



Business ethics & changed scenario

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Abstract

In last two decades, businesses have shown a remarkable growth potential since we entered the modern era of technology. People from different backgrounds claimed their leadership on business principles from time to time. Four sources of values, legal regulation, professional codes of ethics, individual values and organizational codes of ethics are identified in business ethics. This article attempts to analyze the sources of values in business, sharing of moral values and morality and its impact on society. The main aim of this study is to examine the professional and organizational codes of ethics in general and individual values in particular.

Keywords: business ethics, corporate social responsibility, corporate governance, ethical standards, moral values

Introduction

“Business ethics is the study of business situation, activities and decision where issues of right and wrong are addressed”.

Andrew Crane

The development of a country is prominently based on Industrial development of the country. In the present scenario economic development gives higher ranking to a country. So India also concentrated on the Industrial development to become economically strong. The Father of the Nation emphasized on providing employment to the millions of people of India. He underscored the imperative need for raising the standard of life of the people including the ethical and moral aspects. To him mere affluence and accumulation of material wealth was a primrose path leading to social, economic and cultural disintegration.



Out of the seven social sins told by the Mahatma, one is commerce without morality. Gandhi was greatly influenced by Indian culture and traditions. He believed that profit of ‘Business’ should be value based and not on selfish gain. So the Businessman should spend some amount of their profit for the society and for some ethical purpose. Ethos means the set

of beliefs, ideas etc. about social behavior and relationship of a person or group. Oxford advanced learners Dictionary defines it as the moral ideas and attitudes that belong to a particular group or society. There are three important rules of ethics. These rules of Ethics are applicable in every walk of life; it may be personal life or public life, in official duties or in Business. The main objective of a Business is of course to make profit. But the ethical responsibility of a business is to create wealth by legal methods, by promoting good will and benefiting the society in a meaningful way rather than just making a selfish gain.

Review of literature

A.T. Ridhima ^[1] in her research article “The impact of business ethics and corporate responsibility on Indian business growth”, International Journal of Application or Innovation in Engineering & Management (IJAIEEM), Volume 3, Issue 11, November 2014, P. No. 193 – 196 advocate that ethical firms had a prestigious standing in the mind perspective of customers and brings loyalty base for them which may creates conducive legal and regulatory work environment for business. Business houses are taking major initiative to adhere to corporate responsibility through various eco-efficiency policies, green strategy and building a climate of integrity and excellence. She further suggested that by applying proper business ethics practices in business customer loyalty, brand value, employees pride all in integration increase market efficiency and thereby increase the economic efficiency of the firm.

Kastoori Srinivas and Syed Abdul Malik ^[2] in his research article “Business ethics for excellence in action: A view”. Journal of Education Administration and Policy Studies Vol.1 (2), pp. 023-027, June, 2009 suggested that The golden rules of general ethics, which can be identified as universal virtues which every human being should imbibe, develop and practice and in fact it is of immense relevance and importance to one who is required to serve the society well and must therefore

try to acquire or develop such virtues.

Business Ethics

Business ethics (also corporate ethics) are a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of the organization. Business ethics have both normative and descriptive dimensions. As a corporate practice and a career specialization, the field is primarily normative. Academics attempting to understand business behavior employ descriptive methods. The range and quantity of business ethical issues reflects the interaction of profit-maximizing behavior with non-economic concerns.



Objectives

- To study the relationship between ethics, social responsibility and profitability.
- To analyze the exposure of professionals towards fulfilling corporate responsibility.
- To study the basic ethical values followed by business in present scenario.
- To analyze the attitude of professionals towards social responsibility and ethics.

Golden rules of business ethics

The golden rules of general ethics, which can be identified as universal virtues which every human being should imbibe, develop and practice and in fact it is of immense relevance and importance to one who is required to serve the society well and must therefore try to acquire or develop such virtues.

- Trust worthiness
- Respect
- Responsibility
- Fairness
- Caring
- Citizenship

Business ethics & present scenario

The situation in the present Scenario is worst. Wherever you look there are compelling evidences that the pursuit of wealth often leads smart people to do stupid things that destroy what money can't buy. The role of a business is to create wealth by providing goods and services to its customers. The social responsibility of the business is to create a profit for itself,

using the most efficient and effective means at its disposal, providing it operates within an acceptable legal framework.

Business is the part of the society. In fact, it owes its existence to the society. The society requires every business to perform certain obligations. The performance of such obligations is necessary not only for the well being of the society but also for the survival and well being of the business itself. This is the era of globalization and we all are living in a global village. After accepting liberalization, privatization and globalization, the business work over the globe has performed one huge business track. Thus no one can live away from one another. In this huge business track everybody is in a race, running for success. But what does one gain in this rat-race? Everyone wants to achieve a goal in a short time. Success is not merely achieving a goal. There should be satisfaction with social responsibility to maintain the ethics for humanity. Now a day's success in business is like a victory in the battlefield. As a warrior in the war doesn't think who is being tempted under the horse's foot. Whether it is a soldier or an innocent child. He wants only victory. Same is the Scenario in business today. But it is the hi-time to think about the ultimate result of business today. But who will think? Who will wait? Who will take the initiation? These are the fundamental questions. But for the sake of humanity and the future of the next generation, we must think about the moral values and responsibilities, nature and environment around us. Such is Gandhi's concept of commerce with morality. By his way, the speed of Development can be slow but in a right direction and the development is sustainable. Our education system, economic system and the way of Business must follow the right path and direction and must also consider the social issues which are more important than money.

It is observed that brilliant people with more money allow their hunger for even more money to cause them to lose everything. Why are people willing to risk too much to get more? If money is so alluring, how is it that so many people having great wealth also seem unhappy? Social and legal responsibility must be widely practiced in business. Demonstrating social responsibility can lead to increased business and better relationship with suppliers. It leads to good will and a person with good reputation can attract better customers. It can provide competitive advantage and lead to long- term financial gain.

Money may be the root of all evil if you are not honest and what it means to you. Money is about love and relationship. Needleman explained, "it has a wonderful power to bring people together as well as tear them apart. You can't escape money. If you run from it, it will chase you and catch you. If we don't understand our relationship to money in this culture, then I think we are doomed. If you don't really understand your relationship to money you simply don't know yourself. Money truly can't buy happiness. Being rich does not make you smart. Being rich does not automatically lead a good life. There is a great difference between money and success. To be successful means to have a developed character. You should be looking for the joy, the struggle and the challenge of work. What you bring forth from your honest guts and heart. No amount of money can buy the happiness of hard work.

The word 'ethics' refers to one's moral character. Business ethics is the code of good conduct that a business adheres to in

its daily dealings both with other business and with other customers. It is easy to give a list of positive qualities that a corporate sector needs. Although the hundreds of trainers work day and night to teach people good character, when it really matters people's character still fail. To maintain good character, we must overcome lust or selfish desire. Such as greed, dishonesty and corruption. To be happy, successful and well situated, the 'Gita' says, one must control lust. Gita gives solution for the ethical failure and downfall of corporations, society and family by controlling the senses with spiritual strength. If we spend a few minutes daily on the message of 'Gita', one can experience the positive transformation, to achieve home work balance and bring peace and harmony in a secular environment.

Factors concerning business ethics

- Most employees in the organization special the young and new ones face ethical dilemma in their functional areas.
- Lack of awareness about their corporate responsibility, ethical code of conduct.
- Despite High end demand corporate people are more centric.

Conclusion

Thus Human values such as truthfulness, integrity, gratitude, humbleness, forgiveness, transparency are also the requirements of business. It is also essential to think what is your relationship with the pursuit of wealth? How do you think about money and the meaning of life? Money by ethical means can only give meaning and joy to life. In the changed Scenario competition has increased. Specifically in the corporate sectors there is a cut throat competition for acquiring the top most position. This competition is taking business in a different direction. Thus in such a situation importance of Ethics is greatly increased in business.

Finally ethical and responsible behavior needs to become the corner stone of corporate behavior. Ethics encompass a wide sphere of actions economic, social and human involving the consumer and labor society at large and the government. Mahatma Gandhi repeatedly emphasized the importance of not only good ends but also the use of fair means to attain them. It is the large companies that have to set the pace in this regard. The rest of the corporate sector will quickly follow as this becomes a national norm.

Innovative ethical infrastructure will enable Indian business to establish higher levels of global market place sophistication. The fusion of business ethics, shifting stake holder ethics the rise of corporate governance and compassionate capitalism will reshape the business landscape in India. Modern day concepts like corporate social responsibility and sustainable business are not borrowed from developed economics but have been nurtured over the millennia by our rich ethical traditions.

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