

<b>Title of article</b>	Cultural justice. A neglected task of business ethics in Africa?
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<b>Abstract</b>	This paper argues that an African business ethic should take the promotion of cultural justice as one of its major tasks. After an explanation of globalisation as homogenizing cultural force that shapes moral identity, the notion of cultural justice as "unselfconscious living" is explained. This is then set in the context of an agenda for business ethics in Africa that would require more work on how a narrative moral identity is constructed, and how trans-cultural business environments could be created and sustained.
<b>Key words</b>	Business ethics, cultural justice, globalisation, moral identity

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