MARKET INTEGRATION IN ASEAN:
SUSTAINABLE GROWTH AND CROSS - CULTURAL ISSUES

Ho Chi Minh City, Vietnam 18th - 20th March 2016
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MARKET INTEGRATION IN ASEAN:
SUSTAINABLE GROWTH AND CROSS CULTURAL ISSUES

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FOREWORD

It is with deep satisfaction that I write this Foreword to the Proceedings of THE 13TH INTERNATIONAL ANNUAL SYMPOSIUM ON MANAGEMENT (INSYMA) held at University of Social Sciences and Humanities, Vietnam National University - Ho Chi Minh City, Vietnam, March 18-20, 2016. The 13th Insyma aims to provide a forum for discussion among leadings academics, researchers, students, and practitioners from all over the world, experts in economic and social sciences.

The theme for INSYMA 2016 is “MARKET INTEGRATION IN ASEAN: SUSTAINABLE GROWTH AND CROSS CULTURAL ISSUES”. This theme represent emerging and highly challenging and opportunities area of research and practice.

There has been tremendous number of researchers investigating the impact of market integration and cultural impacts on economy on several communities. Mainly they found a positive impact on the economic growth as a result on significant increasing of trading for products and services in its country member. Nevertheless, market disstabilization is still main disadvantage of the regional integration. Regional community needed to developed the new model of market integration system that could minimize the disadvantages.

Hundreds of scientific papers are sent to the conference commitees in Indonesia and in Vietnam, and the results of a rigorous selection of 160 selected. This paper is derived from a variety of authors, both within and outside Indonesia and Vietnam, academics and practitioners. All the articles are then presented at the symposium and documented in this proceedings.

We thank all authors, participants, sponsors and co-hosts for their contributions and we hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection.

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MARKET INTEGRATION IN ASEAN: SUSTAINABLE GROWTH AND CROSS CULTURE ISSUES

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SUSTAINABLE GROWTH AND ETHICS
A STUDY OF BUSINESS ETHICS BUSINESS MANAGEMENT STUDENTS IN SURABAYA

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Abstract
Sustainable growth is noted and the main target of local government as well as regional and global economy. One of the pillars of sustainable growth is ethics. Organizational role in developing ethics which in turn will provide support to sustainable growth. Ethical leaders and employees have great potential to provide a positive influence on decisions and behaviors that lead to sustainable growth. Therefore, companies devote a lot of resources and training programs to ensure that employees live in accordance with ethical standards. This study provides analysis of the maturity level of the business management students in Surabaya to the business world based on gender, education and ethics training.

Keywords: Sustainable growth, ethics, ethical maturity, moral development

JEL Classification: I21, I23

INTRODUCTION
Ethics is an important part in the development of individual character. Ethical individual character will be their sustainable growth. Cogen (2007), as cited in Middlebrooks et al., 2009, argued that deeply evaluated and clearly articulated morals and ethics become inseparable from the principles that guide the progression of sustainable growth movements. Individual moral and ethical believed to provide business practices that led to the growth of sustainable enterprises. Epstein (2008), Bernal and Edgar (2012) believed that it is the individuals with deep ethical beliefs and values who can help ensure business sustainability. They may work in different environments, serve in different roles, and experience different concepts of sustainability. Based on the description above, required the individual ethical reflected on the ethical behavior of individuals. Ethical behavior has an impact on the sustainability of the company's growth. Establishment of an ethical individual character can be started from education, especially in higher education.

This study attempts to examine if measurement of the Personal Business Ethics Scores (PBES) are applicable in the Indonesian culture and related to the respondent ethical maturity level. The research is analyzing ethical maturity level business management
students in Indonesia based on gender, last education and ethics training that had been done. The purpose of this study is to see whether gender, education and ethics training actually make a difference in the ethical maturity level of Indonesian business management students.

**LITERATURE REVIEW**

**Gender and Ethics**

In many ways, it is often assumed that women are more ethical than men. This statement is supported by a number of gender studies in the context of ethical perceptions. Beltramini et al. (1984) stated that female college students are more concerned with ethical issues in business than male college students. Shaub (1994) concluded that females had higher moral development scores than males in the same positions. Onyebuchi (2011) found that female students are more ethical than male students. Nevertheless, many other studies did not find differences in ethics perception based on gender. With that in mind, the hypothesis 1 proposed the following is: *Indonesian male students will have PBES that are similar to their female students.*

**Education and Ethics**

Historically, education has been very important to personal and professional success as it is a process of learning and making contributions to the community. Some researchers claim that there is a strong, positive, and predictive relationship between education and higher levels of moral development and reasoning (Evans 2004; Freeman 2007; Kennedy 2003; Mobley 2002). Freeman (2007) found a positive significant relationship between various levels of education and moral maturity. Based on these findings, the author proposed the following hypothesis 2: *Indonesian business management students who have a college degree or above will have PBES that is similar to those who do not have a four-year bachelor's degree.*

**Ethics Training and Ethics**

Some previous research has indicated positive relationship between ethics training and ethical maturity level. Kennedy (2003) demonstrated that leaders who received more ethic straining reported higher level of moral maturity. Offering ethics training that focuses closely on key ethical challenges in the workplace can increase the employee’s ethical awareness and conducts in the organization. Frisque and Kolb (2008) found a positive effect of value in the ethics training and the employees’ attitudes and behaviors ninety days after training. Jones (2009) concluded that that their moral judgment can be improved by a short training program in business ethics. However, multiple studies have found no positive effects between business ethics course and students’ attitudes about ethics (Wynd and Mager, 1989) or between business ethics
course and perceptions of ethical behavior (Davis and Welton, 1991). Kraft and Singhapakdi (1991) concluded that business ethics courses were of little significance in an individuals' overall ethics training. Based on these findings, the author developed the following hypothesis 3: *Indonesian business students who have complete an ethics course or training will have PBES that is similar to those who have not completed such a course or training.*

**METHODOLOGY**

This study uses Clark and Clark’s (1966) instrument to compare the result of Personal Business Ethics Scores (PBES) of respondent. The comparisons are based on gender, ethics training and education on moral maturity. The research question to be answered is whether these factors affect the moral development of individuals, especially business management students in Surabaya. Figure 1 indicates that the independent variables affecting one’s moral development are age, ethics training and education, while the dependent variable is moral maturity, which is represented by PBES scores.

![Research Model and Variables](Image)

**Figure 1. Research Model and Variables**

Source: Nguyen, et al., 2013

The mini survey research techniques have been successfully used to study the value and belief of people in the organizational cultures. The self-administered questionnaires also offer greater anonymity, which can be important when conducting research in the area of ethics. Respondents are asked questions that are very personal in nature because of dealing with their values, belief and daily practices. Also, the self-administered questionnaires allow the researcher to objectively analyze the data and discover statistically significant relationships (Nguyen, 2011).
The English versions of the questionnaires was translated into Indonesian. The questionnaires consists of eleven question (cases) which represent the PBES. The PBES score has six categories of personal business ethics (Table 1). Researcher can compare the total added scores for the eleven cases (that can range from 11 to 55) or use the average mean which can range from 1 to 5 on the Likert scale.

<table>
<thead>
<tr>
<th>Scores</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 – 55</td>
<td>Very high range</td>
</tr>
<tr>
<td>44 – 49</td>
<td>High range</td>
</tr>
<tr>
<td>38 – 43</td>
<td>Moderately high range</td>
</tr>
<tr>
<td>32 – 37</td>
<td>Moderately low range</td>
</tr>
<tr>
<td>26 – 31</td>
<td>Low range</td>
</tr>
<tr>
<td>11 – 25</td>
<td>Very low range</td>
</tr>
</tbody>
</table>

The study targeted business management student in the Surabaya University of Surabaya City, Indonesia. The surveys given to students who are visiting faculty room during the school holidays. The data were kept confidential as no names were recorded. A total of 50 questionnaires were provided to business management students who were asked to voluntarily complete the questionnaires. The response rate was 100%. Respondents were a total of 23 male and 27 females. Profiles respondents base the last education from high school 29 (58%) and undergraduate 21 (42%). Respondents who stated have get training/workshop/seminar of business ethics 33 (66%), while never 17 (34%).

RESULT AND DISCUSSION

A t-test at the p<0.05 and 0.10 levels of significance are used to determine if there are differences in the answers of respondents based on gender, education level and ethics training. This level of significance has been chosen because it is an appropriate level of significance for most social science research. The study used the SPPS software program as a database and used the hypothesis testing at the specified level (5% or 10%) of significance.

<table>
<thead>
<tr>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
</tr>
<tr>
<td>Sample Mean</td>
</tr>
<tr>
<td>St. Dev.</td>
</tr>
</tbody>
</table>
As shown in Table 2, the mean score pubescent males (31.96) and women (33.04) in the range is quite low. The first hypothesis stating that male students had a score PBES Indonesia similar to female students supported (t = -0.88; p = 0.93). Both groups seem to have the maturity value of ethical similar statistics. While female students have a higher level of ethical maturity score, it was not statistically significant.

Table 3. PBES based Education

<table>
<thead>
<tr>
<th>High School</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>29</td>
</tr>
<tr>
<td>Sample Mean</td>
<td>31</td>
</tr>
<tr>
<td>St. Dev.</td>
<td>4.94</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>21</td>
</tr>
<tr>
<td>Sample Mean</td>
<td>33.66</td>
</tr>
<tr>
<td>St. Dev.</td>
<td>4.66</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Two-Tailed Test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>t-Test Statistic</td>
<td>-1.54</td>
</tr>
<tr>
<td>p-Value</td>
<td>0.12</td>
</tr>
</tbody>
</table>

*Significant at 5% confidence level

Table 3 shows that the difference between the average scores PBES Indonesian business management students who have an undergraduate degree and do not have a four-year bachelor's degree. Both. The level of maturity ethical business management students who have an undergraduate degree higher than four years do not have a bachelor's degree. The second hypothesis states that the Indonesian business management students who have an undergraduate degree or above has PBES score similar to those that do not have a four-year bachelor's degree is supported (t = -1.54; p = 0.12). Therefore, it can be concluded that these two groups seem to have similar statistics ethical maturity score. There is a fact that more educated group of students has a maturity level higher ethical, but it is not statistically significant.
Table 4. PBES based Ethics Training

<table>
<thead>
<tr>
<th>Ethics Training</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>33</td>
</tr>
<tr>
<td>Sample Mean</td>
<td>34,88</td>
</tr>
<tr>
<td>St. Dev.</td>
<td>4,922</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No Ethics Training</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Size</td>
<td>17</td>
</tr>
<tr>
<td>Sample Mean</td>
<td>31,33</td>
</tr>
<tr>
<td>St. Dev.</td>
<td>4,23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Two-Tailed Test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>t-Test Statistic</td>
<td>-2,28</td>
</tr>
<tr>
<td>p-Value</td>
<td>0,02</td>
</tr>
</tbody>
</table>

*Significant at 5% confidence level

The third hypothesis, which states that the Indonesian business students who have completed the ethics course or training will have PBES score is similar to those who have not completed the course or training, is not supported statistically significant (t = -2.28; p < 0.02). Students who have ever received ethics course or training in ethics have a higher level of maturity score of ethics, it is statistically significant. Training and education ethics seem to have made a positive difference to the moral maturity of the students.

The findings of this current study show that no differences gender in business management student in the level of maturity of ethics. But the reality is often perceived that females are more ethical than male. Based on education level, there was also no difference between the student with the last education in high school and college or above. Although college student or above shows the level of maturity ethics higher than high school, this study states that the student who had received training or ethics seminars have different levels of maturity ethics with a student who had no training or similar seminars. This finding is supported by ethical maturity level student who had received training or ethics seminar higher than the student who never received ethics training.

This research provides an overview of maturity ethical business management student at the University of Surabaya based on gender, recent education and training or ethics seminar. Maturity student ethics can be increased through training or seminar student ethics which have been followed, either inside or outside the campus. Students who have ethical maturity will be visible when they plunged into the community and into the business world. Attitudes and ethical behavior as a stakeholder in this company ensures the sustainability of the company in the future.
The number of samples is slightly to the limitations of this study. The sampling process is done when the student off so that there are not a lot of students that come to campus. Student who filled out a questionnaire limited to a business management student at the University of Surabaya. A suggestion for future research is to multiply the number of samples and expand the range of student on a field of concentration of knowledge another. According Nguyen et al. (2013) which uses samples of student and adult workers, the research will be able to do the same thing but with different geographical areas.

This research provides an understanding of how the maturity level of student ethics management business in Indonesia, which is based on gender, recent education and training or ethics seminars that have been obtained. This research also contributed to the study of cross-culture with the theme of ethics in order to obtain a better scientific understanding related to the perception of ethics in business management student in Indonesia.

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