

The Importance of Business Ethics in the World

Sami Jan

Govt. College for Women M. A. Road, Srinagar

Tariq Rafeeq Khan

Govt. Women's College, Sopore

Abstract :- The success of modern business is apparent, in the last two decades; business has 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. The interest for the business ethics has developed on a larger scale in the last few decades. The purpose of this article is to define business ethics, then critically examine its importance in business. This research paper tries to describe the role of business ethics, how important is it in the contemporary world. The research is an attempt to understanding the impact of business ethics and corporate social responsibility on business growth. This study systematically considers the dynamics of modern business and provides the methods for dealing the challenges of the business world.

Keywords :- Business ethics, technology, contemporary, corporate, growth.

Objective of the Study :- In this contemporary era it is projected to study the qualitative growth of the company which depends upon the policies, strategies, ethical behavior and relationship maintenance in it and with outside society. The employer must generate an atmosphere which inculcates ethics in their day-to-day productivity. The productivity can be described as day to zeal and improvement to carry out better now than the past, this is probable when there is ethics. Furthermore this paper presents ethics need and facts for creative Human Resource.

Methodology :- To meet the aim of the paper, a theoretical part will be presented in order to explain and point out the important and basic meaning of the business ethics issues, finding the

information and theory from books and articles as references.

Ethics :- Ethics is not a new finding. Many philosophers over the centuries have developed various approaches to ethics, during their struggle with human behavior each of which leading to different conclusion. The word "Ethics" is derived from the Greek word 'Ethikos' pertains to character. Thus Ethics is said to be the science of conduct. As a matter of fact it deals with certain standard of human conduct and morals. The field of ethics involves systematizing, defending and recommending concepts of right and wrong behavior. Ethics is a mass of moral principles or set of values about what is right or wrong, true or false, fair or unfair, proper or improper, what is right is ethical and what is wrong is unethical.

Business Ethics :- Business ethics is 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 is a branch of study which deals with moral standards and applies to the organizations and systems through which contemporary societies produce and distribute goods and services, and to the people who work in these organizations. Organizational ethics refers to the appropriateness of the behaviors and decision of the organizations and individuals of which they are a part.

In simple terms, Business ethics/corporate ethics are basically connected with the entire gamut of functions of an organization which examines and sets the codes related to the ethical/moral principle to unearth the way outs to the tribulations faced by an employee in specific