



Posted on Sat, Jun. 14, 2008

Dunfee was ethics guru

Wharton instructor studied, wrote about business issues with expertise.

By Henry J. Holcomb

Inquirer Staff Writer

> Thomas W. Dunfee, 66, one of the nation's best-known scholars and most prolific writers on business ethics, died June 2 of complications from prostate cancer.

> "Tom's scholarly accomplishments are many," Thomas S. Roberts, dean of the Wharton School, where Mr. Dunfee had been a faculty member for 34 years, said in a message to colleagues. "These include over 50 academic articles, and more than a dozen books where he served as author or editor."

> Mr. Dunfee, the dean continued, served on editorial review journals for six academic journals and as president of the Academy of Legal Studies in Business and the Society for Business Ethics.

> "He has had a major impact on business ethics," Daniel R. Gilbert Jr., the David M. LeVan Professor of Ethics in Management at Gettysburg College, said in an interview yesterday.

> Unlike the common cynical view that business cannot be ethical, Gilbert said, the book *Ties that Bind*, which Mr. Dunfee wrote with Wharton colleague Thomas Donaldson, "gave an affirmative view that business can be ethical. They have dealt with executives, so the book is credible."

> Mr. Dunfee's research, books and articles dealt with virtually every area of global business practice.

> His topics included morality in the marketplace, a principled approach to fighting

corruption, business-ethics issues in other cultures (particularly Japan and China), marketing ethics, travel-agent ethics, obligations of companies with special expertise to rescue people in catastrophes, corporate morality, and community involvement.

> His name appears in the bibliography of scores of business books and he served as a visiting professor at the University of Michigan, Georgetown University, the University of Florida, and the University of Newcastle in Australia.

> But those who knew him describe him as a humble man.

> "He never told me that he taught at Wharton or about any of his achievements," said the Rev. Dr. Gregory C. Faulkner, pastor for 10 months of Trinity Presbyterian Church in Cherry Hill, where Mr. Dunfee was a longtime active member.

> "He was clearly a man of great brilliance, and also a man with a large heart. He always had a big smile and a warm welcome. His faith was clearly very important to him but he didn't wear it on his sleeve. That made it all the more meaningful and powerful to people who knew him," Faulkner said yesterday.

> At the University of Pennsylvania Wharton School, Mr. Dunfee was vice dean and director of the undergraduate division from 2000 to 2003, chair of the Legal Studies and Business Ethics Department for several extended periods and director of the Zicklin Center for Business Ethics.

> His funeral was June 6. The family requested memorial donations to Marshall University in West Virginia, where Mr. Dunfee earned a degree in economics. He later earned a master's and doctor of laws degrees from New York University.

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