



46. A Critical Analysis on the Significance of Business Ethics

Dr. Vimmi Behal

*Assistant Professor,
Atal Bihari Vajpayee Hindi Vishwavidyalaya,
Bhopal (M.A).*

ABSTRACT

Any company action must include considerations of business ethics. These are the moral precepts that direct how businesses are conducted. Codes of conduct for businesses in society that ensure the interests of all parties involved are fairly protected are known as business ethics. It can be difficult for a commercial organization to balance the demands of many interests, particularly when those groups are rivaling one another. Even Nevertheless, corporate ethics continue to be a crucial performance factor for businesses. Applying moral ideals and study techniques to the corporate world is known as business ethics. Business ethics is the study of a topic that has been duly acknowledged in the fields of business, trade, and commerce. Many businessmen disagree that a businessman's commercial activities must be conducted with ethics. They further assert that since business and ethics are two different concepts, it is incorrect to combine them. Earning money is the most important thing in the fierce competitiveness of the market, and how it is done is either irrelevant or of secondary importance. We shall examine a critical analysis of the importance of corporate ethics in this essay.

KEYWORDS

Critical Analysis, Significance, Business Ethics, Stakeholders, Competition, Reputation, Legal Compliance, Financial Success, Employee Morale.

Introduction:

Introduction to Business Ethics:

The study of business operations, policies, ethical principles, business scenarios, and business-related issues is known as business ethics. Discussions about right and wrong are included in this study.

Traders frequently want to produce the maximum returns when conducting business. In the same way that employees want a higher salary, landlords attempt to raise their profits from real estate.

Since corporate profits are the compensation owners receive in exchange for their capital investments, it is crucial to include them within the bounds of ethics. One significant component of our society that is concerned with people's standards of living is the business sector.

Corporate ethics, often known as business ethics, is a subset of applied ethics or expert ethics that examines moral dilemmas and norms that may arise in a commercial environment. It covers every aspect of business and is relevant to management and the entire company. People, reputable sources of information, or the overall body of laws are the foundation of these ethics. The guidelines that direct a corporation are these morals, norms, and unethical activities. The term "business ethics" refers to the modern hierarchical rules, criteria, and attributes that regulate an individual's actions and behavior within a commercial organization. [1]

Ethics in Business is Important:

- **Reputation:** A company's reputation can be enhanced by upholding strong ethical standards, which in turn attracts investors, clients, and staff.
- **Legal compliance:** Organizations can stay out of trouble with the law and prevent lawsuits by upholding ethical standards.
- **Retaining employees:** People who value moral behavior and a feeling of purpose can be drawn to and kept by an organization with a strong ethical culture.
- **Financial success:** While unethical actions may produce profits in the near term, they can have a negative long-term impact on a company's finances.
- **Trust among stakeholders:** Integrity in business practices can foster trust with suppliers, investors, and customers.
- **Social responsibility:** Companies must behave morally and make positive contributions to society, such as by endorsing environmental and social issues.
- **Employee morale:** Promoting ethical behavior inside the workplace can boost morale and improve job satisfaction.
- **Risk management:** By guiding decision-making and risk management with ethical principles, unethical actions are less likely to have unfavorable outcomes.

Leadership Ethics- The moral standards and ideals that direct leaders in an organization's behavior and decision-making are referred to as leadership ethics. It includes the moral obligations and guidelines that leaders have to follow when performing their jobs and duties. Establishing trust with stakeholders, modeling ethical behavior for staff, and influencing company culture are all greatly aided by leaders acting morally. A number of factors, including accountability, justice, responsibility, honesty, integrity, and transparency, are involved in leadership ethics. It is expected of leaders to make morally and socially conscious choices in addition to ones that benefit the company. They have to set a good example, communicate clearly, and give morality top priority while making decisions. [2]

Review of Literature:

In the management literature, moral ethics have become increasingly prevalent in today's business world. These days, developing businesses play a far bigger part in offering enormous benefits to individuals in addition to attaining organizational prosperity.

Global corporations have benefited greatly from this emerging idea, which has forced them to embrace moral and ethical principles as a vital instrument for the well-being of their organizations. The study suggests that in order to achieve the global socio-economic boom, public and commercial enterprises should adopt the notion of ethical leadership (EL), potentially meeting the growing need for workplace ethics (Deal, 2018). [3]

Two elements are necessary for any business to survive, according to Ranjit Kumar Paswan's analysis in his 2012 paper "Role of Ethics in Modern Business: An Important Key Aspect of the Concern." It has to satisfy all stakeholders while also maximizing profits. Can be regarded as one of the significant ones within the context of the stakeholder society.

In today's corporate operations, ethical issues are just as crucial. Business and personal life are intertwined in the moral domain. Due to the fact that corporate relationships with the general public often result in issues, it is imperative that the social aspects of business ethics be taken into consideration. For the benefit of business, ethics must continue. Results from unethical judgments and behaviors might only materialize in the near future. Businesses must act morally and conduct their operations ethically in order to endure over the long term. [4]

Moral ethics play a key role in leadership, guiding companies' activities. Leaders are encouraged to follow moral cues because leadership ethics provide a crucial framework for members of the company. Moral principles are integrated by ethical leaders, improving ES through leadership integrity, justice, and empowerment. Positive leadership ethical outcomes enhance employees' qualities, which impacts employee satisfaction and cognition. According to study, moral qualities exhibited by leaders show a strong regard for the welfare of their workforce, which in turn fosters worker pleasure at work (Moon and Jung, 2018). [5]

Objectives:

- To evaluate the significance of business ethics, and
- To assess practical implementation of business ethics.
- To discuss about the significance of Ethics in Business Management.

Research Methodology:

This study's overall design was exploratory. The study's primary goal is to determine the importance of ethics in business management. The primary secondary source for this study is a variety of research articles, websites, textbooks, and eBooks.

Result and Discussion:

The term "business ethics" refers to a kind of applied professional ethics that demonstrates the moral issues, moral standards, and moral objectives that emerge in a commercial environment. It is relevant to people organization and full management and can be applied to any or all aspects of business development. The ethical framework is derived from individuals, declarative statements, or the system.



Figure 1: Pyramid Business Ethics [6]

Improve Business Ethics:

The core of business ethics is the analysis of business decisions in the context of moral judgments and values. The degree to which a company should be honest with its customers is one particular area in which business ethics may be assessed. Are buyers told that the \$150 toy was made for just \$1.00? There is also a more comprehensive study of corporate ethics that addresses issues like employee rights. The majority of business conflicts that arise between a company and its clients, employees, or community are the result of moral quandaries. CEOs, presidents, and upper management must balance the pragmatic with the ideal, which means they must tread extremely carefully when it comes to moral principles. People want stable jobs, businesses need to make a decent profit, customers don't want to be taken advantage of, and the world wants to preserve its trees. This small border is made much more difficult by global environmental issues and the government's alleged involvement in illicit activities. Multinational firms can be the group that has the most trouble resolving ethical concerns in business since their corporate headquarters are dispersed around numerous nations with drastically different operational, legal, and moral conventions.

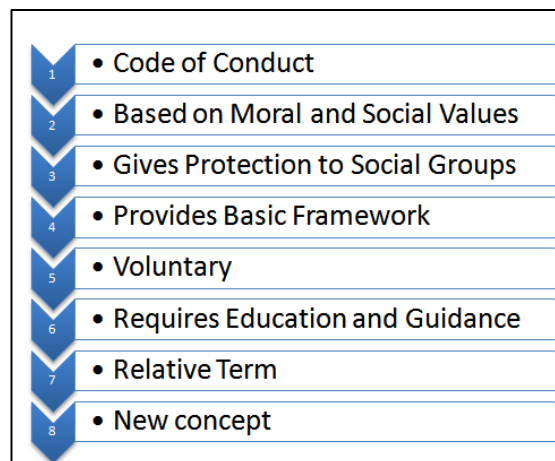


Figure 2: Improve Business Ethics [7]

Employees considered the manager of the IT department to be the most ethical person in the organization, as seen in Figure 3. Despite being the most ethical (average score of 45), when it comes to decision-making, he tends to fall more into the average ethical conduct group. This indicates that he is acting unethically when making decisions in specific circumstances. Every respondent is certain that this boss will not act unethically, even if it results in a profit or advantage. The manager of the marketing department comes after him. Although he received a little lower rating (51 points), his ethical decision-making falls into the same range as that of the former manager. With an average score of 60 points, the accounting department manager ranks third in terms of overall score. In actuality, his behavior is in between normal ethics and unethical behavior. The past two managers were found to have acted in a very unethical manner. Specifically, the purchasing department manager received an average rating of 69 points, indicating that they do not place great value on ethical behavior. Workers perceived him as a person lacking in dependability and self-interest, notwithstanding his expertise and caliber of work. The manager of the human resources department has the lowest rating. With an average score of 74, this manager received a remarkably immoral outcome. Every respondent is certain that he has hired individuals who are unfit for the roles they have. Regardless of the veracity of this and the extent of the harm to the company, one thing is certain: this management needs to understand the value of ethics in business.

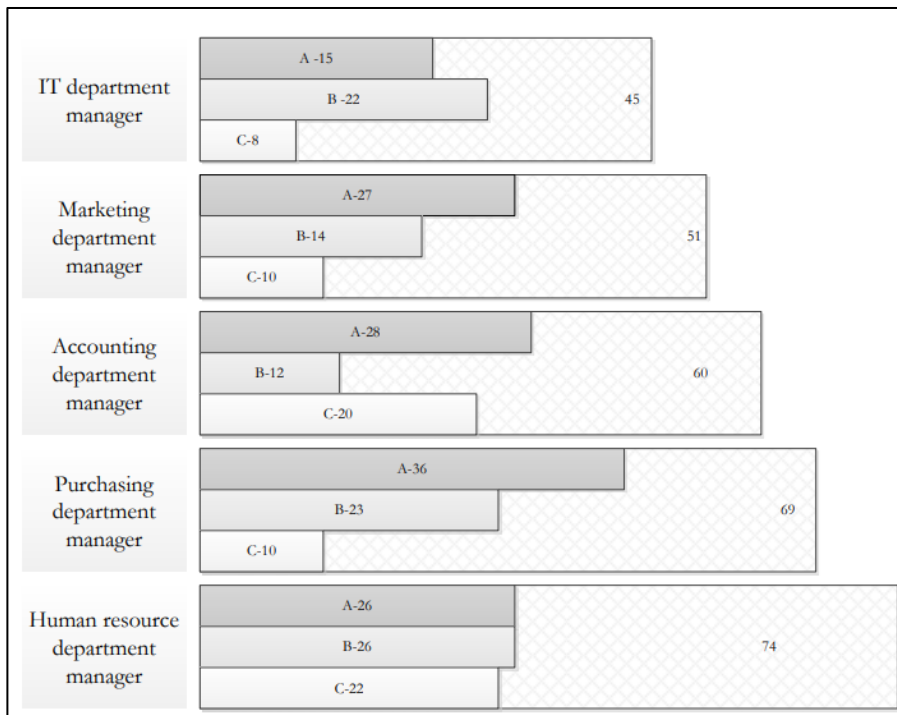


Figure 3: Ethical behavior of decision makers in the company Source: Empirical results [8]

Upon examining each component of ethical behavior in isolation, it becomes evident that the most moral behavior pertains to the manager's relationship with the company, indicating that they respect and value the company's policies.

In the first category, the purchasing department manager had a high rating of 36 points, suggesting that his interactions with subordinates are completely inappropriate, improper, and unprofessional. The findings of the research indicate that this company lacks an established code of ethics. According to this study, managers frequently overlook ethics when making decisions. The organization lacks departments dedicated to corporate ethics, ethical guidelines or codes, and employee education regarding the value of ethics in business. As a result, this business is still learning the value of ethics and moral behavior. [9]

Conclusion:

A sustainable and healthy work environment that promotes integrity and trust among stakeholders and employees depends on business ethics. In addition to encouraging legal compliance and fair competition, ethical behavior also works to deter harassment and discrimination. Additionally, it raises job satisfaction and staff morale, which increases output and profitability. Since ethics start at the top, those in positions of authority should work and live moral lives in order to set a good example for those who work for them. It's critical to cultivate moral behavior in the business sector in order to inspire trust and offer genuine goods and services.

References:

1. Šmajš, J., Binka, B., Rolný, I. 2012. *Etika, ekonomika, příroda*. Praha: Grada Publishing.
2. Jiao, Y., Jermisittiparsert, K., Krasnopevtsev, A., Yousif, Q., & Salmani, M. 2019. "Interaction of Thermal Cycling and Electric Current on Reliability of Solder Joints in Different Solder Balls." *Materials Research Express* 6 (10): 106302.
3. Deal, J. (2018). The ethical downside of having highly loyal leaders. *Wall Street J.*
4. Ranjit Kumar Paswan (2012)
[http://www.internationalseminar.org/XIII_AIS/TS%201%20\(A\)/17.%20Mr.%20Ranjit%20Kumar%20Paswan.pdf](http://www.internationalseminar.org/XIII_AIS/TS%201%20(A)/17.%20Mr.%20Ranjit%20Kumar%20Paswan.pdf).
5. Moon, K.-K., and Jung, C. (2018). Management representativeness, ethical leadership, and employee job satisfaction in the U.S. federal government. *Public Pers. Manage.* 47, 265–286. doi: 10.1177/0091026018767480
6. Mullakhmetov, K. S., Sadriev, R. D., Gabaidullina, L. A., & Akhmetshin, E. M. (2018). Influence of human capital characteristics on transformation of management and control in the management of social and economic systems. Paper presented at the Proceedings of the 31st International Business Information Management Association Conference, IBIMA 2018: Innovation Management and Education Excellence through Vision 2020, 3562-3572.
7. Huda, M., Maselena, A., Teh, K. S. M., Don, A. G., Basiron, B., Jasmi, K. A., ... & Ahmad, R. (2018). Understanding Modern Learning Environment (MLE) in Big Data Era. *International Journal of Emerging Technologies in Learning*, 13(5).
8. How Compensation Can Support Improved Environmental and Social Governance". Pearl Meyer. 2017-03-30. Retrieved 2019-08-12.
9. Deresky, Helen (2017). *International Marketing: Managing Across Borders and Cultures*. Hoboken: Pearson Education. p. 58. ISBN 9780134376042.