



Erasmus+



Ethics in Focus: Using Attentive Teaching to Surface Cross-Cultural Moral Perspectives

European Conference on Ethics and Integrity in
Academia 2026
Batumi, Georgia
September 16, 2026

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Responsibility and Ethics in Management Education for Future Challenges:

An Erasmus Project with partners from 4 countries:

Czech Republic (Prague University of Economics and Business)

Dusan Kucera / Zuzana Kvitkova / Martin Victor

France (The Toulouse Business School)

Claudia Sartirana

Israel (The Lev Academic Center and The College of the Yezreel Valley College)

Avi Kay / Yaron Schur / Lubna Tanis-Hadad

Italy (The University of Milan)

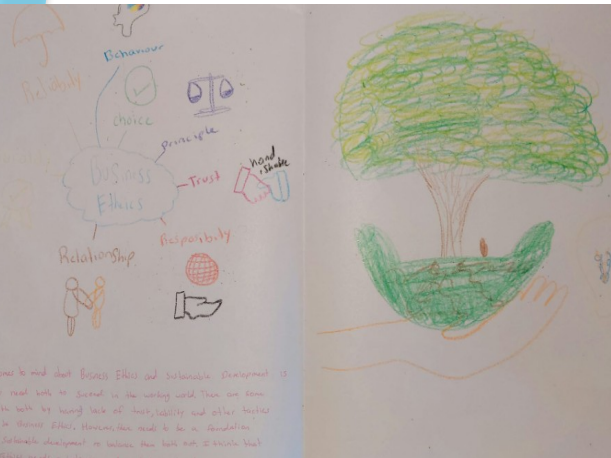
Riccardo Rialti / Lamberto Zollo

Overview of the Project

- ▶ The project aims to develop **more compelling pedagogical materials and methods** in the areas of Business Ethics, Corporate Social Responsibility and Sustainable Development - so as to better engage students and better equip students with the knowledge and competences necessary to make more informed and insightful decisions regarding these important matters.
- ▶ The project is guided by the reality of the increase in the **social and cultural diversity** of organizations throughout the world - and strives to contribute to better understanding among individuals of **diverse backgrounds** regarding matters related to Business Ethics, Corporate Social Responsibility and Sustainable Development.
- ▶ The project will strive to achieve the above through the use of a variety of ways – central to the above is a **mediated teaching method** called **“Attentive Teaching”** that more fully involves students in the learning process.

Mediated Interaction (1)

This workshop will utilize participants' visual representations (drawings *or* computerized visuals *or* AI visuals) and written and oral explanations to examine attitudes and expectations regarding Business Ethics, Corporate Social Responsibility and Sustainable Development.



Mediated Interaction (2)

Following the creation of the chosen image, there will be a group discussion in which participants present and explain their visual outputs. Fellow participants and workshop leaders will offer comments and questions in order to best clarify the attitudes and expectations of the individual participants, as well as commonalities and differences among them.

*Mediated Interaction allows us to
Attentive Teaching method.*



Instructions

Please present your ideas on one or more of the following topics via a drawing, a computer image available on the internet and/or AI:

- ▶ Business Ethics
- ▶ Corporate Social Responsibility
- ▶ Sustainable Development
 - ▶ 1. Describe your point of view in relation to the topic that you chose
 - ▶ 2. Represent visually (drawings or computerized visuals or AI visuals)
 - ▶ 3. Explain your visual representation

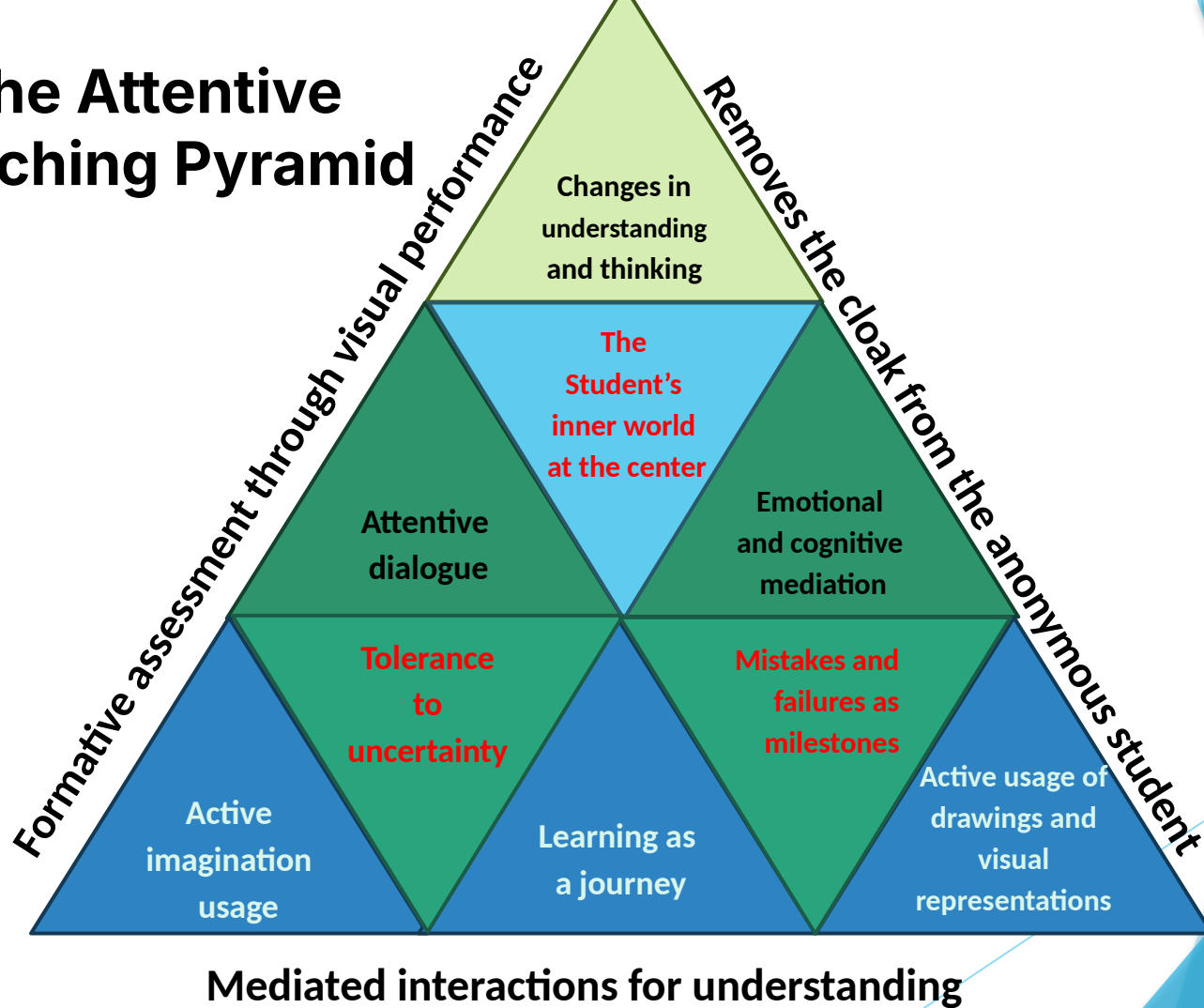
After completing the above, please upload your material to this link:

And now, your images.....



Attentive Teaching

The Attentive Teaching Pyramid



Attentive Teaching in the Classroom

The voice of each participant is important

Introducing visual representations as a language

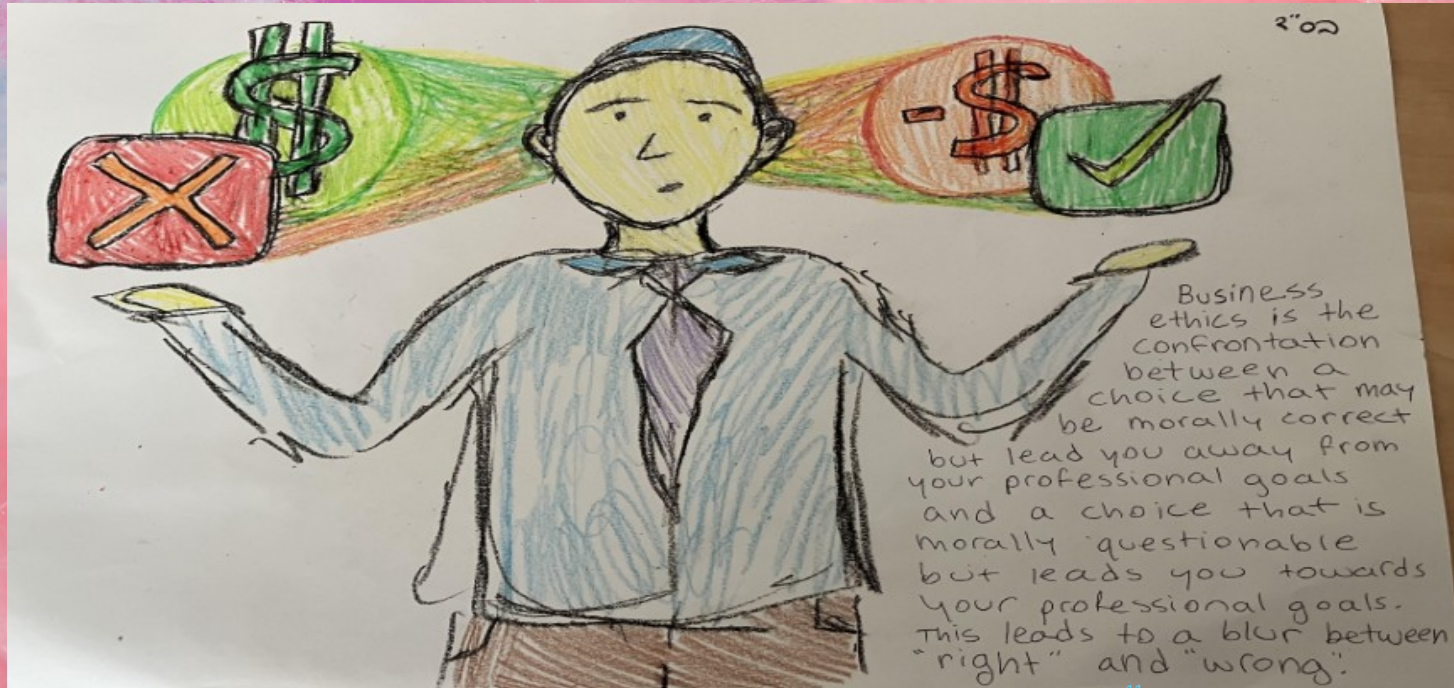
Each participant has unique conceptualizations

The mediator and the participants are involved in discourse that creates the unique classroom understanding

The participants connect their understanding to their worlds

Seeing conceptual changes processes

Business Ethics





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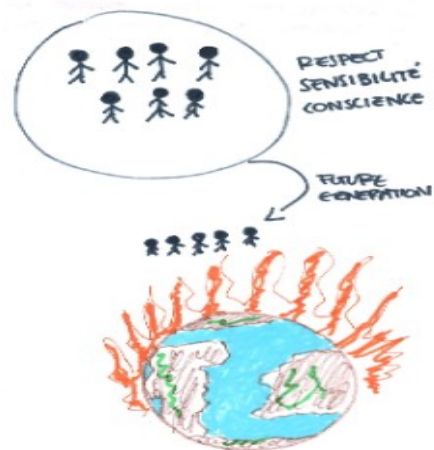
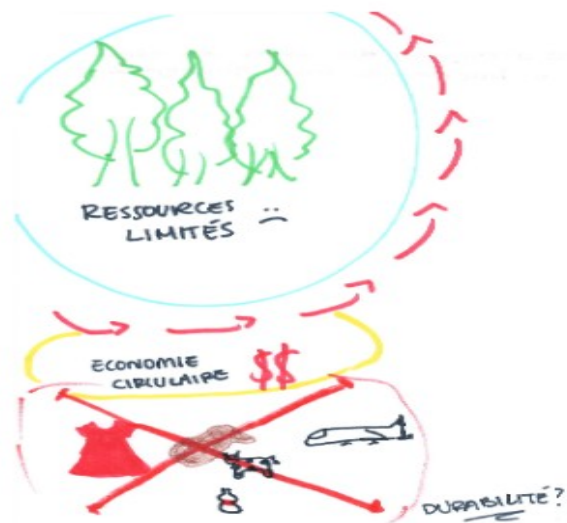
2:48PM 3/10/25 LUCA

Business Ethics - Luca

I believe that ethics in life and business is an essential value that distinguishes human beings from animals, as it prioritizes respect for others and self-control, in contrast to the .instinct to dominate and overpower others

Based on my work experiences, unfortunately, I think that this value—at least in the Italian context—is very rare to find in leaders of small businesses or companies, where employees are treated like mere machines as if they were incapable of feeling emotions or having a life outside of work and often customers are filled with smoke in their eyes, and the services promised to them are often poor or non-existent. It seems that the bosses have no problem to leave customers by their own, the only thing that matters is that they pay the .bills, showing their animal treats

I used Ai to create this image and the prompt was: "create the image of a boss half man and half wild boar



Le Développement durable ~~est~~ est le fait d'avoir, créer ~~ou~~ utiliser des actions en veillant à pas mettre en compromis le bien être de futures générations.

Business ethics

It is often easier for a company to behave unethically, as it is in most cases easier and more profitable, but it is still important to make an ethical decision in this dilemma.



Thank you for your attention!

Madloba!

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