

SAMPLE OF ETHICS ESSAY

ETHICS IN ENTREPRENEURSHIP



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In nature, man is trying to justify his decisions and actions. Man is in constant search for reasons that in some way show that his actions are justified, given that he should do what he did. The common questions that man puts on himself are: What should I do ?, How should I live ?, How should I behave ?, What is good and what is bad? All of these questions are answered by ethics. Ethics is the philosophical science of morality, and ethics and morality are closely related. Ethics can be defined as a philosophical discipline that examines human action in terms of good and evil. In the narrow sense, ethics is a philosophy that has to be at the center of issues: morality, moral problems, and moral courts. While in the broader sense of the word, ethics is the doctrine of human moral life (Ayala, 2010). The ethics can be divided into three parts (Collste, 2007): 1. Metaphysical ethics that deals with ethics. It explains the meaning of concepts such as good, correct, and honest. This branch of ethics is not concerned with the adoption of moral courts but strives to separate ethical values from those that only imply tastes or attitudes. 2. Normative ethics that deals with the development of general theories, rules and principles of moral behavior. 3. Applied ethics dealing with solving specific moral problems. Concrete ethical issues in concrete cases are solved by the knowledge derived from meta - ethics and the general norms of normative ethics. Ethical considerations can be divided into three major groups, namely: 1. consequenceism, 2. deontology and 3. ethics of virtue (Kaptein & Wempe, 2002).

Consecutive Realism is the viewpoint that should be aware of the consequences or consistency of all the proceedings being made. Consequences are the basis of all ethical values of the procedures, principles, character traits and everything else that is subject to ethical evaluation. The problem arises in evaluating the effects of the action. In these cases, we help the so-called. Utilitarianism or the principle that happiness is only good and those that lead to happiness. Deontology is an ethical viewpoint according to which there is a set of rules or duties to be observed. They must not be executed. Duties can be divided into three basic types, namely: duty to God, duty toward oneself and duty towards other people. Ethics of Virtue is an ethical viewpoint in which what is to be borne in mind is primarily the virtues and disadvantages of people. The virtues are



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good character traits, and the shadows of bad character traits. The dispositions for action of people, in this respect, are virtues and weaknesses. Specifically, what determines the actions of every man is precisely his character traits. For character traits, it can be said that the relatively stable and invariable characteristics of each human being. As such, they can provide a basis for evaluation and may, to some extent, enable the prediction of one's behavior.

Moral exists since there is human society as well. Morality can be defined as a set of unwritten and written rules by which relationships between people are regulated. There are two aspects of morality (Floyd & Arthur, 2012): Outward (external) morality - morality is something between laws and conventions and as such it is a social institution. As morality becomes obscure, a great number of moral norms become normative norms. The main difference between law and morals is that morality does not prescribe any sanctions or deprivation of liberty, as prescribed by law; Internal morality - is the developed individual attitude of every person about a moral issue. There are different rules, obligations, norms, motives, virtues that have been taught and taken from morality as social institutions. Also, there is the conscience of every person according to which it distinguishes good from evil. In recent years, ethics and morality are two concepts that are so mixed that they can hardly distinguish. By definition, ethics is a philosophy that deals with the moral component of human life and as such is called the philosophy of morality. For this reason, often the expressions of ethics and morality are often used in the same context.

Business ethics is a type of ethics that explores the application of generally accepted ethical norms and principles in the business of individuals and companies in the country and abroad (Norman, 2013). Also, business ethics explores the moral problems and dilemmas that occur in business relationships in business ethics there are two different points of view: ethical and business (economic). The ethical standpoint is based on moral values (honesty, justice, trust, rights and duties, or all that can be labeled as "good"). The business attitude looks at the benefits, earnings, profits, costs, cost and everything that is associated with the economic goals in the business. Ethical business is achieved when balancing between these two points is established. When it comes to ethics, we can say that there is ethics in the narrower and broader sense. When



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it comes to ethics, in the narrow sense, thoughts are like taking bribes, thieving and sexual harassment. In the broader sense, ethics involves problems such as affirmative action, empowerment of employees and employment of the unemployed. Business ethics want to emphasize the kind of jobs that are being carried out for others. The purpose of doing such business is to obtain benefits for other, indirect and direct benefits to the parent company and its owner. We can actually say that business ethics is the making, conceptualizing, communicating, and performing all kinds of work in a simultaneous harmony with the spiritual, sociological, biological and natural legitimacy of man and the environment.

Entities of Business Ethics: Individual - Each individual builds his identity from relationships with other people. An entrepreneur as a natural person should benefit in a way that does not hurt his neighbors and does not cause any form of harm to others. Specifically, his behavior should always be moral and in accordance with ethical principles; A legal person, or a company or institution - carrying out a particular activity for which it is registered, offers products and services on the market. Legal proceedings are directly related to its employees, owners, customers, suppliers and the environment and to the entire community. The conduct of every legal entity should be based on ethics and ethics code implemented in its business; Business culture and work processes - in which we can count individuals, work objects, resources and working conditions. Of course, there are also procedures and jobs that are regulated by law. With his work and procedures, each employee is morally responsible for achieving the goals of a legal person. His actions should not be out of the reach of the company he works for; The environment - which, in business sense, includes the environment, regional and local self-government, and all individuals and legal entities that bear the responsibility towards society as a whole.



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