

**CHRISTOPHER KOLADE**  
**CRLE**  
**At LAGOS BUSINESS SCHOOL**

## **Leadership and Ethics News Around the World**

In line with our vision of sharing knowledge that improves the way managers lead and live in Africa and the world, we bring you a section of interesting headlines relating to Leadership and Ethics in the global community.

### **Inform**



#### **Paying people to get vaccinated might work - but is it ethical?**

The push to get as many people vaccinated as possible is laudable and may well work. But leading behavioral scientist are worried that paying people to vaccinate could backfire if it makes people more skeptical of the shots. And ethicists have argued that it would be wrong, citing concerns over fairness and equity.

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#### **Colonial Pipeline forked over \$4.4M to end cyberattack - but is paying a ransom ever the ethical thing to do?**

It took little over two hours for hackers to gain control of more than 100 gigabytes of information from Colonial Pipeline on May 7, 2021 – causing the firm to shut down its fuel distribution network and sparking widespread fears of a gasoline shortage. The decision to pay off the attackers was also made with apparent speed, but the ethical arguments involved are age old and the implications could reverberate well into the future.

[Read more](#)



## **Making intellectual property rights work for small and medium businesses**

A possible solution to the marketing related challenges lies in appropriate use of intellectual property rights. These are collective marks, certification marks and geographical indications. They are used to distinguish goods and services in markets. Examples of certification marks include the FAIRTRADE logo, which certifies that agricultural products are ethically sourced and the Woolmark logo which certifies pure wool products.

[Read more](#)

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## **Emulate**



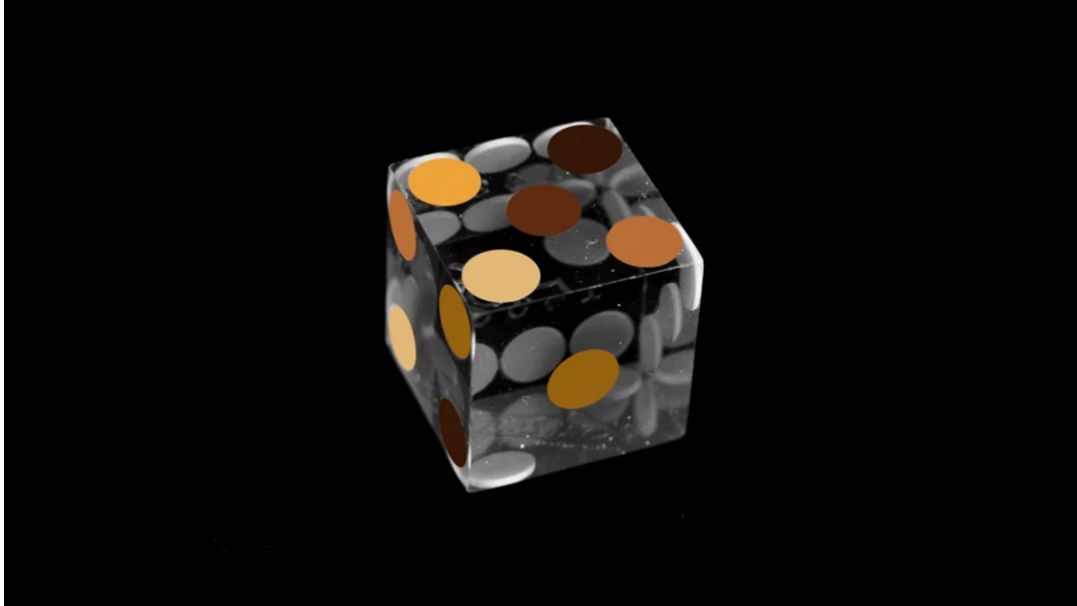
### **Meet The Startup CEO From Indonesia Racing Against Antibiotic Resistance**

Indonesian bio-technologist turned entrepreneur Windi Muziasari is using PCR technology to help hospitals, factories and farms to monitor their sewage outflows for strains of antibiotic-resistant bacteria. [Read More.](#)

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## **Inculcate**

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## Marketing Still Has a Colourism Problem

The author provides four ways marketers can fight colourism and ensure they're on the path to building more inclusive brands. Consumers are waiting to see what rebranding and new advertising campaigns will look like from brands that made promises to stop propagating colorism and perpetuating racism. Belief-driven buyers are becoming the new normal; more consumers want their brands to represent their values and be advocates for societal change.

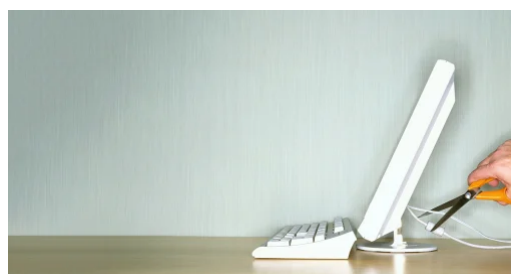
[Read more](#)



## Do these 3 things to avoid the serious health risks of running your own businesses

Entrepreneurs take pride in their heavy workloads and all-nighters. But new research suggests that this lifestyle negatively impacts their health, work quality, and businesses. "If you're always working and always 'on,' that can impair recovery and eventually harm a host of well-being outcomes," says coauthor Jeff Gish, assistant professor of management at the University of Central Florida.

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## Stop Sabotaging Your Workforce

As the lines between work and home have become more blurred, people have been working longer hours, despite the fact that "three to four hours of continuous, undisturbed deep work each day is all it takes to see a transformational change in our productivity and our lives," according to Cal Newport, bestselling author of *Deep Work: Rules for Focused Success in a Distracted World*.

## Empower



### How Customer Support Automation Can Help Your Business Through The Pandemic

The roadmap for business survival in the post-Covid-19 days must be designed on the parameters of care, safety and trust. You can leverage technology to redesign your process and use data to offer better customer experiences.

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### How To Verify Suppliers And Strengthen Your Small Business's Supply Chain

The sustainability and growth of your small business depend on the strength of each link in your supply chain: producers, vendors, warehouses, logistics and distribution centers. That's a lot of links for business owners to monitor.

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## Call for Papers

### Theme: Economic Justice and the Common Good

DePaul University, Institute for Business and Professional Ethics, is looking for academics, practitioners and young scholars that have an interest in and commitment to the study and discussion of business and professional ethics. They require a one page proposal, including an abstract, and are actively seeking proposals which address important issues in the field of business and professional ethics which reflect timely, cutting edge insight. This year they are particularly interested in topics related to questions around economic justice and the common good.

Abstract deadline: June 15, 2021.

For more information click [here](#).





## Research Conference International Business School at Xi'an Jiaotong- Liverpool University Suzhou, China; 19th - 22nd October 2021

The 8th Responsible Management Education Research Conference invites contributions from a wide range of disciplinary traditions that explore responsible management issues from both conceptual and practical perspectives, and we encourage contributions, which are multi-disciplinary and cross-disciplinary in nature. We welcome contributions that can be of a conceptual, qualitative or quantitative nature.

Contributions to the conference, i.e. to its streams, can be submitted in the form of abstracts (up to 200 words), extended abstracts (up to 1,000 words), working papers (research-in-progress) (up to 2,500 words) or full papers (up to 6,000 words, excluding references).

The submissions window opens on 7th May 2021. All submissions must be in English. Each accepted contribution must be accompanied by at least one full conference registration at the speaker rate.

Submission deadline: May 31, 2021.

For more information click [here](#).



### Handbook of Case Studies in Technoentrepreneurship

Techno-entrepreneurship has become a vibrant field for the past 20 years, at the intersection of entrepreneurship, technology management and innovation. As for other nascent research areas, most intellectual contributions have mixed conceptual and empirical discussions, drawing on primary data and examples. More recently, there has been a growing interest in case studies.

Submission guidelines

Scope: any organizational/strategic case in the domain of techno-entrepreneurship.

Length: 5-8000 words, excluding figures, tables, appendixes and references.

Style: it must be written as a case study depicting the situation of an organization.

Teaching note: a 1000 words max. note must be attached to present the main objectives of the case

the main questions, and the main findings/salient points.

Referencing style: Harvard referencing style.

Draft Submission deadline: September 30th, 2021.

Please submit your contributions and any queries to: [francois@therin.com](mailto:francois@therin.com)

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