

## Foreword

I am delighted to write the foreword for the first edition of the edited book entitled *Ethical Consumerism and Comparative Studies Across Different Cultures: Emerging Research and Opportunities* and published by IGI Global.

This book investigates the issue of ethical consumerism in relation to different disciplines. Ethical consumerism practices in financial sector is examined in two chapters. Roles of auditing firms in promoting ethical consumerism is discussed as well. Health services develop their own programs to instigate ethical practices. E-commerce, on-line shopping and fair trade are all discussed by chapters presented in this book. Participants and sample units representing different businesses and contributing to chapters in this book are diversified in term of specialty, nationality and hierarchical positions. Businesses are different in term of their geographical focus (domestic, regional and international).

I hope that this volume will provide readers and researchers with a valuable information on Ethical Consumerism and pave the way for other research developments on this important field of research.

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