

Lifelong Learning Centre



UNIVERSITY OF LEEDS



Seminar Series

## ***Ethics in Business: perspectives from the private and public sectors***

'*The ethics of advertising*' Dr Jamie Dow (Lecturer, Inter-Disciplinary Ethics Applied, University of Leeds)

'*The debate surrounding the ethics of resource allocation in health care*' Dr Rafaqat Rashid (GP Partner and GP Executive Member of Bradford City Clinical Commissioning Group)

Thursday 14 March 2013, 6.00 – 8.00pm

# ***Ethics in Business: perspectives from the private and public sectors***

## **Synopses:**

Jamie's session on '*The ethics of advertising*' will explore if advertising is inherently morally dubious or if it can be defended as a morally respectable activity. If it can be defended, how should it be conducted? What ethical considerations ought to guide the practices of advertising? This talk will highlight some of these considerations, and indicate how marketing practitioners can distinguish between legitimate and unscrupulous ways to practise their craft.

Raf's session on '*The debate surrounding the ethics of resource allocation in health care*' will explore how a combination of economic pressures, an increasing development of new medical technologies and a patient population which is living longer, means that health care resources are increasingly scarce. In most healthcare systems, demand outweighs available resource, forcing a need to ration and prioritise. This talk will address some ethically challenging questions around how we should ration and prioritise health care resources and how this be done in a justified and morally ethical way.

## **Biographies:**

### **Dr Jamie Dow (Lecturer, Inter-Disciplinary Ethics Applied, University of Leeds)**

Jamie Dow is a lecturer at the Inter-Disciplinary Ethics Applied Centre at the University of Leeds, with research interests in Ancient Philosophy, the Emotions and Ethics. He is involved in undergraduate teaching in Business, Computing, Media and Environmental Ethics and at postgraduate level, in addition to undertaking PhD supervision, he teaches on the Masters programmes in the Business School, on the MA in Healthcare Ethics, and on the online MA in Applied and Professional Ethics. Before coming to Leeds, Jamie was studying for his doctorate at the University of St Andrews and prior to that worked in business, in production and purchasing management with Courtaulds Textiles and as a management consultant with PricewaterhouseCoopers.

### **Dr Rafaqut Rashid (GP Partner and GP Executive Member of Bradford City Clinical Commissioning Group)**

Raf Rashid is a Part-time GP in inner-city Bradford and an Executive Board Member of Bradford City Clinical Commissioning Group. He leads the Integration of Health and Social Care commissioning for Bradford City CCG. He also has the responsibility of leading the commissioning, Bradford wide, of healthcare services for children, young people and maternity, as well as NHS research commissioning. He has an academic interest in medical ethics, and holds an MA in Health Care Ethics and Law from The Centre for Social Ethics and Policy, School of Law, University of Manchester. He has lectured in seminars up and down the country on some challenging areas of healthcare ethics and theological bioethics.

## **Venue:**

Business School  
Maurice Keyworth Building  
Seminar Room 1.32  
University of Leeds  
Leeds  
LS2 9JT

**There will be an opportunity to network over refreshments from 5.30pm.**

## **Interested?**

This seminar is **FREE** to attend and open to anyone with an interest in this topic—however, in order to help us organise refreshments we would be grateful if you could book a place via the Eventbrite website <http://leedsunuillc.eventbrite.co.uk/> or by contacting Georgina Collins on 0113 343 6892 / [g.collins@leeds.ac.uk](mailto:g.collins@leeds.ac.uk).