

BUSINESS ETHICS AND ETHICAL DILEMMA

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ABSTRACT

In the changing world of global competitive environment, the business and its ethics effect the productivity, efficiency and gain. Business values and business senses which governed the business matters in all types of business like manufacturing, services, large, small, extend the values to business. The discretionary power and business sense increase the efficiency in production and the more cost effective product produced. The changing world of Globalisation and Liberalization increases the production through foreign capital and technological advancement for productivity and efficiency. The main concern is to show the effect of ethical values in changing business environment for changes and transformation in the production process and techniques for quality and technological advancement in the product. Ethics does not carry ethical thing only, it makes business sense too with a set of moral standards of people owning and managing business to enlarge the extent of market with loyal and branded product. In this article, the focus is on business ethics and its dilemma for competitiveness which effect the business behavior and social attitudes towards business, expose the rights and duties for upliftment of the standard of living in the society. The dilemma effects the paradox of gain and expenditure for business sense and values too.

Key words-

Business behaviour, Competitive pressures, Duties, Ethics, Rights, Social attitude, Values.

INTRODUCTION

In the changing world of global competitive business environment, the business and its ethics effect the productivity, efficiency and gain. The effect of ethical values shows the changes and transformation in the production process and techniques for quality and technological advancement in the product. The changing world of Globalisation and liberalization is increasing production through foreign capital and technological advancement. The discretionary power and behavior in business increase the efficiency in production and the more cost effective product.

Ethics does not carry ethical thing only. It makes business sense too. Business values and business senses governed the business matters in all types of business. Extension of values of personal life to business and ethics carry ethical thing and makes business sense too. A set of moral standards with people owning and managing business enlarge the extent of market with

loyal , branded product and expected to follow and governed the conduct of business persons , business matters , business decision making , right or wrong, good or bad human conduct in a business context .The main concern is on to study the business ethics and its dilemma for its competitiveness which effect the business behavior and social attitudes and exposes the rights and duties to encourage the standard of living in the society . The ethical practices helps in encouraging the real flow of good deeds and the dilemma effect the gain and expenditure.

A. Characteristics-

1. All types of business whether large or small, manufacturing or service, socially desirable even if not legally binding in dynamic term may change over time.
2. Elements such as values, moral beliefs by individual, an organisation or society, rights the claim, duties-obligations of a persons effect the business.
3. Level of business ethics as societal merits of the system, capitalism, stakeholder's relation among the organisation, internal policy-rights and obligation of employers and employee, personal belief proceeds towards sustained development.
4. Wealth without work , pleasure without conscience, knowledge without character, commerce without morality, science without humanity ,religion without sacrifice, politics without principles effect the ethical practices.
5. Sources of ethical standard, societal attitudes, competitive pressures, legal environment, and code of ethics effect the productivity.
6. The productivity, efficiency and profit changes and transformation in the production process and techniques for quality and technological advancement in the product helps in encouraging real flow of goods deeds.

B. Need for Ethics in Business - For

1. Marketing, Advertising, Location, Production, Transportation, Administration, Factors governing business ethics.
2. Value forming institutions, Organisational goals, Work and carrier, Superiors, Peers and Colleague, Professional codes.
3. developing a corporate ethical programme, Top management commitment, ethical code, communicate system, enforcement etc.

C. Factors influencing Business Ethics

- Ethics and conditions, Ethical Training Programmes, Ethics hot lines, Ethics Committee helps to develop business ethics.
- Code of Ethics (General philosophy for managing conflict and benefits of ethical code to – customers, employees, companies, industry, society).
- Fair and reasonable prices not to suppress stock , spurious and lower standard , adulterated goods , misleading advertisement , imported or exported goods at corrected prices , consumer right of safety , right to choose and information , discharging social responsibility to protect the environment , natures and infrastructure etc.

D. Models of Business Conduct-

- The Austre model –emphasizes owner’s interest and profit motive-cost consciousness shows conservative outlook.
- Household model –adopt paternalistic approach for genuine needs of family members.
- Vendor model-satisfaction, interest and rights of customers.
- Investment model-social and economic investment for long term profit survival.
- Civic model –corporate citizenship and social responsibility makes positive commitment to social needs.
- Artistic model-for civilisation and improving the quality of life, enterprise encouraged to become creative instrument.

E. Concept of corporate values and Importance of value in business

- Corporate culture-people are our biggest assets and customer is the king: Theme -Quality, integrity becomes main concern.
- End means chain-sound business practices for achieving goal –commitment for company.
- Guides to action –business values as social guides is major concern
- Objective standard –judgement of conduct and performance of business man – competitive pressures.
- Social responsibility-ethical norms to discharge social obligations as ethical Conduct.

F. Managing Ethics

- Face to Face Ethics, corporate policy ethics, fundamental area ethics helps to manage.
- Human elements-personal relationship, company product, innovation, new and improved, competitors’ company, accounting and marketing ethically manage the business.

BUSINESS ETHICS AND ETHICAL DILEMMA IN SOCIETY

The ethical value of the products, its branded approach and its effectiveness proceeds towards evaluating its value. The value and ethics helps in improvement in environment to increase life long term gain. Assessment of external environment by scanning, monitoring, intelligence, forecasting the macro environment for quality of the product. The brand and its loyalty depends upon cost and gain effectiveness. The loyalty of person effect the commitment and brand management. The real gain effect the person's cost effectiveness and real cost effect the gain effectiveness. The ethical practices encourage the real flow of good deeds and the dilemma effect the gain and expenditure .Business and society helps to evaluate situation you have to make choice between alternatives like product combines two contradictory features or qualities to cope –up with ethical dilemma in business. .The basic steps in ethical decision making process go through normal decision making keeping in mind the policies ,regulations ,principles for right, good or fair decision. The situation with significant value conflicts among different interest. In ethical dilemma , right versus right , truth versus loyalty, individual versus community, short term versus long term, justice versus mercy. In economic terms, savings versus evasion in business -end based, care based or rule based thinking for ethical decision.

JUDGEMENT OF ETHICS IN BUSINESS

The concepts taken in consideration while taking the ethical decision in business.

- Exception to the stand of condition—consideration of contemporary issues
- Symbolic potential of the action—for future progress.
- Disclose the decision –with transparency and accountability
- Validity of position for long time—to use the discretionary power.
- Affected party before make decision—under consideration for welfare
- Decision or action make loss or gain—to community.
- Intention in Making this decision—in favour of customer, company and management
- Loyalty as a person, member of corporation- business sense to feel.
- The situation in which problem occur—due to financial , political , economical , social , legal environmental problem .
- Problem --What should be or what ought to be.

Managers often confront a distinction between facts and values. Facts are statement about what is and values are statements about what ought to be. Moral idealism defines what is good and what is bad and prescribes definite does and does not .For making ethical decision, moral idealism-definite answer to ethical issues intuitionism considered. They do not intend to hurt anymore utilitarianism net increase in society happiness in ethically different circumstances

CONCLUSION

The discretionary power in business increase the efficiency in production and produce cost effective product. The focus is on business ethics and its dilemma for its competitiveness effect the business behavior and social attitudes for it to expose the rights and duties for upliftment of the standard of living in the society. The main concern is to show the effect of ethical values in changing business environment which shows the changes and transformation in the production process and techniques for quality and technological advancement in the product .The business and its ethics effect the Business values and business senses, as dilemma effect the extension of values of personal life to business. Ethics does not carry ethical thing only, it makes business sense too for,

- Productivity, efficiency and gain.
- Paradox of gain and expenditure.
- Business ethics and its dilemma
- Ethical values in changing business environment

The concepts while taking the ethical decision in business are consideration of contemporary issues for future progress with transparency and accountability. Decision or action make loss or gain—to community in favour of customer, company and management. Making the decision and validity of position for long time effect to use the discretionary power. The affected party before making the decision under consideration for welfare in situation in which problem occur—due to financial , political , economical , social , legal environment . Loyalty as a person, member of corporation- business sense to feel, a set of moral standards with people owning and managing business enlarge the extent of market with loyal and branded product. Managers often confront a distinction between facts and values-facts is self interest to maximise the gain and values to utilize it. Facts are statement about what is and values are statements about what ought to be. Moral idealism defines what is good and what is bad and prescribes definite does and does not. The dilemma for alternative choice effect the conflicting features of gain and expenditure to make alternative choice. The business and its ethics effect the productivity , efficiency and managing ethics , face to face or with corporate policy , fundamental area , human elements like personal relationship , new and improved company's product , innovation , competitors' company, accounting and marketing . The concern will be net increase in society happiness in ethically different circumstances in the changing world of global competitive environment.

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