

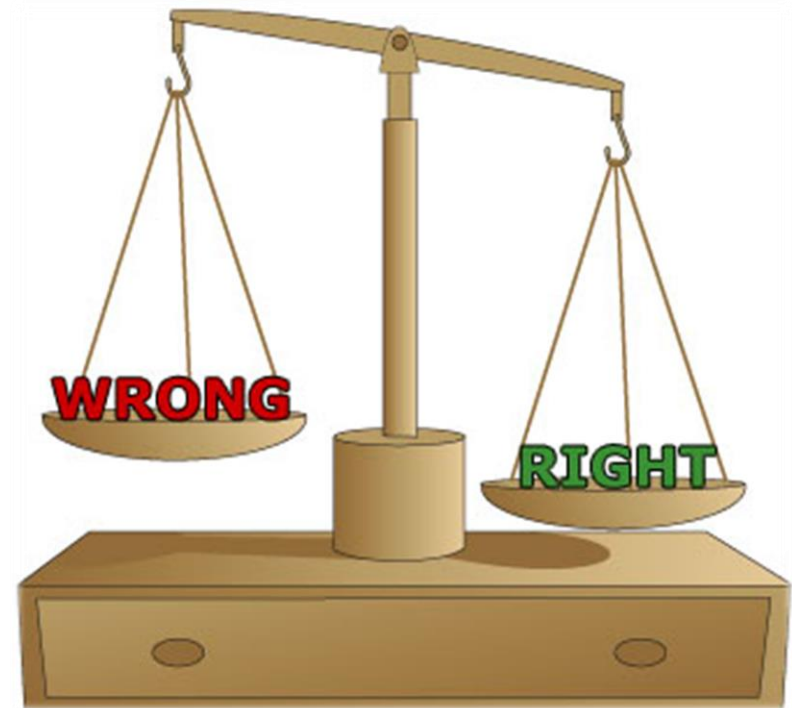


# Business Ethics

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# Business Ethics

- Moral principles
- Social values
- Acceptable behaviour
- Principles – specific, universal
- Values – beliefs what is right or wrong



# Benefits

- Attract consumer's attention
- Reduce labour turnover
- Reduce recruitment costs
- Attract investors
- Good reputation
- Customer satisfaction
- No penalties
- Powerful leadership



# Values

- Integrity
- Accountability
- Loyalty
- Respect
- Trust



**Respect  
Is Earned.  
Honesty Is  
Appreciated,  
Trust Is Gained,  
Loyalty  
Is Returned.**

# Principles

- Avoid exploitation of consumers
- Avoid profiteering
- Pay taxes regularly
- Get the accounts audited
- Keep the investors informed
- Avoid injustice and discrimination
- No bribe and corruption
- Service motive



# Unethical practices

- Misusing company time
- Abusive behaviour
- Employee theft
- Lying to employees
- Violationg company internet policies
- Conflict of interets
- Sexual harassment
- Corruption



# Code of Ethics

- General responsibilities of the employers, investors, leaders, etc.
- Compliance with law
- Act with integrity
- Investment analysis and recommendations
- Duties to clients and employers

# Example of Code of Ethics



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Thank you for your attention!

and remember...



**NO  
BUSINESS  
WITHOUT  
ETHICS**