



ISSUES ON ETHICS

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Abstract

Global organizations are fast-changing in technological, legal, economic, social, and political structures with competing stakeholders as well as power claims. They are embedded in and interact with multiple changing local, national, and international environments. These environments call for business ethics in many situations for proper interrelation and interactions among businesses and economies. Organizations are starting to adopt ethics programs as a response to the negative publicity associated with interactions with different environments. Maintaining public trust is essential for organizations to receive continued support from suppliers, customers, as well as other stakeholders. Ethics plays an important role in the development of a strategic plan. However, understandably stakeholders are naturally preoccupied with profitability often completely disregarding the role of ethics and corporate social responsibility, considering the fact that companies in a bid to render agreed returns to their stakeholders are mostly concerned with marketing campaigns and sales advertisement and all other antics to dislodge competitors and meet assigned budget targets. Therefore, it is essential to examine the perceptions of employees on business ethics within the organization in order to properly develop ethics programs. This study attempts to examine the relationship of business ethics with the position, years of experience, and gender in order to develop some ethics program which can match the perceptions of employees on ethics.

Keywords : Ethics, Issues

Introduction

Research on ethics has a long tradition in human society, rooted in religious beliefs, cultural and philosophical words. Ethics involves moral commitment, responsibility and social equal. From morality stems from Greek ethiko and ethos, that is customary. Concepts on including the nature and how to apply. Therefore, the moral characters of the individual and in this day reflect, it can tell the property of a business because business is the collection of individuals.

Business ethics is a concept that is not either new or old. As moral aspects of commercial activities, business ethics was as old as the trade. However, as an academic concept, business ethics has existed for only 40 years. Norman Bowie was the first to have launched business ethics in a scientific conference in 1974. Since then business ethics has become a popular topic in debate speeches of leaders in the business world, employees, shareholders, consumers, as well as university professors in the US, and from there it spread around the world.

Theoretical Of Business Ethics Issues

Researchers have made a lot of the concept of business ethics, including the following concepts which can be considered the simplest ones: "Ethical business principles are acceptable to classify of right and wrong, in order to regulate the behavior of traders". This definition is quite general, ignores many important factors. Aware of the complexity of the issue, Professor Phillip V. Lewis from Abilene Christian University, US has conducted investigations and collected 185 definitions given in the textbooks and research papers from 1961 to 1981 to find the "business ethics" what episode is defined in material researches and in the consciousness of the business. After finding some common ground of the above concepts, he compiled and introduced the concept of "business ethics" as follows: "Business ethics is all the rules, criteria and ethical standards or regulations to provide guidance on standards of behavior and honesty in certain cases".

Ethical Issues

Ethical Issues in Selling and Advertising

Advertising is the effort to influence on behavior, buying habits of consumers or customers by providing the sales message in a way that convince about the product or service of the seller. In business, traders use many different tools to improve competitiveness and its position in the market, advertising is one of them. To improve the effectiveness of promotional activities, while protecting the rights and interests of consumers, competitors and the State, enterprises must comply with the

law and to raise awareness about business ethics. The implementation of the rules on business ethics in advertising activities are specifically expressed as: ads must ensure honesty, to respect competition, must ensure respect for human; implementing enterprise social responsibility both in advertising activities; promotional products do not contain the information to seduce, entice customers; promotional products do not contain content, disturbing images.

To promote the role and functions of advertising, business and people involved have the responsibility to abide by the provisions of the law on advertising, compliance with ethical standards in business in general and in advertising in particular. In current conditions, advertising is one of the activities potentially high ethical violations, therefore the building systems of business ethics in general and ethics in advertising activity in particular is a needed appliance. Business ethics contribute to limit the violations of law, protect the rights and interests of consumers, businesses and the interests of the State. Business ethics and corporate help for sustainable development and stability, create confidence and to convince customers.

Environmental Responsibility

Business activities and production all have the affection on the environment. If we require the production and business activities completely not to affect the environment, so it would certainly not have any economic activity that occurs.

First of all, this is a dialectical relationship of mutual influence. Business activity has positive effects and negative environmental issues and vice versa environment also contributed to creating a favorable or difficult episode to produce. We must also affirm that all production and business activities are affecting the environment. Issue of concern here is the level of impact how risk of destruction caused, environmental damage, recovery of the environment, and the adverse effects than giving effect.

These lessons in many countries shows that when costs do not apply and enforce environmental laws in the long term they will be higher if only attached importance to developing immediate profits arise. The agent usually does not suffer the consequences that are social, people and future generations suffer.

Ethical Issues in Human Resources

People have a right to work, according to various ethicists; people also have a right to self-respect. Working is a right that is also a major source of people with dignity and self-respect. But a right to work suggested are not simple matters, people usually feel strange from their work. Besides, more than being the sources of self-respect but also working might demean themselves, because they might force to do this things they don't want to.

For instance, the worker of former Soviet Union worked to make products that no one ever wanted. Though, the Soviet Union guaranteed and enforced that their worker has a right to work, till, the work are meaningless. The worker an earn money, but in generally, doing that work cannot make them earn self-respect.

Workplace Ethics: Treatment of Employees

American workers are considerably better off than 100 years ago. Many law and count decision were created to protect their right on work. Companies have to allow medical absence in many situation, and many discrimination are not legal, also workplace safety law rising. However, many protection laws for employees' right come out, on the other hand, it also have many "gaps" in these protection law. In the end, many worker was treated the same before, and so, it mean that they are treated that is not specifically legally prohibited.

Conclusion

To choosing this topic and mainly focus on human resources because being a student, there are possibility become a victim of discrimination and labor exploitation when applying a job. Mostly, students will be the potential suspect of this field. The reason because they are young, study abroad and have no or not much knowledge about the protection law for employees at the host countries that they are studying. Furthermore, they mostly want to look for a job in order to earn money to cover their living cost, and also gain experience, which make them easy to become a victim. When someone offers them a job, especially that person also from the same country that they are, speak the same language with their mother tongue in a strange country, it is very easy to gain their trust or even gratitude from them. Therefore these students will happy take the job without any consider action that they might not gain anything from these jobs except experience of labor exploitation and more knowledge about "people". Due to discrimination, there are many students choose to leave Finland because they cannot find an accurate job or even just a normal job for themselves. The main reason is because they are foreigners and cannot speak Finnish as fluently as demanded. In general, getting to know about this ethics issues in human resources is providing more ugly fact from the social.

References

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