ETHICAL BUSINESS
SOLUTION FOR REVIVING THE ECONOMY

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“Being moral is not only a RIGHT way to live,
it is also the most practical way to live.
True business professionals do not just
talk about moral, they live moral! ”
(Zig Ziglar)

Abstract:

The business is a way to provide efficiently the products to the people, services, jobs and the family incomes. The business focus according to the moral standards represents the basis for the success and a healthy society. The business values the most the freedom: free markets, free competition, free movement of the people and the capital, and especially, the individual freedom. No business has the freedom to mislead the consumers by the advertising done for its product, or discharge the waste into the waters of a lake. The closer people live to each other, the freedom should be limited by self control and the goods and the services to be judged if they are valuable, depending on the life support, family, offering freedom and provide joy.

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Introduction

Those concerning the relationship between ethics and business, from outside, as mere spectators of the economic life have an ironic smile when they hear about the business ethics because they set an incompatibility between the two notions. Today, we learn since the first grade Mathematics, Grammar, History, Geography and so on, but, maybe, the Ethics is studied only in the universities. This is the result that each has a personal image, very approximately, or wrong about what means ethics.

As regards of the business world, it reflects luxury, opulence and ostentation of the rich without doing a minimum effort of thought to understand that not all entrepreneurs gained through fraud and scams but by working extremely demanding and responsible. Unfortunately, the mass-media has with zeal these clichés, bombarding the public with the news and reports of sensation, which is found only shady characters, fraud, robbed banks, scandalous bankruptcies, suspicious privatizations, faked auctions, tax evasion, products that threatening life and health, environmental catastrophes etc.

What do ethics with business have in common? The business offers goods and services on the market that consumers need. Business ethics is one of the forms of search, discovery and practical application of effective rules of the consolidation stability of some convergence ratios between public and business interests.

The world is changing rapidly and the literature multiply. More and more specialists argue that business ethics treated with responsibly and correctly implemented at the company level leads to the long-term gain.

This is the purpose of my work. Understanding the moral criteria of the business conduct is particularly important because more new companies are becoming increasingly responsible beside the client and should be aware that this responsibility leads to success and revitalization.
1. Ethics and business

More and more often, the businesses have come under the public attack for the lack of the social conscience and affecting the society in many ways. Universities have welcomed the establishment of the social problems courses where are done a lot of business complaints, the possible answers and some remedies.

The term of the business ethics was modelled after the medical ethics term that was adopted in the U.S.A. with a decade before, by the people interested in the ethical issues in medicine[4].

In a system of free enterprise and private property, a corporate executive is an employee of the owner of the business. In this position he has a direct responsibility towards them and his values are extended to the company.

Justice Brandies said that the business success people had to be measured or evaluated as scientists, artists, not through the amount of their accumulated wealth, but through the quality of what they have created and added to the world.

The purpose of ethics in the business is the trust. Often, the main reason why the people buy a particular brand is the trust. Considering that moral reasons preponderance of the trade, often in the public it is heard “Give me someone I can trust”.
The business activity is a process that must be performed for/or with the client and should not be understood as a process imposed to the customer. Therefore, understanding the moral criteria of business conduct is particularly important because the new organizational structures give rise to the new complications besides the circulation and the information management in the various working groups and the entire organization, for which there are not the traditional methods. The recent trends in the theory and practice of the management, such as Total Quality Management, configure increasingly a consensus, more fully, the importance of ethics and morality in the business.

In our opinion the effectiveness of the business involves developing and achieving the objectives with a high performance for the following dimensions: economic, legal, ethical and political. The company can sometimes increase the profits violating the laws, by unethical behaviour or failure to take into account of the society values and interests. We have many examples but all have resulted in loss of the credibility of the customers, decreasing the market share or bankruptcy.

2. Solution companies to success

I studied many successful companies through questionnaires, through newspaper articles, annual reports and findings by us pleasantly surprised. The result demonstrated more clearly than we hoped that the successful companies shone first of all on the fundamental elements. The tools do not replace thinking. Analysis does not prevent the action. Instead, these companies are struggling to keep simplicity in a complex world and devoted themselves to this. They insist on the exceptional quality. They were nice with the customers and their communication was honest and realistic. They listened and encouraged the employees to create innovative products and services. But most of all I discovered how the economic actors (firms, shareholders, employees, customers, etc.) act governed by the ethical principles. These principles are reflected in the economic and social responsibility of the company and trust between the participants in the economic life.

Attributes that represent the key for the companies’ success are listed in the following table.
(Table 1) The ethical solutions to the business success

<table>
<thead>
<tr>
<th>No.</th>
<th>Attributes</th>
<th>Way of implementation</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inclination to the action</td>
<td>Valuing the role of the person</td>
<td>A business where every employee talents are stimulated, leading to their sense of ownership regarding the job and the business and therefore they will work better and have more enjoyment</td>
</tr>
<tr>
<td>2</td>
<td>Ethics at all levels</td>
<td>Respect for the moral values</td>
<td>Perception of a company as one with strong ethical values will give it a more comfortable position beside the key stakeholders including the external customers.</td>
</tr>
<tr>
<td>3</td>
<td>Customer proximity</td>
<td>Intentional and regular listening to their clients</td>
<td>Provides quality, service and trust - that works and lasts</td>
</tr>
<tr>
<td>4</td>
<td>Simultaneous freedom and strictness inside the company</td>
<td>It is important to balance the freedom happiness with strictly, so you do not end up developing a nasty habit to delay. To be very strict and fully involved in all your projects guarantee you all that extra freedom to be spontaneous, with no negative consequences.</td>
<td>When you have everything well organized you are in a good position to know when you can be spontaneous and free. And it would be irresponsible and reckless to do something spontaneous.</td>
</tr>
<tr>
<td>5</td>
<td>Employees involved in the productivity</td>
<td>Companies consider that their members are the fundamental source of the quality and productivity growth.</td>
<td>The whole team contributes to the quality record of the company. Loyalty beside the firm.</td>
</tr>
<tr>
<td>6</td>
<td>Motivating of the value</td>
<td>Regular visits of the owners in all the company departments.</td>
<td>Evaluation based on the quality, service, cleanliness and value.</td>
</tr>
<tr>
<td>7</td>
<td>Focusing on the known issues</td>
<td>Stay as close to the business you know.</td>
<td>The way towards the performance will be shorter.</td>
</tr>
<tr>
<td>8</td>
<td>Importance of increasing the role of the Universities in Romania in presenting the field of ethics and compliance.</td>
<td>Because the ethics is a state of mind that can and should be educated, we believe that such curriculum initiatives are welcome. They should be developed in cooperation with the professional associations concerned to thoroughly identify the areas of interest in the future career of the students.</td>
<td>Academic preparation helps to perceive the importance of respecting the ethical values in the business.</td>
</tr>
</tbody>
</table>

Source: Made by authors according to own study
With many examples of the large companies, Procter Gamble, HP, IBM, Boeing, Motorola, Ford, etc. which are survivors, and their ethical business channelled their evolution, we observe that the firms which copy their evolution, trying many things and keep only those that work, will have a better chance of surviving in an environment in the constantly changing, the changes that will be impossible to predict, while other companies will disappear slowly but surely.

In conclusion you can have luck in the business for five or ten years, but you can not get lucky fifty years or a hundred years. It is difficult to sustain for a long time the big companies’ success if it is determined only by luck. Moreover, the liars and the cheaters are exposed in time. As shown the accounting scandals and the corporate collapses during this period, you can cheat the appearances, mimicking the excellence for several years but not too many.

**Conclusion**

What is the most amazing is the number of companies that still stand as the significant institutions. Some are on the rise, others not, but we cannot deny that they have forever changed our world. The founding architects who designed and built these companies leave behind them a legacy that can be reached only by few.

We are more convinced than ever that building a great and lasting company - one that really deserves to endure - is a noble cause.

In this paper I presented several arguments supporting the need of an ethical behaviour in the business and relevance of the ethical criteria in managerial decisions. After detailed analysis of the performance of the successful corporations I found some solutions that help the company revitalization, and with it, the entire economy.

**References:**


