MODERN BUSINESS DEVELOPMENT THROUGH MANAGERIAL ETHICS

ROMANESCU MARCEL LAURENTIU
ASSOCIATE PROFESSOR PH.D., CONSTANTIN BRÂNCUŞI UNIVERSITY OF TÂRGU JIU

Abstract: Ethics highlights interior mechanisms which determine human actions, his behavior in interactions with those around you. Ethics in business has become a subject about which we are to be informed about many companies to obtain public confidence. Business ethics, studying principles and rules which should govern processes correct managerial and conduct business. Business Ethics is based on honesty, sincerity, compliance with word given, the ability to function effectively on the market in corespondere with the legislation in force, the rules and traditions formats. In a modern competitive economy honesty in business is one of the key elements of success.

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1. General aspects specific ethics in modern businesses

Business Ethics is important for long-term success of the activity. At macro-economic level, ethics affect all economic system, immoral behavior can distort market, resulting in a laocare lack of resources.

Ethics in business can be regarded as the study of business situations, activities and decision in the case in which they are addressed questions of good and evil. For economists classics the sole objective was maximize profits, which it has no connection with ethics. Today many companies are involved in social activities.

Ethical principles refers to human habits and attitudes with regard to general concepts of good and evil, truth or lies, of equity and discrimination, freedom and constraint, etc. [10., p. 257].

Ethics often means a rule or principles that define correct behavior and wrong. Ethics is a fundamental feature which it adopts and follows. Ethics in business is a system of moral principles in charge of good and evil. Ethics is in principle, an area which is in charge of the moral judgments with regard to human behavior voluntarily [8].

Ethics is derived from Greek word "ethos", which means fundamental orientation of a person toward the life. Ethics can be defined as a theory of morality, who is trying to adjust moral judgments given. Ethics is the science to judge right and wrong human relations; her character is the science of a person who is expressed as a right of behavior or action wrong.

Ethics in business is currently a subject of prominent businessman, and debates and dilemmas around ethics in business had the tendency to draw the attention long enough to different sections. Since there is no ethics in business and work in society, it is a part of society subsystem, and its operation must contribute to the welfare of the society.

Managers know that a business becomes profitable and more and more known to the general public, if it has a greater impact upon the Community. Any business survives if it works in accordance with maximizing profit and meets all your needs. Therefore ethical considerations are as important as practically modern business.

The dimensions of social ethics in business cannot be overlooked because many of the problems arise from business relationship of the company. Need to improve ethical behavior have become clearer by means of cases reported on a large scale. Therefore both organization and each individual should have an ethical behavior. Many organizations incorporate social responsibility in their strategies that will follow a shall apply.

Combine in a turbulent economic environment, which has been in changing, more and more unpredictable and difficult, social involvement has become a priority for all organizations. The competition and ever-closer, especially at the local level, success records were recorded, however, not so companies which have managed only to keep pace with technology, and they were focused on profits as well as those concerned with alike and for the quality of "citizen" of the Community in which each organization will carry out its activities [1, p. 94-100].

Recent years have brought to light many challenges and decisions of the shareholders, boycotts of investors or alliances between investors and non-governmental organizations, all aimed at promoting corporate responsibility. And the only responsibility main business is that of a large profit is today redesigned by investors and shareholders, who carries out that profitability is based on corporate social responsibility [2, p.255-262].

From this point of view, the activities of social responsibility have an impact on both public internal companies, as well as on external public company. For this reason, it can be said that corporate social responsibility „It is a concept by which businesses integrates so disgusted and the environment in their own economic operations and interact with the main actors in the field of their interest on a voluntary basis” [8., p. 77 si urm].
Business ethics shall mean a coherent set of rules and moral principles undertaken by self-regulatory by the private companies serious, whereas the practice recent decades demonstrates that the true power economy competition winners are investors and managers never forget for one moment that "good ethics is good business". [4., p. 55-57.]. Having regard to previous idea, ethics in business send with the thought of entering the decisions to day-to-day management strategies and other rules than those imposed by law. Furthermore, ethics in business and shape them the most visible social involvement of companies, are unspecified options the law.

2. Ethics features in modern businesses and analysis leader

Usually, when they are talking about ethics in business, most of the times referred to in problems such as corruption and bribery. But, "ethical behavior" in the business is a subject much broader, so that there is a need for a deeper understanding of what it means more exactly it and how can it not only to eliminate anti-competitive practices, but also to make further business. From the point of view of business, an approach ethics can provide significant benefits, such as: attract new customers who share the same values, attract business partners or investors, and last but not least, attract and retain for an employee dedicated and loyal to you.

Ethics modern leader going to adopt correct positions, moral both in private life and in the workplace. It assumes responsibility at any time, that is to say the power to always be a positive example. Ethics modern leader has as a starting point the idea that only the men are the ones who count.

In modern businesses, ethics has an age too young so that we can talk about its founding. [4, 2005].

Main features of ethics leader are:
- The organization is regarded as a team, according to which any moral leader is obliged to make inoperative team and to obtain results. Therefore modern business leader is the most important person, because it indicates organization targets.
- Modern leader is the one who explains, does not create pressure. Ethics in business comes from its values;
- Communication of any effect is to be encouraged, such a leader ethics does not put prohibition in expression his men;
- Care granted stakeholders, constituting that way by which leader strengthens its position;
- Principalities, morality and integrity are leader marks that have to be print and company lead;
- Analysis of the impact of positive or negative it has on humans, therefore any leader needs to know what is the impact on his team;
- Taking responsibility for the actions employees is a proof of confidence in his team. Who assumes this role must be the leader. Without ethics world has no chance.

In conclusion to become a leader is difficult, but it has become an ethical leader is even more difficult. The organization is transformed into a mechanism that, in order to be efficient must be ethical.

It is known that in modern management operates four main paradigms: paradigm scientific management (centered on the concepts of need, the economy), paradigm human relationship management (centered on the concept of man, as well as social human being), paradigm management of human resources (which regards human being as main resource of social wealth and progress) and, finally, the management on the basis of principles which adds to the above skills, efficiency and kindness [5, p. 68.].

Modern leaders who rule on the basis of this paradigms using a set of well-established principles in practice. These are natural laws and ruling social values which characterize each important company, each civilization responsible for over the centuries.

3. Business ethics importance in order to develop any organization activity

There are a few companies in the world which boast the approach they have in relation to ethics and which should represent real models for each manager. Acestea sunt companii in care etica nu este privita doar ca un set de reguli de comportament impuse, ci este o stare de spirit asumata, pentru fiecare angajat în parte. There are examples of good practice that will last in the long run and that will position respective companies that ethic within their leaders in the fields in which activates. An approach ethics should start at the highest level of management company, to be directed to employees and supported by business partners.

Organizational culture is a field in the fashion of management, with a relatively recent history, which started to gain a general acceptance only in the 1980s.

In our opinion, organizational culture can be defined as the coherent set of norms, values, attitudes, beliefs, behaviors that distinguishes an organization to each other, giving it a character uni quoted and reflecting what their relationship with the environment.

An organization's success is conditioning of the extent to which the staff is acting consistently in order to achieve its aims.

A culture oriented toward organizational quality means for any organization a guarantee of survival and ongoing development, regardless of whether active on an intense competitive market or in an environment economic, social or political awkward.

For the purposes of its widest, culture refers to the model of living of a nation and it is a phenomenon
that develops in time [7, p. 31].

By creating a parallel between individual and culture personality organization, you do not need to accept an inability find features in common of organizational cultures.

To have a strong organizational culture, a culture oriented organizational quality, includes:
- All personnel - to raise awareness concerning what means "quality";
- Consistent application across your entire organization, regardless of the immediate superior, principles quality management;
- Promotion within the framework of the organization of those values and behavioral standards which are intended to come into talks of "quality", of the idea that any one is the purpose of this is to be achieved only by means of a constant concern to satisfy all those interested in the organization's results.

The values are essence of culture, the essence organization philosophy about success, central element that gives meaning common directions and indicates membership of the scheme such as must work together. If organizational culture is powerful, the values will capture general attention: otherwise, the values will be ignored. Virtual employee’s values remain constant in the course of employment contract and last effort made by management and by the others with a view to their amendment.

Company's success in increasing quality all activities depends on its ability to develop managers of human relationships, to recognize and to assess each of the characteristics and individual talents, for the award of each staff member an opportunity to reach its full potential, to stimulate the development and education of the staff continuous.

Conclusions

Modern leader has the possibility to develop, if it is certain that I am toward completion or ethical character. It is important to acknowledge the role ethics and to manifest availability to learn. Organizational behavior management should be today more on the need for decision of the organization. Your manager will be excited about and so more on articulating "man-organization" on structures and the rules governing their. If acting on organizational decisions remain the property managers, acting on individual personalities you order accompaniments.

Some specialists say that each company has to develop its own approach to social responsibility, while others recognize advantages of globalization in facilitating comparability and transparency social responsibility practices.

In conclusion corporate social responsibility can be regarded as their commitment to contribute to a positive relationship with the society and the environment, in particular in relation to key actors influenced by them at the local level, regional, national and global. This positive relationship is carried out while maximizing benefits and minimizing risks operations, business practices and products, building relationships of trust and transparency with the public and key actors.

Bibliography