

A PHILOSOPHICAL UNDERSTANDING ON GLOBAL BUSINESS ETHICS

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“Of course, honesty is one of the better policies”

Introduction

Ethics may be defined as the critical examination of the standards of good and evil, right and wrong, virtue and vice. The concept of business ethics have been describing as a very new old discipline as per the present global context. This might seem a rather strange statement, but it reflects the development of the discipline. On the other hand, ethical thinking has its roots in the writings of the great philosophers such as Socrates, Confucius, Benthan, J.S.Mill, Immanuel Kant and very recent Amartya Sen ... etc. In the early 1980s, this discipline slowly thought what sort of managers was being developed. Business ethics has become an important subject throughout the global and there is need to develop more depth on the basis of common good in global perspective. Now, its is important to understand and analysis that business ethics is not just about being moral and doing right things¹. It is true to say that in increasing global business organizations are finding that adopting an ethical approach has many advantages from a business strategy point of view. While analyzing and applying some ethical theories or policy can reduce the attention of pressure groups corruptions, cheating, and often save company huge sums of money. The philosophers describing and brining to the business people mind that acting ethical may be fundamental to the company's very long existence in the present global competitive markets.

Traditionally there have been three broad schools of thought in the modern ethics. Which love developed over the years? There are virtue ethics, teleological ethics, and deontological ethics². The purest sense focuses on character of good manager is the rightful doing to worthy living. And the ends the results of the decision rather than the methods of getting to that result that is, end justify the means. Finally the manager should do his duty and nothing else.

In the global business society, which are thinking common good they should possess common ethical values namely, honesty, respect, being reliable, being fair, caring for other, and doing the right thing and being an honest citizen.

Why ethics is important

Before understanding the question of why business needs ethics, let's understand more important question of why a framework of ethics is important for global society in general. Think a while for a situation where there is no moral structures for one's actions, no standard, no peace and harmony in the society, where all people are free to pursue their own interest, these are the state of nature we can see in the global phenomenal world³. The prospect of pursuing our own self-interest, unhampered by bureaucrats environmental protection laws, fairness in business, restraint of trade legislation, and other part of behaviour, conduct, life style, relationship might at first seem attractive. In such critical position everyone would be at war with everyone else, misunderstanding, cheating corruption, and all will be constantly at risk of losing property peace of life, relation in the society. The standard of behaviour of civil society would be absent; the violence would be the order of the day. The words good and bad, justice and injustice would have no meaning. As per Thomas Habbes views nature have made men so equal, in the faculties of the body and mind-irrespective of any reservation⁴.

Where there is no concept of ethics, namely respect or accept the fellow being then there is a war that every man against every man, no place for industry, became fruit thereof is uncertain, no culture in the earth, no navigation, no commodious building, no instrument of moving and removing, no place of knowledge on the earth, no account of time, arts, letters, society, market, and which is worst of all, continual fear and danger of violent death, and the life of man, solitary, poor, nasty, brutish and short... The consequent is noting can be urgent. The notion of right and wrong, justice and injustice, have there no place, where there no commongood or ethics them is peace, her money. There is no property, no dominion, on mine and their distinct. In such a state each person would become the enemy of the others. The notion of human existence would be miserable in the global market and life will be solitary, poor, nasty, brutish and short.

On the basis of the above understanding I would like analysis that we never bother for our fellow beings bad but we are very much aware when things not happen good to us on that only in an organized and civil society can be forces of business and industry function well. We see this point illustration all too clearly in global societies where these is civil societies are disorder as a result of war or government upheaval⁵. Hobbes thought that most people are not sufficiently enlightened to seek their own best interests, so he advocates the development of a strong sovereign power to force people to follow the standard of the society. Here, civil society means that we accept the standard, norms, rules .. etc. where the impartial judgment exist, common good appear in phenomenal world, the passions that incline men to peace, are fear of death, desires of such things as are necessary to commodious living, and a hope by their industry to obtain them. The following are some of the most applicable to the practice of business.

- (1) Liberty should be equal to all global being under the basis of common good.
- (2) We should stand on our words and promises.
- (3) Judgment should be impartial.

- (4) Opportunity should not divide but should be shared in common to all as common good appeal to all.
- (5) We should not do harms to other what we don't want them to do to us.⁶

Hobbes analysis remains important because it argues that social cooperation is necessary for any human society. Business, no less than individuals, need such standards of cooperate conduct. Unless a majority of business people accepts a standard of moral conduct- tell the truth, doesn't steel, keeps promise, does not harm others, does not maintain harmony in business not having sincerity and commitment, it would be hard to see how any global business organization could function at all, to say not bring of functioning well. A business needs employees who are honest and loyal. How the organization trusts the employees as property information, money transaction, access to important planning documents and so on. We can see the important role of ethics in this context. Without ethics, neither business nor individuals could function.

The importance of ethics for business

Universal standard point of view that good ethics is good business.⁷ [We should not be too hard on the entertainment industry, though; after all its business is fantasy, not reality and it does not treat other professions much better problems occur when people who take jobs in business cannot distinguish fantasy from reality and think they should act. Unethical behavior is a sure way to end a business career. To err is human, perhaps, but to be caught lying, cheating, stealing or reneging on contracts is not easily forgotten or forgiven in the business world. And of good reason: such actions undermine the ethical foundation on which the business world thrives. Almost everyone can have compassion for someone caught in an ethical dilemma no one can excuse immortality]

Good ethics is also good business because it allows businesses to avoid outside restrictions. If business is not self-regulated, it will be regulated by others. Unethical conduct brings about those things that business least desires.

Govt. regulations and restriction, hostile employee relations resulting in an unproductive work force, and customer rejection of its product and services. The point is that we cannot have two sets of moral standards, one for business another for the rest of the world. We see increasing pressure from society – expressed through legislation and in the counts-to hold businesses accountable to the same standards of conduct imposed on individuals.

The Development of Business Ethics

Ethics would be good just to consider how this very new old subject has developed over the years. Ethics as a subject goes back a long time. The main focus is applying ethical rules to business situation and cares. Business ethics as an applied subject really goes back to a number of scandals experienced. In involvement of the senior members of the society and, as we have already mentioned, many of these people were business-school graduates. It had been assumed that they had learnt right and wrong not only through their education but also from their families' background and so forth. The scandals we can also note a range of other factors that have influenced the development of business ethics as a subject.⁸ The consumer movement is also a key background to business ethics. Consumers had three rights there are, right to safety, right to be informed, right to be heard. The main aim of the consumer movement was to change the imbalance that had occurred between consumer and supplier after the Second World War. Generally speaking demand for consumer goods has greatly outstripped the supply and supplier had the upper hand. Poor quality and unreliability became common and it is only in more recent times that the consumer has become being.

While developing these concepts we need to aware the relationship between ethics and corporate environment. Corporate ethics is a major growth area and many companies have developed codes of ethics that set the tone of decision-making throughout the organization. Many company have ethical goal in view of the founder of the organizations taking an ethical stance because of the moral values of the person or people who funded them. There is much dispute whether or not their ethical leaders are actually taking an ethical stance or simply adopting an ethical strategy because of the became value of this approach. It is good business that there is no question that adopting an ethical strategy is not just about being morally correct, it is also about being more successful. The reason for adopting an ethical strategy might includes.

- (1) Reduce the demand of consumerism. Aggressive consumer activity can shape the strength of a company and seriously tarnish the image of the organization.
- (2) Participating in the consumerism movement by initiating an active consumer-education programme. Working with the consumer rather than against them.
- (3) Cooperation with government agencies, non-profit organization and consumer group.⁹

Philosophical Understanding of Business Ethics

The common definition of business ethics is to view it as the application of common man ethical values or principles in the conduct of business. In this sense business ethics is no different from other branches of applied ethics, such as management ethics organizational ethics, medical ethics media ethics, and bioethics... etc which all submit in difference field of human behavior to philosophical analysis very particularly ethics and moral analysis for practical purpose. Business ethics activities are apply in the company sales, marketing, selling, transaction. General ethics can be led to develop our thinking by accepting difference business

activities and identifying the experience of real life situation can lead us to refine or develop our understanding and appreciation of moral values or principles.

Analysis of global business ethics

The global business ethics is global barring concept in the shrinking society. The world is getting smaller in the context of the international trade for thousand of years; but distance were long and travel was slow. The development of faster ocean transport, both wind-and steam-powered, opened up immensely greater possibilities to the present century international businessman. The coming of transoceanic flight had greater impact on the speed of events, and meanwhile the invention of cable and wireless telegraphy and the international telephone call made communication almost immediate, at least for verbal conversation satellite communication added volume and quantity.¹⁰ The miracle of television added volume and quantity. Miracle of television added an immediacy of visual image and how, with computer networks spanning the globe via the telephone system, for much of business it matter little whether an officer is nest door or in the opposite side of the globe; information is available at the touch of a button.

Product are conceived in one country, designed in another, manufactured in a third using components from half a dozen others, end sold worldwide companies exist with revenues exceeding the entire national economy of many countries. Relationships between organization and individuals in different countries are not only those of supplier and customers and competitor, but aslo ownership and partnership and alliance, of adviser and facilitator. May commentators, conveyed that the process of globalisation has gone as far that the very idea of national economy is absolute organizations are called upon repeatedly to become class. People from different cultural and religions backgrounds are having to work together in constructive and harmonious partnerships as never before. Mutual trust is having to be developed between people who still do not understand one another's patterns of thought.

The ethical problems most commonly forced very from one part of the world to another, list of principal moral concern tend to be similar from country to country and from continent to continent. The difference tend to be more matters of the relative weighting of issues, and of seriousness in the public mind at a particular time. Many people consider the quest for a global set of ethical principles for business to be rather like searching for the end of the rainbow. Ethical practice is the same from country to country or from culture to culture. Nor is it to say that the relative importance accorded to different moral ideals is uniform across all societies. Indeed, differences in the resolution of moral dilemmas can be very different between, on the one hand, societies which emphasis the significance of the individual and, on the other, those which lay greater stress on community. In one society, for example, truth may be valued above loyalty , in others, loyalty may come before truth.¹¹ Each society might value both truth and loyalty very highly but when the two come into inflict in a dilemma situation a different one might most commonly win.

One of the major changes in the past decade has been rapid increase in general public awareness of what is happening in other parts of the world. No company can be confident any longer of hiding misbehavior behind the mark of distance. Companies must learn to be more effective in protecting their reputations companies cannot afford any longer to dismiss this as the agitation of a few extreme activists, but need to protect their reputations by effective external promotion where they have a genuinely defensible case, by rapid positive action where they don't and by internal programmes to ensure that there are fewer 'nasties' hidden away waiting to be uncovered by activities or investigation reporters.

Many of the ethical issues in international business might seem to the average manager or staff member to be far removed from their level of operation. As the information trend becomes a reality around more of the globe there are some matters which come very close to each one of us.

Conclusion: The future Perspective

In this analysis discussed a number of fundamental questions in business. The subject of business ethics, I believe will become increasingly important as time goes on. Another fundamental question is that how the future hold? . In future more group and project working, the people involved may not even be in the same room or even on the same continent. In the future the technology is going to present even more opportunities to act unethically if we so wish of course, the very concept of what is right and wrong may change. Business ethics is a very third subject. It may have its roots in the past, but it looks very firmly to the future.

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