


# Chapter 12

## Business Ethics: The Changing Face of Working Life

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### ABSTRACT

*Ethics is about the behaviors that people enact on a social scale and that have consequences affecting others and the thinking processes that shape them. Business life is a part of social life and it has to develop principles compatible with value judgments in society. Increasing professional corruption is a situation where there is a complexity of values within the society and utilitarianism overcomes everything over time, and an ethical process is required. This can only be achieved through effective leadership.*

### INTRODUCTION

The concept of business ethics has recently become a concept that all organizations are closely interested in. The effect of globalization forces organizations to operate within the framework of ethical principles. Creating ethical codes of organizations in this respect is among the most common methods. The most important factor that pushes organizations towards such a method is that businesses operating in compliance with business ethics principles believe that they will be successful in the long term. Ethical breakdowns of businesses that do not comply with business ethics reveal the necessity of business ethics. The result of this has revealed an ethical collapse that has been exposed to business scandals in America and Europe. Interesting and known of all accounting scandals from the past; ancient and middle ages, 17th-18th. centuries can be listed as 19th century (Jones, 2011: 115), 20th century and 21st century scandals (Yardımcıoğlu & Ada, pp.44-52).

The business community has clearly understood the necessity and importance of business ethics through ethical collapses. In addition, the ethical collapse in the businesses has been examined in terms of its causes and consequences.

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The delay of legal arrangements in parallel with technological and social developments in business life, the lack of knowledge of laws, rules and methods, material and moral dissatisfaction cause professional corruption and weaken professional ties.

We have separated generations while studying work ethics. We examined the effects of generational differences on business life and the relationships between business ethics. When we examined the effects, we evaluated them both as employers and employees. Without an ethical climate, we cannot talk about success.

## **ETHICS AND ETHICAL VALUES**

### **Ethics, Ethical Principles, and Ethical Systems**

Ethics is about the behaviors, actions, thinking processes that the ethical person performs on a social scale and that affects others. Within the framework of this related formation, the concrete emergence of ethics occurs in three forms:

1. Ethics as a main area of philosophy addresses the issue of what good is and what is good in the context of behavior and aims to formulate the ideal behavior of man.
2. A set of rules for ethics in social life, what people should do and avoid in their relationships with each other; briefly it is general morality.

Professional ethics, in which the rules to be followed by those who are active in a certain field are determined and the desired behaviors in the practices specific to that field are examined; It is newer than the first two and in a way is a synthesis of them.

Ethics refers to a historical, social and dynamic process based on various factors of societies including history, social, political, economic and cultural factors. The principles and rules created within the framework of ethics are not created by law but by social reactions (Kutlu,2015, pp.2).

Business life is a part of social life and it must develop principles that are compatible with value judgments in society. It has a very broad meaning as it covers the activities carried out by all professions. The “business life” that is spread in such a wide area cannot be considered devoid of ethical principles. Although it is possible to increase the number of these principles, we can list the ethical principles that should exist in business life as follows.

1. Obey the laws. The first basic principle of social responsibility and managerial morality is to believe in the benefit of the law and obey its power.
2. Say the truth. Telling the truth is very effective in gaining the trust of interest groups.
3. Respect people. The philosophy of treating people with respect has a long history in ethics studies.
4. Ste up the rule of “doing everyone a favor”. The idea of “doing a favor to others so that others can do a favor to you” is a measure to evaluate the ethical dimensions of business activities.
5. First of all, do not harm anything. This principle is seen as the basic idea of ethical thinking and easily adapts to the job.
6. *Adopt participation in practice, say no to fatherly management. This principle aims to learn what their needs are, rather than making decisions about what is good for interest groups.*

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