

Institutionalizing of Ethics in Businesses

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Abstract

Do you know why Jews make it so well in businesses? Today, many business professionals are faced with the same questions. The success lays in the responsibilities of implementing ethics initiatives in the workplace. The integration of ethics is becoming an aspect of organizational life to counter unethical conduct, enhance the organization's reputation, and stimulate the attraction and retention of talent. Scholars believe ethical behavior must be institutionalized—evidenced in daily practices and rooted in organizational culture—to sustain ethics in the workplace. It is becoming increasingly clear that business professionals significantly contribute, and even more, to the process of institutionalizing ethics. This article synthesizes the literature by comparing several of the frameworks for the institutionalization of ethic. Being ethical is difficult but not impossible.

Introduction:

What ethics means? What Institutionalizing ethics means? All persons, whether in business, government, a university, or any other enterprise, are concerned with ethics. In Webster's ninth new collegiate dictionary, ethics is defined as "the discipline dealing with what is good and bad and with moral duty and obligation." Thus, personal ethics has been referred to as "the rules by which an individual lives his or her personal life". And accounting ethics pertains to "the code that guides the professional conduct of accountants." Business ethics is concerned with truth and justice and has a variety of aspects such as expectations of society, fair competition, advertising, public relations, social responsibilities, consumer autonomy and corporate behavior in the home country as well as abroad. William Frankena (1973) has defined ethics as a set of moral principles directed at enhancing societal well being.

Institutionalizing ethics

Managers and especially top manager do have a responsibility to create an organizational environment that fosters ethical decision making by institutionalizing ethics. This means applying and integrating ethical concepts into daily action. Theodore Purcell and James Weber suggest that this can be accomplished in three ways:

- . By establishing appropriate company policy or a code of ethics.
- i. By using a formally appointed ethics committee and
- ii. By teaching ethics in management development programs

The most common way to institutionalize ethics is to establish a code of ethics, much less common is the use of ethics board committees. Management development programs dealing with ethical issues are very seldom used.

Code of ethics

A code is a statement of policies, principles, or rules that guide behavior. Certainly codes of ethics do not apply only to business enterprises; they should guide the behavior of persons in all organizations and in everyday life.

The Ten Commandments for the employee in the business to be ethical

- iii. 'Work is worship'. Commitment of employees to be loyalists as it earns the livelihood
- iv. "You shall have no other obligations than this". Concentration on the job you are being paid for.
- v. "You shall not make for yourself an image in the form of anything against to the business"
- vi. 'You shall not bow down to competitors or leak the confidential'. For the corrupt will be punished severely
- vii. "You shall not misuse the name and image of the FIRM".
- viii. "Remember the responsibilities of your position and keep it".
- ix. "Honor your colleagues and customers". So that you may retain for a long in the business.
- x. "You shall not deceive and shall not steal".
- xi. "You shall not give false testimony against your colleagues".
- xii. "You shall not covet your colleague's privileges".

Work is worship

Gandhiji said, "Work is Worship". The simple art of your work represents your dedication towards the ultimate. Praying is worthless without doing well to others, without working for yourselves and for others, without earning your bread by your dedicated work.'

Vivekananda said, 'Get up and set your shoulders to the wheel' which implies that

everyone should be duty bound, whatever work it may be, one has to work, "Rich rewards will come to him, who works with a smiling vim". But in practical life we observe that the term "Labour" is considered ignoble. The literal meaning of laborer is 'one who works', so anyone who work is a laborer. Why then it is considered reproachful and shameful. This is only because we have to understand the dignity of work or the true meaning of work.

Vivekananda said, "Every duty is holy and devotion to duty is the highest form of worship of God." This statement explains the respect and honour of labour. It is considered as one of the highest forms of worship, still all sorts of labour is not given due consideration. Work done by an individual produces outputs which benefits others in the society. It helps to fulfil the needs and purposes of life of the doer himself and the beneficiaries. However, if the work does not generate the right output, nothing is achieved.

You shall have no other obligations than this

Utmost dedication and continuous hard work are two key factors for success in one's career. This was stated by experts on the Career Awareness Day organized for students at the Zayed University campus.

How dedicated are you at work? How much are you willing to give? Let's say you work in an office where someone needs to stay late on a regular basis. It was your turn the day before, and you stayed. Today is Sally's turn, but she had to leave work early because her child was sent home sick from school. Your boss asks you to stay again today. You have no real plans yourself right after work. Do you agree to stay or argue you stayed last night? Do you name another co-worker who should stay? Do you try and broker a deal with your boss? Sometimes,

employees expect more dedication from their employer than they are willing to give themselves.

What defines dedication? As an employee, you don't need to work longer and harder hours to prove you're dedicated. In all honesty, you don't have to be dedicated to the institution you work for or the job you currently hold. All you need to do is be dedicated to yourself, and to producing your best effort

You shall not make for yourself an image in the form of anything against to the business

Sabotage is a deliberate action aimed at weakening another entity through subversion, obstruction, disruption, or destruction. In a workplace setting, sabotage is the conscious withdrawal of efficiency generally directed at causing some change in workplace conditions. One who engages in sabotage is a saboteur. As a rule, saboteurs try to conceal their identities because of the consequences of their actions. For example, whereas an environmental pressure group might be happy to be identified with an act of sabotage, it would not want the individual identities of the perpetrators known

Respect Your Colleagues and customers

Your relationships with your colleagues are important. Good workplace relationships can help you do your job better. They can make going to work everyday enjoyable. Bad relationships with colleagues can distract you and can turn a so-so job into a nightmare. These resources will help you have good relationships with your colleagues.

Respect Your Colleagues

Respect is the foundation of all good relationships, including those you have with your colleagues. Do your best to avoid offending those with whom you work. Of course there will be the occasional prickly

co-worker who is easily offended. There's little you can do about that.

Don't Discuss Topics That Could Make Your Colleagues Uncomfortable

Religion, politics and your sex life all fall under the heading of topics to avoid discussing with your colleagues. Many people consider these topics very personal and prefer to leave them out of the workplace.

xiii. Topics to Avoid Discussing at Work

Get Your Workplace Relationships Off to a Good Start

Starting a job is no picnic. Your new colleagues will scrutinize you as they try to make sense of exactly where you fit in. Be friendly, accept advice and get to know your co-workers.

xiv. Starting a New Job

Find A Way to Get Along With Even the Most Difficult People

You know the saying "You can choose your friends but you can't choose your family?" The same could be said of your colleagues -- generally you have little say in with whom you work. It is in your best interests to have a good working relationship with even your most difficult colleagues.

xv. The Five (Difficult) People You Meet at Work

Don't Spread Malicious Gossip

There are two kinds of gossip you could encounter at work. One kind is the office grapevine. The office grapevine consists of the informal channels through which news about a company travels. It is important to pay attention to that kind of gossip. The other kind of gossip is the type that has to do with spreading untrue information and even true, but private information about other peoples' lives.

xvi. Does Gossip Have a Place at Work?

Practice Good Office Etiquette

Good manners are as important at work as they are anywhere else. Keep this in mind when you are using your cell phone, sending email or attending an office party. Hopefully your colleagues will follow your example.

xvii. Office Etiquette

How Well Do You Get Along With Your Colleagues?

Take this quiz to find out if you are doing the right things to create workplace harmony and avoiding those things that will create discord.

Many businesses often overlook the day-to-day things they can integrate into their interactions, communications and company culture to really make a difference. In most cases, these seemingly tiny items matter quite a lot to customers. Customers typically don't care as much about the price of your product as they do about being treated well, having a positive buying experience and some semblance of peace of mind throughout the process.

I am sure you would agree that you will not find success just by selling a product and walking away. The entire experience counts. From the first touch, your customers are forming an opinion of you (and your intention) to provide them a product or service that won't make them regret it in the minutes, days, or months to come.

I refer to these things as ways to "honor your customers." Honor in the sense that you are showing them, even in seemingly small ways, that you acknowledge and respect them. Think of them as a multitude of ways to smooth out potential bumps in the experience of interacting with your brand. You may have an outstanding product, but that can be easily overshadowed by the overarching experience of a poor customer experience. Common sense? Maybe, but brands slip up far too often when given the opportunity to

sweat the small stuff so customers don't have to.

In no particular order, here are some of the ways I think one can honor their customers:

xviii. Hire employees that are passionate about helping your customers and not just making a buck.

xix. Share great content that makes your customers better, faster, stronger, smarter, etc.

xx. Make your web site easy to navigate. And don't assume it already is.

xxi. Provide an easy way for your customers to submit feedback and suggestions.

xxii. Don't advertise one thing and sell another.

xxiii. Make transactions painless. How many steps does it take to select a product and then have it in hand?

xxiv. Share the successes of your customers even when they are not related to your product or service.

xxv. When you make a mistake, provide a sincere apology and an effective solution ... as quickly as possible.

xxvi. Listen first, then speak. This goes for online and offline communications.

xxvii. Don't pass the buck. If you are not the one with the answer then make sure your customer gets placed into the hands of someone who has it.

xxviii. Leave your emotional baggage at home. Your moaning, slouching, and frowning is contagious.

xxix. Host an event for your customers so they can meet each other face-to-face.

xxx. Introduce your customers to other businesses and people they may benefit from.

xxxi. Don't put them on hold for more than 30 seconds. Better yet, ask for

- their number and call back when you are free.
- xxxii.Enable your customer service staff to tackle all possible issues without transferring them to another department.
- xxxiii.Smile and say, “Hello.” You might just make their day doing something this simple!
- xxxiv.Make it easy for customers to contact you in whatever way is most convenient for them (Phone, email, Twitter, Face book, store front, etc)
- xxxv.Feature your customers in a blog post. They might just share it with their friends and family.
- xxxvi.Include them in the process of developing new products. After all, they are the ones buying them.
- xxxvii.Make your email newsletter as easy to unsubscribe as it is to subscribe. Spam makes everyone unhappy.
- xxxviii.Let your customer rate and review your products or services. If you have a great product then you have nothing to fear. If you don't then you will soon find out.
- xxxix.Make sure you have enough staff available to help everyone in a personable and timely manner.
- xl. Give whenever possible with no strings attached. Hidden fees and agendas rarely make for loyal customers.
- xli. Make it easy to return or exchange items. Reducing the risk of being stuck with a bad purchase instills confidence and peace of mind in customers.
- xlii.Let your customers get to know your employees. Their passion for your brand is infectious.

You shall not deceive and shall not steal

16 reasons of why Jews make it so well in businesses

With Mark Zuckerberg, Steve Ballmer, Michael Dell, Sergey Brin, Michael Bloomberg and Calvin Klein owning a blooming set of successful companies, you realize probably there are some jewish principles well suited for business.

These are 16 you should take care of:

- 1) Accurate weights and measures:** Be honest with your measures, the exact quantity you give, the terms of your services, etc.
- 2) Monetary Deception (Ona'at mamon):** Make the sales at the market price; do not deceive with the price to your customers.
- 3) Verbal Deception (Ona'at devarim):** If you say it, do it. Be loyal to your words.
- 4) False packaging or false labeling (Gneivat da'at):** It is forbidden to paint animals or utensils in order to improve their appearance or cover up their errors.
- 5) Putting a stumbling block before the blind:** give honest opinions, do not go just after the money. A real estate agent should not trick a young couple into buying a home with some faults simply to make a fast & easy earning. A stockbroker should not sell his client a bad investment just to collect the commission
- 6) Tax evasion:.** Use the law to reduce your taxes, but never stop paying them.
- 7) Thou shall not steal:** even a single penny.
- 8) Cook Dinner, Not the Books:** Reporting of financial information must be exceedingly precise, so that those involved in business behave openly and honestly
- 9) Do Not Delay Payday:** Pay on payday and not a day later! Employers are obligated to set a date for payment and pay on that day without delay.
- 10) Finders Keepers?** Not so fast. “Found money,” in fact ‘found anything’ must be

promptly returned or the finder is the loser as well.

11) Bribery: Bribery extends to situations beyond paying off a judge or law officer and is strictly forbidden in business dealings.

12) Shop it Around: It is O.K. to get estimates, but not to solicit quotes from vendors that you have no intention of engaging.

13) False Advertising: Advertising is fine. Misrepresenting goods or services offered is not.

14) Competitive Advantage: A strict prohibition against slandering applies with particular emphasis to business competitors. As any good business consultant will advise, focus on your own strengths, not on the weaknesses of your competitors

15) Insider Trading: Do not steal information, theft of information is just that: theft.

16) Golden Parachute: Forget your work termination clause and consider "final termination" for a moment.

Implementation of Code of ethics through formal committees

Simply stating a code of ethics is not enough, and the appointment of an ethics committee, consisting of internal and external directors, is essential for institutionalizing ethical behavior. The functions of such committee may include:

- xliii. Holding regular meetings to discuss ethical issues
- xliv. Dealing with gray areas
- xlv. Communicating the code to all members of the organization
- xlvi. Checking for possible violations of the code,
- xlvii. Enforcing the code
- xlviii. Rewarding compliance and punishing violations
- xlix. Reviewing and updating the code

1. Reporting activities of the committee to the board of directors.

Conclusion

As it was said above, the success lays in the responsibilities of implementing ethics initiatives in the workplace. The integration of ethics is difficult but not impossible. It is possible through institutionalizing of ethics as it encounters unethical conduct, and enhances the organization's reputation, and stimulates the attraction and retention of talent.

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