

Improving and Promoting Ethical Behavior in Business Relations: Evidence from Nigeria

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Abstract

The purpose of this research work is to look at improving and Promoting Ethical Behavior in Business Relations in Nigeria. Specifically, the study aimed to pursue the following objectives: to identify the benefits of ethical issues in business organisations, to determine the causes of unethical behaviour in an organisation, to identify means of advancing ethical behaviour in an organisation. The study had a population size of 996, out of which a sample size of 260 was realized using Taro Yamene Formula at 5% error to tolerance and 95% level of confidence. Instrument used for data collection was primarily questionnaire and interview. The total numbers of 285 copies of the questionnaire were distributed while 260 copies were returned. The descriptive research design was adopted for the study. Three hypotheses were tested using Pearson chi square statistical tools. The findings indicate that Good image Projection and public confidence are benefits of ethical issue in business organisations. Intimidating behavior and conflict of interest are the causes of unethical behaviour in an organisation. Policies on ethics and ethics training programme are the means of advancing ethical behaviour in an organisation. The study concluded that effective ethics programmes enhance organisational performance. The study recommends that firms should uphold ethical standards so that they may have strong competitive advantage over their fellow competitors.

Keywords: Ethical Behaviour, Business Relation, Ethical Training

INTRODUCTION

Ethics is the study of morality. Ethics are beliefs about what is right and wrong, or good and bad. An individual's personal values and morals and the social context in which it occurs determine whether a particular behavior is seen as being ethical or unethical. In other words, ethical behavior is behavior that conforms to individual beliefs and social norms about what is right and good. Anything otherwise is unethical behavior. Business ethics is a term often used to refer to ethical or unethical behavior by a manager or employee of an organization (Ronald et al. 2003:61)

Because ethics are based on both individual beliefs and social concepts, they vary from person to person, from situation to situation, and from culture to culture. Social standards, for example, tend to be broad enough to support certain differences in belief. Without violating the general standards of the culture, therefore, individuals may develop personal codes of ethics that reflect a fairly wide range of attitudes and beliefs. Thus, what constitutes ethical and unethical behavior is determined partly by the individual and partly by culture.

Research on ethics studies focus on behavior that exceeds minimum standards of morality, such as charitable giving, or whistle-blowing, which occurs when employees expose illegal and/or unethical actions by their employer. Other studies focus on behaviors that fall below minimum standards of morality, such as lying and cheating. Regardless of the area of focus, unethical acts are of concern to us, and are so common in organizations. For example, recent surveys suggest that 76 percent of employees have observed illegal or unethical conduct on the job within the past 12 months (Covey, 2006)

Acceptability of behavior in business is determined by customers, competitors, government regulators, interest groups, and the public, as well as each individual's personal moral principles and values. ENRON, one of the largest ethical disasters in the 21st century, is an example. Two former ENRON Chief Executive Officers, Ken Lay and Jeff Skilling were found guilty on all counts of conspiring to hide the company's financial condition. The fall of the company took many layers of management pushing the envelope and a great deal of complacency on the part of employees who saw wrongdoing and ignored it. ENRON is not alone. Most unethical activities within organizations are supported by an organizational culture that encourages employees to bend the rules (Greg et al 2006).

The most basic ethical concerns have been codified by laws and regulations that encourage businesses to conform to society's standards, values and attitudes. For instance, after accounting scandals at a number of well-known firms in the early 2000s shook public confidence in the integrity of Corporate America, the

reputation of nearly all U.S. companies suffered, regardless of their association with the scandal (2004). To help restore confidence in corporations and markets, Congress passed the Sarbanes-Oxley Act, which criminalized securities fraud and stiffened penalties for corporate fraud. It was passed to strengthen the public perceptions and beliefs that ethical standards and the level of trust in business needed to be raised.

Let us quickly point out that ethical issues are not limited to for-profit organizations alone. In government and public service, several politicians and high-ranking officials have been forced to resign in disgrace over ethical indiscretions. A good example would be the New York governor, Eliot Spitzer, who had a reputation for fighting crime. He stumbled into an ethical mess of his own making. The New York governor appeared in a federal complaint charging others with managing an international prostitution ring. Spitzer was named as a client of the crime ring, having hired a prostitute in Washington, D. C. for \$4,300 (Laurie, 2008). Spitzer resigned as governor of New York, his career destroyed by his misconduct. Even sports can be subject to ethical lapses. At many universities, for example, coaches and athletic administrators have been put on administrative leave after allegations of improper recruiting practices came to light (<http://sportsillustrated.cnn.com/>). Thus, whether made in science, politics, sports, or business, most decisions are judged as right or wrong, ethical or unethical. Negative judgments can affect an organizations' ability to build relationships with customers and suppliers; attract investors, and retain employees (www.cnn.com/TECH/computing/9906/22/Ethics.ent.idg).

Objectives of the Study

The study has the following specific objectives

- 1 To identify the benefits' of ethical issues in business organisations
- 2 To determine the causes of unethical behaviour in an organisation
- 3 To identify mean of advancing ethical behaviour in an organisation

Research Questions

For this study to accomplish desired objectives, some basic research questions which reflect on the objectives of the study are fielded.

- 1 what are the benefits' of ethical issues in business organisation?
- 2 what are the causes of unethical behaviour in an organisation ?
- 3 what are the mean of advancing ethical behaviour in an organisation?

Research Hypotheses

These hypotheses were proposed for the study

- 1 Ho: Good image Projection and public confident are not benefits of ethical issue in business organisation
Hi: Good image Projection and public confident are benefits of ethical issue in business organisation
- 2 Ho: Intimidating behavior and conflict of interest are not the causes of unethical behaviour in an organisation
Hi: Intimidating behavior and conflict of interest are not the causes of unethical behaviour in an organisation
- 3 Hi: Policies on ethics and ethics training programme are not the means of advancing ethical behaviour in an organisation
Hi: Policies on ethics and ethics training programme are the means of advancing ethical behaviour in an organisation

METHOD AND MATERIAL

The study was carried out primarily through the survey method and interview of employees in three manufacturing organizations in Nigeria which include: Nigeria Breweries Plc, PZ industries Plc and Innoson Nigeria Ltd. Secondary data were obtained through books, journals, and internet. A sample size of 285 was obtained from the population of 996 at 5% error tolerance and 95% degree of freedom using Yamane's statistical formula. 260(91%) of the questionnaire distributed were returned while 25 (9%) of the questionnaire distributed were not returned. The questionnaire was designed in likert scale format. The researcher conducted a pre-test on the questionnaire to ensure the validity of the instrument. The reliability test was done using test-retest method. The result gave a reliability coefficient of 0.72, indicating a high degree of consistency. Data collected were presented in frequency tables. Chi-Square statistical tools was used to test the hypotheses.

LITERATURE REVIEW

Company Practices in Ethics

Organizations try to promote ethical behavior and discourage unethical behavior in various ways. As unethical and even illegal activities by both managers and employees plague more and more companies, many firms have taken additional steps to encourage ethical behavior in the workplace. Many, for example, establish codes of conduct and develop clear ethical positions on how the firm and its employees will conduct their business.

Indeed, the single most effective step that a company can take is to demonstrate top management support. For instance, when United Technologies, a Connecticut-based industrial conglomerate,⁷ published its 21-page code of ethics it also named a Vice President for business practices (www.cnn/TECH/computing/9906/22/Ethics.ent.idg).

In addition to demonstrating an attitude of honesty and openness, firms can also take specific and concrete steps to formalize their commitment to ethical business practices. Two of the most formal approaches to formalizing commitment are:

- a) Adopting written codes, and
- b) Instituting ethics programs.

Adopting Written Programs:

Many companies, for example Johnson & Johnson, Texas Instruments (www.ti.com/corp/docs/company/ethics), McDonald's (www.macspotlight.org/company/publications), Starbucks (www.starbucks.com) and Dell Computers (www.dell.com), have adopted written codes of ethics that formally acknowledge their intent to do business in an ethical manner. The number of such companies has risen dramatically in the last three decades, and today virtually all major corporation have written codes of ethics.

Instituting Ethics Programs

Instances abound that show that ethical responses can be learned through experience but can business ethics be taught, either in the workplace or in school? Not surprisingly, business schools have become important players in the debate about ethics education. Most analysts agree that even though business schools must address the issue of ethics in the workplace, companies must take the chief responsibility for educating employs. In fact, more and more firms are doing so.

As a matter of fact, both ExxonMobil (www.exxonmobil.com/overview/) and Boeing (www.boeing.com/companyoffices/aobutus/ethics) have major ethics programs. Managers must be made to go through periodic ethics training to remind them of the importance of ethical decision-making and to update them on the most current laws and regulations that might be particularly relevant to their firms. Others, like Texas Instruments, have ethical “hot lines” — numbers that an employee can call, either to discuss the ethics of a particular problem or situation, or to report unethical behavior or activities by others.

Of course, no code, guideline, or training program can truly substitute for the quality of an individual's personal judgment about what is right behavior and what is wrong behavior in a particular situation. Such devices may prescribe what people should do, but they often fail to help people understand and live with the consequences of their choices. Making ethical choices may lead to very unpleasant outcomes — firing, rejection by colleagues, and the forfeiture of monetary gain, to name a few. Thus, managers must be prepared to confront their own conscience and weigh the options available when making difficult ethical decisions (William,2002).

The Importance of Ethical Issues in Business

Our ability to recognize ethical issues is the most important step in understanding business ethics. An ethical issue is an identifiable problem, situation, or opportunity that requires a person to choose from among several actions that may be evaluated as right or wrong, ethical or unethical. In business, such a choice often involves weighing monetary profit against what a person considers appropriate conduct. The best way to judge the ethics of a decision is to look at a situation from a customer's or competitor's viewpoint: Should a car manufacturer make unsubstantiated claims about how many miles per gallons the car can go on the highway/city? Should a graduate student agree to plagiarize in his dissertation even if it would make his presentation look very academic? Should a pharmaceutical salesperson omit facts about a drug's side effects in his presentation to customers? Such questions require the decision maker to evaluate the ethics of his or her choice.

Many business issues may seem straightforward and easy to resolve on the surface, but are, in reality, very complex. A person often needs several years of experience in business to understand what is acceptable or ethical. For example, if you are a salesperson, when does offering a gift such as a Christmas basket —to a customer become a bribe, rather than just a sales practice? Clearly, there are no easy answers to such a question. Ethics is also related to the culture in which a business operates. In the United States, for example, it would be inappropriate for a businessperson to bring an elaborate wrapped gift to a prospective client on their first meeting — the gift could be viewed as a bribe. In Japan, however, it is considered impolite not to bring a gift. Experience with the culture in which a business operates is critical to understanding which is ethical or unethical (National Business Ethics Survey 2007)

Categorizing Causes of Unethical & Behavior

One of the principal causes of unethical behavior in organizations is overly aggressive financial or business objectives. Many of these issues relate to decisions and concerns that managers have to deal with daily. We will

look at and categorize five of them thus:

a) Abusive and Intimidating Behavior

This is the second most common ethical problem for employees. These concepts can mean anything from physical threats, false accusations, being annoying, profanity, insults, yelling, harshness, ignoring someone, to unreasonableness; and the meaning of these words can differ by person. Abusive behavior can be placed on a continuum from a minor distraction to a disruption of the workplace, and it is often difficult to assess and manage because of diversity in culture and lifestyle. For instance, if you are using words that are normal! in your language but others consider profanity, will it amount to insulting, abusing or disrespecting them?

b) Conflict of Interest

This is the most common ethical issue identified by employees, and it exists when a person must choose whether to advance his or her own personal interest or those of others. For instance, a manager in a corporation is supposed to ensure that the company is profitable so that its stockholders receive a return on their investment. In other words, the manager has a responsibility to investors. If she instead makes decisions that give her more power or money, but do not help the company, then she has a conflict of interest — she is acting to benefit herself at the expense of her company and is not fulfilling her responsibilities as an employee. To avoid conflict of interest, employees must be able to separate their personal financial interests from their business deals.

As mentioned earlier, it is considered improper to give or accept bribes — payments, gifts, or special favors intended to influence the outcome of a decision. A bribe is a conflict of interest because it benefits an individual at the expense of an organization or society. Companies that do business overseas should be aware that bribes are a significant ethical issue and are, intact, illegal in many countries. For example, three former executives of IBM Korea went to jail in Seoul after being convicted of using bribes to win orders for computer parts (the wall street journal, February 18, 2004). While bribery is an increasing issue in many countries, it is more prevalent in some countries than in others.

c) Fairness and Honesty

These are at the heart of business ethics, and relate to the general values of decision makers. At a minimum, business persons are expected to follow all applicable laws and regulations. But beyond obeying the law, they are expected not to harm customers, employees, clients, or competitors knowingly through deception, misrepresentation, coercion or discrimination. Honesty and fairness can relate on how the employees use the resources of the organization. More than two-thirds of employees have taken office supplies from work to use for matters unrelated to their jobs. Employees should be aware of policies on taking items and recognize how these decisions relate to ethical behavior.

One aspect of fairness relates to competition. Although numerous laws have been passed to foster competition and monopolistic practices illegal, companies sometimes gain control over markets by using questionable practices that harm competition. Bullying can also occur between companies that are intense competitors.

Another aspect of fairness relates to disclosure of potential harm caused by product use. Mitsubishi Motors, a well-known Japanese automaker, faced criminal charges and negative publicity after executives admitted that the company had systematically covered up customer complaints about tens of thousands of defective automobiles over a 20-year period. They allegedly made the cover-up in order to avoid expensive and embarrassing product recalls (www.boston.com).

Dishonesty is not found only in business, however. A survey of nearly 25,000 high schools students revealed that 62 percent of the students admitted to cheating on an exam at least once; 35 percent confessed to copying documents from the Internet, 27 percent admitted to shoplifting, and 23 percent owned up to cheating in order to win in sports (www.josephsoninstitute.org/survey2004). If today's students are tomorrow's leaders, there is likely to be a correlation between acceptable behavior today and tomorrow. . -

d) Communication

This is another area in which ethical concerns may arise. False and misleading advertising, as well as deceptive personal-selling tactics, anger consumers and can lead to failure of a business. Truthfulness about product safety and quality are also important to consumers.

Also, some companies fail to provide enough information for consumers about differences or similarities between products. For example, driven by high prices for medicines, many consumers are turning to Canadian, Mexican and overseas Internet sources for drugs to treat a variety of illnesses and conditions. However, research suggests that a significant percentage of these imported pharmaceuticals may not actually contain the labeled drug, and the counterfeit drugs could even be harmful to those who take them (Gardiner et al, 2004).

e) Business Relationships

The behavior of businesspersons toward customers, suppliers, and others in their workplace may also generate, ethical concerns. Ethical behavior within a business involves keeping company secrets, meeting obligations and responsibilities, and avoiding undue pressures that may force others to act unethically.

Managers, in particular, because of the authority of their position, have the opportunity to influence employees' actions. For example, a manager might influence employees to use pirated computer software to save costs. The use of illegal software puts the employee and the company at legal risk, but the employee may feel pressured to do so by their superior's authority. The National Business Ethics Survey found that employees who feel pressure to compromise ethical standards view top and middle managers as the greatest source of such pressure.

Advancing Ethical Behavior

Codes of ethics, policies on ethics, and ethics training programs advance ethical behavior because they prescribe which activities are acceptable and which are not, and they limit the opportunity for misconduct by providing punishments for violations of rules and standards. According to the National Business Ethics Survey (NBES), employees in organizations that have written standards of conduct, ethics training, ethics offices or hotlines, and systems for anonymous reporting of misconduct are more likely to report misconduct when they observe it. The survey also found that such programs are associated with higher employee perceptions that they will be held accountable for ethical infractions (<http://www.ethics.org>). The enforcement of such codes and policies through rewards and punishments increases the acceptance of ethical standards by employees.

One of the most important components of an ethics program is a means through which employees can report observed misconduct anonymously. The NBES found that although employees are increasingly reporting illegal and unethical activities they observe in the workplace, 54 of surveyed employees indicated they are unwilling to report misconduct because they fear that no corrective action will be taken, or that their report will not remain confidential (<http://www.ethics.org>). The lack of anonymous reporting mechanisms may encourage whistle blowing, which occurs when an employee exposes an employer's wrongdoing to outsiders, such as the media or government regulatory agencies.

DATA ANALYSIS AND DISCUSSION

The data obtained from the field were presented and analyzed with descriptive statistics to provide answers for the research questions while the corresponding hypotheses were tested with Pearson Chi Square at 0.05 alpha level

I. what are the benefits' of ethical issues in business organisation t?

Table 1: Coded Responses on ethical issues in business organisation .

S/No	Questionnaire items	S. Agree /Agree	Disagree/ S. Disagree	Total
	To identify the benefits' of ethical issues in business organisations	Freq.	Freq.	
1	Good ethical issues project good image of an organisation which attract patronage.	251 (250)	9 (10)	260
2	Public gain confident over a company because of their ethical issues	244 (250)	16 (10)	260
3	Ethical issues of a firm serves as a competitive advantage.	256 (250)	4 (10)	260
	TOTAL	751	29	780

Source: fieldwork 2013

Table 1 shows that 751(96%) of the respondents indicated s. agree / agree, while 29(4%) indicated disagree/ s. disagree. Based on responses from percentage analysis, it is concluded that good image Projection and public confident are benefits of ethical issue in business organisation

Chi-Square Tests on ethical issues in business organisation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	185.237(a)	6	.000
Likelihood Ratio	175.496	6	.000
Linear-by-Linear Association	2.152	1	.142
N of Valid Cases	780		

Table 2 is the output of the computed Chi-Square values from the cross tabulation statistics of observed and expected frequencies with the response options of agree to disagree based on the responses of the research subjects from three selected manufacturing firms . Pearson. Chi-Square computed value ($X^2_c= 185.237$) is greater than the Chi –Square tabulated value ($X^2_t =12.59$) with 6 degrees of freedom (df) at 0.05 level of alpha ($X^2_c=185.237, p,< .05$)

Decision Rule

The decision rule is to accept the alternate hypothesis if the computed Chi- Square value is greater than tabulated Chi-Square value, otherwise reject the null hypothesis.

Decision

Since the Pearson Chi- Square computed $X^2_c= 185.237$ is greater than Chi- Square tabulated value $X^2_t =12.59$, the null hypothesis is rejected and alternate hypothesis is accepted. Thus, we conclude that Good image Projection and public confident are benefits of ethical issue in business organisation

2. what are the causes of unethical behaviour in an organisation?

Table 3: Coded Responses on causes of unethical behaviour in an organisation .

S/No	Questionnaire items	S. Agree /Agree Freq.	Disagree/ S. Disagree Freq.	Total
	To determine the causes of unethical behaviour in an organisation			
1	Abusive behavior can be placed on a continuum from a minor distraction to a disruption of the workplace.	258 (256)	2 (4)	260
2	A bribe is a conflict of interest because it benefits an individual at the expense of an organization or society	255 (256)	5 (4)	260
3	.False and misleading advertising, as well as deceptive personal-selling tactics, anger consumers and can lead to failure of a business	256 (256)	4 (4)	260
	TOTAL	769	11	780

Source: fieldwork 2013

Table 3 shows that 769(99%) of the respondents indicated s. agree / agree, while 11(1%) indicated disagree/ s. disagree. Based on responses from percentage analysis, it is concluded that intimidating behavior and conflict of interest are not the causes of unethical behaviour in an organisation

Table 4 Chi-Square Tests on causes of unethical behaviour in an organisation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	155.336(a)	6	.000
Likelihood Ratio	159.364	6	.000
Linear-by-Linear Association	14.293	1	.000
N of Valid Cases	780		

Table 4 is the output of the computed Chi-Square values from the cross tabulation statistics of observed and expected frequencies with the response options of agree to disagree based on the responses of the research subjects from three selected manufacturing firms . Pearson. Chi-Square computed value ($X^2_c= 155.336$) is greater than the Chi –Square tabulated value ($X^2_t =12.59$) with 6 degrees of freedom (df) at 0.05 level of alpha ($X^2_c=155.336, p,< .05$)

Decision Rule

The decision rule is to accept the alternate hypothesis if the computed Chi- Square value is greater than tabulated Chi-Square value, otherwise reject the null hypothesis.

Decision

Since the Pearson Chi- Square computed $X^2_c= 155.336$ is greater than Chi- Square tabulated value $X^2_t = 12.59$, the null hypothesis is rejected and alternate hypothesis is accepted. Thus, we conclude that Intimidating behavior and conflict of interest are not the causes of unethical behaviour in an organisation

3. What are the mean of advancing ethical behaviour in an organisation?

Table 5: Coded Responses on advancing ethical behaviour in an organisation .

S/No	Questionnaire items	S. Agree /Agree	Disagree/ S. Disagree	Total
	To identify mean of advancing ethical behaviour in an organisation.	Freq.	Freq.	
1	Ethics training programs advance ethical behavior.	249 (251)	11 (7)	260
2	The enforcement of such codes and policies through rewards encourage ethical behaviour	248 (251)	12 (7)	260
3	punishment increases the acceptance of ethical standard by employees..	257 (251)	3 (7)	260
	TOTAL	754	26	780

Source: fieldwork 2013

Table 5 shows that 754(97%) of the respondents indicated s. agree / agree, while 26(3%) indicated disagree/ s. disagree. Based on responses from percentage analysis, it is concluded that policies on ethics and ethics training programme are the means of advancing ethical behaviour in an organisation

Table 6 Chi-Square Tests on advancing ethical behaviour in an organisation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.393(a)	6	.000
Likelihood Ratio	109.767	6	.000
Linear-by-Linear Association	2.629	1	.105
N of Valid Cases	780		

Table 6 is the output of the computed Chi-Square values from the cross tabulation statistics of observed and expected frequencies with the response options of agree to disagree based on the responses of the research subjects from the selected manufacturing firms . Pearson. Chi-Square computed value ($X^2_c= 100.393$) is greater than the Chi –Square tabulated value ($X^2_t =12.59$) with 6 degrees of freedom (df) at 0.05 level of alpha ($X^2_c=100.393, p,< .05$)

Decision Rule

The decision rule is to accept the alternate hypothesis if the computed Chi- Square value is greater than tabulated Chi-Square value, otherwise reject the null hypothesis.

Decision

Since the Pearson Chi- Square computed $X^2_c= 100.393$ is greater than Chi- Square tabulated value $X^2_t =12.59$, the null hypothesis is rejected and alternate hypothesis is accepted. Thus, we conclude that policies on ethics and ethics training programme are the means of advancing ethical behaviour in an organisation

SUMMARY OF THE FINDINGS

1 Good image Projection and public confident are benefits of ethical issue in business organisation value ($X^2_c= 185.237 > X^2_t =12.59; p,< .05$)

2 Intimidating behavior and conflict of interest are not the causes of unethical behaviour in an organisation ($X^2_c= 155.336 > X^2_t =12.59; p,< .05$)

3 Policies on ethics and ethics training programme are the means of advancing ethical behaviour in an organisation ($X^2_c= 100.393 > X^2_t =12.59; p,< .05$)

CONCLUSION/IMPLICATION

Ethical scandals have become almost commonplace in today’s world. Ranging from business and sports to politics and the entertainment industry, these scandals have rocked stakeholder confidence and called into question the moral integrity of our society’ tot us quickly add that most women and men today conduct themselves arid their affairs in - accordance with high ethical standards. Therefore, as we conclude our discussion on the several emerging ethical issues in organizations, it is important to remember that one cannot judge everyone by the misbehavior, transgressions and dishonesty of a few. For every unethical senior manager, of course, there are many highly ethical ones. But the actions of such high-profile deposed executives such as Dennis Kozlowski (Tyco), Kenneth Lay (ENRON), and Bernard Ebbers (WorldCom) have substantially increased the scrutiny directed at all executives. As a direct result, executives everywhere are being expected to exhibit nothing but the strongest ethical conduct. This leadership, in turn, is expected to help set the tone for the rest of the organization and to establish both norms and a culture that reinforce the importance of ethical

behavior.

The current trend is to move away from legally-based ethical initiatives in organizations to cultural-or integrity-based initiatives that make ethics a part of core organizational values. Organizations recognize that effective business ethics programs are good for business performance. Firms that develop higher levels of trust function more efficiently and effectively and avoid damaged company reputations and product images. Organizational ethics initiatives have been supportive of many positive and divisive organizational objectives, such as profitability, hiring, employee satisfaction, and customer loyalty (Ferrell,2005). Conversely, lack of organizational ethics initiatives and the absence of workplace values such as honesty, trust and integrity can have a negative impact on organizational objectives and employee retention.

RECOMMENDATIONS

Based on the major findings, the following recommendations were made:

- 1 Firms should imbibe with ethical standard in order to have good public image
- 2 Firms should uphold ethical standard so that they may have strong competitive advantage over their fellow competitors.
- 3 Firms should include business ethics in a company's strategic planning and should conduct ethical training for it employees..
- 4 Firms should practise ethical standard because it is the answer for profit maximizing

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