending on rational thinking are unlikely to be successful and even that the idea of purely rational persuasion may be a fiction. In Good Ethics and Bad Choices, Jennifer Blumenthal-Barby examines how behavioral economics challenges some of the most fundamental tenets of medical ethics. She not only integrates the latest research from both fields but also provides examples of how physicians apply concepts of behavioral economics in practice.

Blumenthal-Barby analyzes ethical issues raised by "nudging" patient decision making and argues that the practice can improve patient decisions, prevent harm, and perhaps enhance

autonomy. She then offers a more detailed ethical analysis of further questions that arise, including whether nudging amounts to manipulation, to what extent and at what point these techniques should be used, when and how their use would be wrong, and whether transparency about their use is required. She provides a snapshot of nudging "in the weeds," reporting on practices she observed in clinical settings including psychiatry, pediatric critical care, and oncology. Warning that there is no "single, simple account of the ethics of nudging," Blumenthal-Barby offers a qualified defense, arguing that a nudge can be justified in part by the extent to which it makes patients better off.



## 2022-2023 SPEAKERS







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**WARRINGTON** COLLEGE of BUSINESS