

Students skeptical of modern business

TORONTO(CUP) - A Toronto-based business consultant has warned that it is "dangerously wrong" to think student attitudes towards business have improved over the past few years.

J. Richard Finlay of Unimarc Consultants Ltd. conducted a survey in the spring of 1974 to find out how university students viewed business, the profit motive, and the work ethic.

The survey results, recently published in a business periodical, show that students have a low opinion of business, business leaders, and the capitalistic economic system.

According to the survey, students do not reject the ethic that says hard work will necessarily pay off in a business career.

"Perhaps the most significant general finding..." Finlay said, "is the fact that 77 per cent of the sample expressed a basically negative opinion of the overall conduct and performance of the business community in Canada."

As for their general attitude towards the "free enterprise system as it presently exists" 38 per cent said they "strongly disapprove," 44 per cent said they "mostly disapprove," while 4 per cent said they "strongly approve" and 6 per cent responded they "mostly approve."

When asked whether they thought the profit motive "did more harm than good," to society as a whole, 86 per cent said yes. As for business leaders, the students were asked to rank 20 will known people in order of popularity. The three businessmen on the list - E.P.

Taylor, Stephen Roman, and Henry Ford II - occupied the three bottom positions.

The "work ethic" fared no better. Finlay said in the article that the survey results show "it is not work per se that students are rejecting. Solid effort is alive and well on the campuses and so is the spirit of competition. What students are rejecting is the notion that hard work, any work, always pays off and that a regular job, any job, is essential to a person's social and spiritual well-being."

Finlay feels this constitutes a threat to the values fostered by big business. He said the attitude of contemporary

students "threatens to disrupt almost every aspect of corporate life."

What must be really disturbing to corporate business is that Finlay found evidence that student attitudes towards business are becoming even more negative.

He reports that 62 percent of the sample stated they have become more negative towards business during the past two years, while only 7 per cent reported their feelings had moved the other way in the same period. According to Finlay, the latter group were mostly "hard-core business students."

Phones to have built-in bugs

ENS A new telephone scheduled for nationwide use by the American Telephone and Telegraph Company has a built-in capacity to be wiretapped.

Martin Kaiser, a prominent expert on wiretapping, says that the new phones contain special lights that transmit voices to any outside location after a simple modification by bugging experts. The bugs could operate indefinitely, Kaiser said.

because they draw their power directly from the phone's current.

Another advantage to the new phones, he added, is that their use of light waves to transmit voices makes them difficult to detect.

Kaiser is a supplier of bugging devices to the FBI and CIA, and claims to have tested the new bugging technique on a

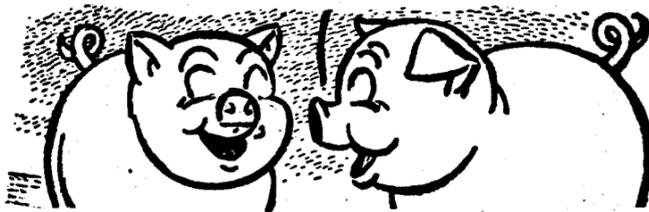
continued on page 10



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