

THE EVOLUTION AND IMPORTANCE OF BUSINESS ETHICS IN THE COMPANIES

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Abstract

From a microeconomic perspective, ethics is associated with confidence. Ethics statements are generally prescriptive or normative statements, such statements are indicators for words such as "should", "shall be binding", "allowed" or "forbidden". Business ethics is a description of how those involved in these activities can be labeled as moral, immoral or amoral. Business ethics is the study statements and decisions that occur in the business sphere, in terms of what is morally good or bad. This material approaches the fundamental terms of ethics, mandatory starting from Aristotle, who said that all art, literature, action or judgment are going to better and pursue only the good. However there is a difference between goals because if there are many activities, areas, arts, sciences there also many purposes. Aristotle believes that science that analyzes the good in everything was politics and other sciences are covered by it.

Keywords: behavior, ethics, evolution, performance.

JEL Classification : M10, M 14, M 19.

1. INTRODUCTION

The issue of business ethics can be analyzed from two perspectives, as some researchers believe that the areas of business ethics is only individualization of general ethics, but other researchers are focused on the particularities of this area. To illustrate better the two trends, it is necessary to find a middle solution between the two. In this way, the moral debt of the managers, employees or consumers constitute specific customizations of general moral debt that we have as human beings. But it should not overlook the specific nature of the problems of business ethics in economic context.

In conclusion by analyzing the approach multi- and transdisciplinary offering those that are interested in ethics, a human profile more flexible, which can move from philosophy to business administration, or can switch from a man sensitive to one with values, these work is possible only through specialized people. For a more thorough analysis of business ethics, it is necessary to detail its evolution from ancient times, because ethics is earlier than many other disciplines, such as business economics.

2. GENERAL ISSUES RELATED TO THE EVOLUTION OF BUSINESS ETHICS

So a conception of ethics is important to attract the support and involvement of all participants (staff, customers, suppliers, etc.) to the success of an organization, community and the success of the region in which the company operates. And if the participants were confident in the company, if they felt that are treated properly and get benefits, they contribute to the good running of the company.

The concept of "ethics" comes from the Greek word "ethos" which means "character", "commonly", "skill", while the concept of "morality" comes from the noun Latin to plurals "mores" that involves "skills". Ethics also requires manners, habits or characters. [1]

The words "mores" and "moral" do not limit their personal significance. They lead us to the idea that they have different meanings. Ethics is the theory or science that examines a phenomenon, theory of morality [4, p.378].

So moral contain rules of human behavior, while ethics suggests examining these rules. Ethics provides answers to the question "how a person should act in relation to itself, with those around them." So ethics is a coherent conception of what life is linked to moral norms, specifically refers to what is right and what is not.

According to the specialty literature the concept of ethics overlaps the term of but moral norms usually consist of two elements, such as:

- A quality element that recommends or requires the right thing to do or be,
- An imperative element, resulted in the expression should do or should be.

Objectivity assumes a characteristic of moral norms by the fact that the rules are not the will of a person, but they are generated and manifested because of an objective need resulted from the specific relationships between individuals.

According to the specialty literature, moral norms are classified according to several criteria such as [6, p. 238]:

a. first category refers to general or universal standards that are found in all human communities, which resists fading and are influenced by the whole range of human activities and relations. Examples of general ethical rules can be exemplified:

- honor and dignity;
- honesty and courage;
- loyalty and generosity;
- good faith.

b. The second category of rules relates to particular ethical rules strictly addressing to groups of determinants people with a variation over time and suggests relationships or human activities of private nature. As a particular example of ethical rules can be exemplified:

- the rules of family life;
- moral rules specific to some professional activities, which is based on ethics professionals, such as lawyers, doctors etc.

c. the last category of rules relates to the special ethical rules which manifest itself in small groups and in some cases in special occasions. Some have special ethical rules or formalist elitist character, allowing them to turn into immoral rules. Examples of special ethical rules can be exemplified:

- rules of protocol;
- rules of etiquette in business;
- elegant manners code.

Therefore the main mission of business ethics is prescribing rules for individual behavior, and also social organization of moral life. So broadly, business ethics is the discipline that deals with the most valuable things in people's lives, what people want is worth and what rules should govern human behavior [8, p. 39].

According to other researchers, like Craciun D. and Morar V., the concept of morals derives from Latin and means the same as the concept of ethics. And the term ethics is regarded as a group of attitudes, characteristics and habits of a people, groups of people and of a culture [3, p. 67].

According to the specialty literature, ethics is divided in two [12, p. 77]:

a. theoretical ethics reflects the philosophical theory of morality. It includes a doctrine concerning the essence of morality;

b. normative ethics reflects grounding system of norms, values and moral categories.

In conclusion ethics is the discipline that studies the ethical principles, moral values, issues relating to the distinction between fairness and unfairness, moral differences between good and evil and between virtue and vice. [2]

Currently, research ethics deals with ethical issues, provide general guidance on how people should act at times.

Ethics has a general role, but in many cases ethics has no place in business, for this I brought into discussion three arguments such as:

a. The first argument refers to the common sense, since it has been identified the conception that ethics is a subject area that refers to the correct or incorrect character in some action or it refers to the course of action to be followed in a particular moment.

These actions take express personal opinion, but some researchers disagree with this argument because ethical allegations can not be reduced to objective judgments, such judgments of taste. Thus it is completely true that there were identified cases when were identified good arguments for two or more courses of action, which could be arguments chosen by different individuals.

b. The second argument refers to the fact that by studying ethics it can be improved the human behavior morally. Ethics shows what is morally correct, but does not ensure that people will act in this way. Any course of business ethics provides a snapshot of how people should proceed in a certain moment.

But it is not enough to ensure that a person will act always correctly so if the personal interest of people do not coincide with morality then they prefer to follow their own interests, even though they know it is wrong morally. Thus, a company's desire to profit should not forget the moral norms.

c. the last argument on the study of business ethics, considering its subject, it is specifically referring to the economy. Normally, moral norms and moral behavior are important in personal relationships and family, but in business, we exclude the rules of morality, because this area is pressed always by the desire to have compulsory financial gain without regard account for something.

This statement follows from the fact that any business person does not comply with moral, but in terms of the challenges of ethical know that people are different and behave differently, and businessmen are able to sacrifice short-

term benefits to comply with moral rules [9, p. 99]. However we could not believe that the application of moral norms would be limited to the level of personal relationships.

Studying ethics generally and business ethics particularly is a strong element for achieving a better society because ethics discipline gives a theoretical framework that analyzes the actions taken by the people morally. Such immoral actions is resulting from an analysis of wrong moral .

Business Ethics provides moral analysis tools and creates skill to address actions from this perspective. It helps to achieve an ethical climate in organizations and business.

Multinational companies are partly responsible morally of suppliers abuses to the address of workers' rights, but this should not make us overlook the responsibility of providing companies and the responsibility of institutions which must monitor the employee rights [3].

Ethics is a necessary relationship with religion, most religions support high ethical standards. But if ethics would be only an attribute of religion, then it would be valid only for religious people. At the same time, behaving ethically is not the same comply with the law - an idea which we will support with different arguments below. Not infrequently the law incorporates certain moral convictions, they share many citizens of a state. But the law, like feelings, can deviate from what is ethical.

Nowadays, all the achievements of science that make, apparently, our life easier, act paradoxically and abnormal in the direction of destroying humanity [11, p. 32].

Although there were enshrined principles and definitions of ethics, we must understand that in the economic life, ethics is translated into human and normal behavior and without negatively affecting partnership relations or customer relations. For Aristotle, ethics concerns the responsible behavior of people based on their perception of honesty or justice.

3. COMPARISON BETWEEN CLASSICAL ETHICS BASED ON CERTAINTY AND MODERN ETHICS BASED ON RELATIVITY

From the methodological point of view, Moore discovered a weakness, something that was missing from the headquarters of ethics since then, namely the analysis of "complex ethical departments " that are no longer consistent itself, ie the imperfection or imbalance in ethics. It is an aspect that classical thinkers have neglected to consider and to investigate systematically. With good reason we can say that this is the side of the coolest, most original Moore's ethics [1].

Classical thinkers that have dealt ethics also have a strong point, namely that to understand "complex ethical behaviors", we first need a clear and precise understanding of what is essential, leaving aside secondary or temporary issues, which may vary from person to person and from one moment to another, ie the historical aspect of reality. The classics were occupied almost exclusively by what Max Weber called "ideal type", ie the appearance of analytical or theoretical ethical reality.

Even if the topic of business ethics, as it is currently understood, is not older than few decades, we believe that its origins can be identified in antiquity. Analyzing writings of that period we find high attention to the principle of fairness in trade and commercial transactions, which equates to obtain mutual benefits by each party involved. Under the influence of the protestant ethics was reinforced a profound ethical frame, which led to the emergence of modern capitalism, promoting the ideal man virtuous, thrifty, conscientious, industrious and enterprising, expressed copy of Benjamin Franklin in the famous "Tips for a young entrepreneur". But unfortunately, nowadays, the "spirit of capitalism" aimed to get rid of these vital points of support, which enabled consolidation.

Kicking off at specific issues we sought to identify how their solution is aimed at both institutional and through various policies, or to analyze the role that academic environment has to encourage the application of ethical norms.

In 1903, George Edward Moore published *Principia Ethica*, whose influence went beyond the academics circle at Cambridge because it offers really matter for reflection and highly stimulating to continue the dialogue on the same subject, whether or not agree with the final results.

Moore was a great original thinker, he formulated a theorem of relativity in ethics, in fact, he said it was "ethical relativity" consistent with the spirit of his time, when held second revolution modern thinking - thinking in terms of imbalance - in almost all sciences - both natural and social. In scientific language today, we could speak of assertion reasoning, based on a model of imbalance both in ethics and in almost all fields of knowledge. What has created Moore is in fact "modern ethics of relativity" or "ethical imbalance" as opposed to "classical ethical certainty" or "ethical balance."

In conclusion the relationship between ethics and morality, is "perfectly applicable to the company," the economic and business environment in general. From such a perspective are associated the two terms (ethics and business) quite different, at least in the way they are understood in common language. Everyone with or without special training, will probably agree that the compound term - business ethics - is synonymous with correct, honest broad scope of trade in goods, trade and merchant. Rather the ethical aspect of the business has been evaluated in negative terms,

both in the collective Christian mentality and Greek theorizing. New attitude to business has not been a transformation in the short term, but was done on revival of traditions. But accepting business and recognize the economy as central structure of society depended on a new way of thinking community life and society, who asked not just changing the sensitivities of religious and philosophical, but also what underlies them, a given new meaning to daily life in society and even a new acceptance of what is called generic human nature. Consequently, it was considered that the first task of business ethics is to get rid of myths and metaphors deeply incriminating obscures rather than clarifies the basic features that make business possible.

CONCLUSIONS

Therefore in this article I will illustrate what is ethics and morals, because the two terms are normally used in some cases as synonyms, but in reality they are not. The difference stems from the fact that ethics is considering a system or code of conduct that is based on moral duties and obligations governed by certain behavior.

Business ethics is the person's ability to respond appropriately to competitive pressures and the claims of others. Ethical behavior is manifested in daily participation in the work of the company that owns the employee. Respecting the principles of ethics must be implemented both within the company and outside it. From a macroeconomic perspective, ethics affects the whole economic system; immoral behavior could distort the market, resulting in an inefficient allocation of resources.

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