



INDIANA UNIVERSITY BLOOMINGTON **OSTROM WORKSHOP**

COLLOQUIUM SERIES

Todd Haugh

Kelley School of Business, Indiana University

Monday, September 20: 12:00 – 1:00 pm ET

Virtual via Zoom: [Click here for link to Zoom meeting](#)



Leading a Healthier Company: Advancing a Public Health Model of Ethics and Compliance

This article advances a public health model of ethics and compliance. It argues corporate leaders should draw from the successful lessons of public health research to more effectively promote ethical behavior in companies. With its attention to data-driven risk mitigation and behaviorally cognizant processes, a public health model moves compliance from the faulty assumptions on which it is based—that organizational wrongdoing can be deterred solely through appeal to rational decision-making processes of employees—to a more accurate understanding of situational and social influences that foster noncompliance. The article supports its thesis in three parts: it begins by explaining the evolution of compliance and its transition from overly legalistic to behaviorally aware; next, it draws on behavioral ethics and network theory to connect public health and compliance; third, it explores how corporate leaders can meld insights from these disciplines, offering a new way of understanding behavioral ethics conduct risk.

Todd Haugh is an Associate Professor of Business Law and Ethics and Arthur M. Weimer Faculty Fellow in Business Law at Indiana University's Kelley School of Business. Professor Haugh teaches and writes on white collar crime, federal sentencing, and business and behavioral ethics. A graduate of the University of Illinois College of Law and Brown University, prior to entering academia, he was a Supreme Court Fellow, federal law clerk, and white-collar criminal defense attorney.

Ostrom Workshop
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