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Ethics within business – social and cultural conditioning

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ETHICS WITHIN BUSINESS – SOCIAL AND CULTURAL CONDITIONING / ETYKA W BIZNESIE – UWARUNKOWANIA SPOŁECZNE I KULTUROWE

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STRESZCZENIE

Celem niniejszego artykułu jest pokazanie czytelnikowi jakie znaczenie odgrywa etyczne prowadzenie działalności gospodarczej, na bardzo trudnym, wymagającym i konkurencyjnym rynku, oraz czy etyczny biznes może być przyczyną do odniesienia sukcesu gospodarczego organizacji, działającej w gospodarce globalnej w XXI wieku. Są to rozważania teoretyczne, przedstawione w sposób skondensowany w oparciu o najnowszą literaturę naukową. Poruszono w nich kwestie trudności dotyczących jednoznacznego sformułowania terminu etyka biznesu, oraz omówiono mechanizmy jej powstawania. Przedstawiono również etyczne zasady zarządzania firmą oraz znaczenie etyki w biznesie, jako podejścia strategicznego i długofalowego, opartego na zasadach dialogu społecznego, poszukującego rozwiązań korzystnych zarówno dla firmy jak i jego całego otoczenia, pracowników, wszystkich interesariuszy i społeczności w której organizacja działa.

SŁOWA KLUCZOWE: ETYKA BIZNESU; FILOZOFIA; PRAKTYKA ŻYCIA GOSPODARCZEGO; BIZNES; RYWALIZACJA; SPOŁECZEŃSTWO; KORUPCJA; STANDARDY ETYCZNE; WIARYGODNOŚĆ; ZARZĄDZANIE STRATEGICZNE.

JEL CLASSIFICATION: M-14

ABSTRACT

The aim of this article is to present the reader with the importance of conducting business ethically, on a very difficult, demanding and competitive market and whether ethical business can be the reason for successful business organization operating in the global economy in the twenty-first century. These are theoretical consideration, presented in a concise way, based on the current scientific literature. They raise issues concerning the difficult unambiguous term "business ethics", and discusses the mechanisms of its formation. It also presents the ethical principles of business management and the importance of ethics within business as a strategic and long-term approach, based on the principles of social dialogue, seeking win-win solutions for both the company and its entire environment, employees, stakeholders and the community within the organisation operates.

KEY WORDS: BUSINESS ETHICS; PHILOSOPHY; PRACTICE OF ECONOMY LIFE; BUSINESS; COMPETITION; SOCIETY CORRUPTION; ETHICAL STANDARDS; CREDIBILITY.

INTRODUCTION

One of the most important indicators of "human person" within a company is certainly taken into account in its activities towards ethical aspects. It seems, however that some business owners and managers, it is a cliché, but also theorists as well as practitioners within the market are still in dispute regarding the mentioned issues, as not all of them are fully convinced about the importance of ethics within the business world.

Conducting business while taking into account key points such as: ethical values, laws, respect towards employees, customers, suppliers and society as well as the environment, has particular importance today. A Responsible and ethical business is a strategic, long-term one, based on the principles which include social dialogue and establishing successful solutions both for the organisation and its entire environment which includes employees, all investors and communities within which the company works. Companies which attempt to pro-

gress with integrity, are becoming more reliable and thus enjoy more social trust. Business ethics is an excellent corporate strategy and strong asset to this image. Very often, ethics also determines the success or defeat of a particular organization in the long term.

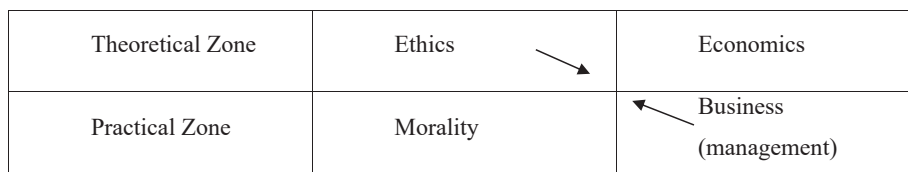
The dynamic current changes make the operating enterprises to become affected by multiple factors, and their number increases every year. Note, however, that the important issue to keep in mind is that in the course of complying business, owners should adhere with certain ethical standards and constantly maintain this standard keeping in mind it is the organization that is integrated into the local community and is thus a part of it.

Business ethics, having its philosophical roots, comes down to the fact that nowadays it has become one of the key factors whilst studying modern management. This discipline located at the junction of ethics as a branch of philosophy and managerial business, is a set of standards recognized in the business world, dealing with the identification and evaluation of moral standards that align with business (Klimek, 2014: 17).

1. ETHICS AND BUSINESS

The term “business ethics” itself raises certain doubts, a kind of contradiction. As a starting point, being ethical means to be selfless, while “business” in contradiction is based on interest and this interest must be profitable. Another subject which gathers around certain objections, combines one of the key aspects of philosophy, which is ethics within practice of economic life. In this instance we are dealing with a combination of theory and practice, however, this practice, is defined by a completely different term; Business (management). This dilemma is illustrated in the following diagram:

Diagram 1. Dependencies between ethics and business



Źródło: J. Filek, Wprowadzenie do etyki biznesu, Akademia Ekonomiczna, Kraków 2001, s.15.

The above represented connection entails contradictions of a methodological nature, due to the fact that it is hard to find a certain method which combines both the philosophical reflection of the quantified components and the economic process into one coherent whole. This ambi-

guity and inconsistency between ethics and economics, was transferred to business ethics, causing further additional complications. Therefore, to be able to begin to rule on the concept of business ethics, one must start by separating these terms (Filek, 2001: 15).

Undoubtedly ethics is one of the key concepts in the history of mankind. Many historical events are explained by the use of ethics or the lack of them. It should be noted, however, that a reflection on the essence of ethical actions, cannot be evaluated by a framework of social ethics in the basic categories of the common good and social justice, but it also depends on the individual approach of each of us towards conducting our actions ethically. In our, Polish mentality conducting any form of business, economic or political activity is seen as suspicious. This attitude has its justification in the indoctrination of the previous regime, clearly pointing to the fact that access even to a small wealth takes place at the expense of others. Therefore, many people, more or less, do not believe and are therefore suspicious of people who have managed to succeed ethically (through honesty, based on business ethics).

Ethics are often portrayed as a branch of philosophy that deals with defining the terms on issues of good and evil, as well as setting the principles and rules of life, which should guide a man to achieve the ideal of proper life (Hołowka, 2001: 26-27). On the other hand, another definition presents ethics as a system of values which will enable the determination of fairness or unfairness, justice or injustice of a particular proceeding. Thus, the assessment of behavior is carried out not only because of the conscience, but also in relation to standards of moral responsibility (Wydra, 2011: 3-4).

The fundamental concept, which uses the ethics in all its departments, is undoubtedly a science of morality. K. Wojtyła explained that the term “morality” holds the same meaning, a moral life does, and moral life, means to lead life in a humane, selfless and social manner. (Wojtyła, 1983: 19-20). In other words, morality refers to moral principles, which are actually used by the individuals and societies during certain stages of the worlds historical development. Morality however does not decide what is good and what is bad. It can only be seen as a descriptive science. Whilst science itself, which defines standards and issues judgments regarding what is good and what is bad. This can be regarded as ethics.

In regards to the term “business”, it does not have a clear definition. The term “business-like” means to be methodical, thorough, practical or serious (Polish Dictionary, 2009: 559). However is business always like this in reality? Unfortunately, for various reasons, it is not always the case. The reason for this is the fact that, by its nature, Business is not ethical, also due to their complicated nature, people are not perfect, and for this exact reason the business environment remains imperfect. Depending on the manner in which the essence of the business is explained, aspects of business and business ethics are considered in many different ways (Karczewski, 2010: 14-16).

The term business is conditioned culturally. Within one or another culture, the terms “to function” and “to compete with each other” are differently defined terms, where very often one of them becomes the dominant one. Such was the case in regards to the recognition of a term proposed by the American Nobel Prize winner in the field of economics, M. Friedman, who believed that the sole social responsibility of business is only to generate profits for their owners (Fridman, 1997: 49-59). For decades this theory has dominated perceptions of business not only in the United States of America, but also in other countries, which mainly draw inspiration from the US. However, currently, during the growth of cultural-business functions, globalization, environmental and social threats are clearly insufficient. K. Boulding, a senior US economists proposes a not so well known and not so influential, but a more holistic business approach where he believes that the primary purpose of business is the free exchange of goods and services, and consequently the development of one whole society (Boulding, 1998: 35).

To determine the main areas of interest within business ethics one must extract the theoretical ethics, normative and applied ethics, and most importantly the descriptive ethics. Theoretical ethics asks questions such as: What is moral value? Which values are moral values? What is the subject of ethical evaluations?, etc. Normative ethics, in opposition, points to a specific system of norms (rules) relating to human conduct, whilst descriptive ethics focuses primarily on the actual moral belief system and behavior of people. Ethics is thus used to analyze the tools which shape appropriate moral attitudes (Wydra, 2011a: 3-4).

Given the above, business ethics deals with the identification and description of phenomena, which may raise some kind of moral concerns and at the same time may be subject to assessments due to ethical values, namely: utilitarian values, phraseological or also economic val-

ues. Economic values (or Phraseological and utilitarian values) may remain in conflict with moral values, and their specificity is dependent on the field of business, revealing itself in connection with factors such as increasing competition, customers or interactions with partners or customers.

A Polish scientist Wojciech Gasparski (I dare to say that he is guru of not only domestic but also business ethics), writes: “Business ethics is a field of knowledge on the moral dimension of economic activity. It is a reasonable set of moral standards which help to decide how conducting business is morally correct and what in opposition is wrong. It is a discipline dealing with the application of ethical principles to resolve dilemmas in situations containing the characteristic of the business world” (Gasparski, 2012: 79).

Business ethics is also related to building a standards system (system of duties), which relate to the proceedings in designated areas of economic activity. For ethics, the term duty is crucial, “comes into play just when we are talking about standards in the sense of relating to normative ethics. In this specific case it defines the terms of demanding the implementation of a state of affairs” (Wydra, 2011b: 5).

2. THE CONCEPT, ESSENCE AND GOALS OF MODERN BUSINESS ETHICS

There is a fairly widespread consensus regarding the concept of business ethics as a field which situates on the border of ethical reflection and economic analysis (Filek, 2001: 15). The main task of business ethics, is a theoretical reflection about the world economy, as well as the strive to change the way we perceive business, and therefore can be regarded as a positive phenomenon, as an important human activity, release from wants and needs which improves the quality of life not only for individuals but also an entire population. Moreover, the purpose of business ethics is also to strive to change attitudes and the way individuals who are involved in the business sphere such as entrepreneurs, workers, managers and individuals and consumers, to be more responsible, strive for sustainable economic development, and the individual human wellbeing. Business ethics means also to develop and shape character, also at the level of academic study (Paine 1999: 313).

In short, “Business Ethics” is:

- Firstly, a field of study on the bordering between theoretical subjects such as: phraseology, psychol-

ogy, sociology and managerial activities related to banking, economy, trade and other types of entrepreneurship (Ditel, Gasparski 1999: 32),

- Secondly, the subject of education (in Western Europe and the United States for nearly twenty five years, and in Poland for nearly fifteen years),
- Thirdly, the attitude of business people, and with it their behavior or influences on their decision making process (the ethos of business people).

These discussed issues are dealt with on one of the following three levels:

1. Macro – An economic system and culture which exists to create wealth, at a global level.
2. Mezzo – company level (problems associated with social responsibility, codes and programs of ethics within organizations and business ethics within public relations, marketing, advertising, marketing research, personnel management, pathology, such as sexual harassment or bullying).
3. Micro – problems associated with the ethical leadership and personal ethics of a manager.

Of course, these areas mutually can be considered as overlapping, interdependent, so consequently, there is a need for a system and at the same time a comprehensive approach to the issues of economy, politics, education and culture (Karczewski, 2010a: 14-16).

Business ethics, as a field of research and subject of modern education, is based on many observations and assumptions. One of them relates to the issue of increasing the culture-business functions. Secondly, it can be summed up in such a way that the business itself is not unethical, but it relates to a cautious optimism towards every human beings (that is a social being, and is not evil by nature, should be educated and engaged in the issues of business ethics), and possibilities perform slow changes in the organizational cultures of companies, as well as in the direction of building a business with so-called. “Humane structure.” Business ethics is based on the assumption that healthy competition or rivalry in order to achieve progress, in itself is socially desirable. It also underlines that competition, especially the “fair play” kind is definitely better compared to the monopoly. Possible negative consequences of competition in the form of unhealthy rivalry can also be simultaneously seen (Barcik, 2000: 45).

The essence of business ethics is the way in which ordinary everyday business activities are conducted. It regards to the culture of conversations in a particular en-

terprise between employees, attitudes to clients, conduct of generated services, manufacture of products, with regards to the choice of partners or trainers, on whom the behavior of managers should be modeled, exerts a decisive influence on the fact whether the activities of a company are considered ethical or not. Culture clearly defines the objectives of economic activities and the conditions for achieving them, and most importantly, can show the importance of the duties to society, which due to the finances of a company still seem to be inappropriate (Sternberg, 1998: 35). It is, therefore, a well-designed business tool, which has significant importance in the management of an organization, regardless of its size and range of activities (Ditel, Gasparski, 1999a: 33-34).

You can extract five main goals within business ethics:

1. The main aim is undoubtedly to make good decisions from the perspective of the company and to resolve conflicts arising as a result of its actions ethically. In fact, the tools and procedures within business ethics fulfil a navigation system function, which gives the safe direction in economic activity.
2. Additionally, business ethics sets standards of behavior. This creates the possibility of finding common grounding for parties involved in a conflict, as well as a combination of organizational requirements with respect for personal values.
3. Thirdly, it exists to ensure maximum efficiency by elimination of the possibility of conflict for a long period of time.
4. Business ethics is also aimed at broadening the scope of rationality. Thanks to this, it is possible to see a broader perspective during the calculation of profit and loss. This applies not only to the interests of individual workers or businesses, but the analysis of profit and loss also takes into account the need for local, regional or global interests.
5. You also can not forget about the purpose of integration, which is the setting of uniform standards applicable to all employees at the company (Ditel, Gasparski, 1999b: 35).

The above-mentioned objectives strictly define the scope and depth of the problem regarding the relationship between ethics and economics, economic life and morality. These compounds are always researched for the specified purpose by the ethics in the economic field. It is commonly believed to a large extent that research into ethics alone, links to the increase of efficiency, which is commonly reached through the introduction of ethical procedures in making economic decisions (Kuc, 2015: 223).

3. MECHANISMS AND FORMATION OF BUSINESS ETHICS

In different countries, to a greater or lesser extent, they are still certain stereotypes and various myths reproduced which believe that business and ethics is an oxymoron, and thus the words themselves, the meaning of which, in any terms are not compatible with one another. Therefore, this field of knowledge has become a huge area of growing interest. The literature contains many different interpretations of the concept of business ethics, which simultaneously impinge on the reasons for its creation. The most important include (Filek, 2001a: 10):

1. Business Ethics as a veil for hiding the inside of an unethical business.
2. Business Ethics as a tool for increasing profit.
3. Business Ethics as a response to the globalization of an economy.
4. Business Ethics as a culture-building factor.

A French thinker A. Etchegoyen, believes business ethics only to exist as a substitute, a kind of prosthesis, which aims to improve the surface of human behavior in the face of the loss of the natural perception of what is moral and good. According to him, business ethics is a means of masking the collapse of morality (Karczewski, 2010b: 19).

The feeling of weakness or the feeling of threat towards a cited position is primarily that it may perpetuate the stereotypical perception where reality that surrounds us is regarded as a jungle, and the business as a kind of game or gamble and consequently brings reluctance towards the development of social dialogue, regarding the ethical dimension of management. The second of the previously mentioned mechanisms of business ethics, explains it as a new and effective method of a competitive struggle, which makes it possible to increase profits in a situation where warring companies reach a similar level of organizational and technological level, and thus are ahead of the competition in these areas are no longer considered such easy tasks. In this approach to business ethics we need to distinguish between the ethical conduct of a company, which aims to boost the confidence of potential customers for the products it offers, by creating the appearance of being ethical by creating the image that is inconsistent with the truth, or from “promoting” the image of the organization, manifesting itself taking costly measures aimed at putting the customer in a confused state when regarding the actual nature of the project (Filek, 2001b: 11).

Several theorists, as well as world leaders in economic life believes the emergence of business ethics is combined with the increasing need for a multi-faceted look at the problems that trouble contemporary societies, and not only to having a policy or economy of one country, but in the context which takes into account the whole global world. Because the ethics of business would be to help solve increasingly difficult socio - economic problems as a result of learning or new technologies. Business ethics should act as a kind of guide, without which modern man is lost in the intricacies of the world which he created (Griffin, 2009: 91-96).

Another mechanism of the concept of business ethics was born out of the conviction that economic activity in the twentieth century, has become a sphere of action, which exerts an increasing influence on shaping not only the material level of human life, but also the very nature of its existence (Pratley, 1998: 25-26).

In summary, all the above-mentioned approaches clearly show that there is no disagreement regarding both the origins of business ethics, as well as the role that it currently serves, and what role it should play in the future. The reason for this is, of course the immature nature of the discussed discipline, because its actual development dates back to the second half of the twentieth century. Business ethics, as a relatively young field is not an established reflection, which unfortunately is not based on the solid foundation of universally accepted propositions or rules (Jay, 1996: 1-4).

4. THE ETHICAL PRINCIPLES OF MANAGING AN ORGANISATION

Ethical principles, are a preferred system of values and standards of behavioral conduct and are thus an integral part of work, appearing in every profession performed today. Many professions over the years, have developed sets of values, with which compliance is a guarantee of success and effectiveness of the action in the long term for both the person performing the profession, as well as for society (Rok, 2004: 65).

Each company (regardless of size), wishing to succeed in the market needs to way “to lead” interpersonal contacts in the correct way. Any activity that is related to communication, is not devoid of ethical dilemmas. At this point, therefore, it begs the question: whether the company should inform the public about their activities? Without a doubt, most would grant a negative answer, at the same time admitting that it works better with such partners who hold information about the organisation howev-

er do not use it as a weapon, but make it a ground for the purpose of a common understanding. And the second question should be; Whether the company should provide information about themselves to their business partners, investors, employees, and even the local community? Of course, this is not necessary, although reliable information which is also communicated in a skilful manner to the general community, can make it possible to use said information for the benefit of both sides. It is also important at this point to add, that people inherently have the need to be kept informed. Thanks to this information, they can form their opinion about a specific project, product, or person (Rok, 2004a: 65).

Regardless of the communication channels or the methods that have been selected to provide information, the above mentioned need to communicate information, is a prerequisite for the purpose of good and efficient operations within a company.

In regards to interpersonal relations truthfulness or sincerity plays an extremely important role. None of us like to be deceived, because this involves the feeling of anger and distrust. Unfortunately, it is quite common for within companies that we encounter issues are kept silent or participants are only presented with half the truth. The most interesting cases of this type of conduct may include the presidents of the American tobacco companies who have testified before Congress under oath regarding the dangers of smoking. They however did not realize the actual dangers of smoking. Similarly, the presidents of Lehman Brothers Stearns, swore that their balance sheet audit firms were faultless, a few days before the collapse of these companies (Pfeffer J, Harvard Business Review Poland, internet sources, 19.09.2016). Such cases could be multiplied, but for purely formal reasons it is not possible. This can be most often seen in the case when companies use the media as a channel of communication. Amongst society there is a fairly widespread belief regarding the untrue nature of information it is presented with. Media overwhelming audiences paying attention only to principles such as: faster, more interesting and more intriguing, however companies often withhold information or simply add color to them (Ditel, Gasparski, 1999c: 36).

A relatively common phenomenon is undoubtedly a phenomenon limiting the open information policy of a company. Their "directors" remain in the belief that the amount of information emerging from the company should be as small as possible, in principle, the less the better. In such situations it is difficult to carry out activities in the field of public relations, and, consequently,

to talk about their reliability. An accurate description seems to be propaganda, within which communication always runs in one direction.

The principle of using only reliable information, in certain situations may be difficult to follow or execute. For example, when we are dealing with different kinds of crises. Many entrepreneurs would then hide all the bad and uncomfortable information and believe it is best to say nothing. It is important then, to tell the truth, even if this may apply a negative effect on the already not very favorable situation of the company, in effect a company which does not conceal information and reports in a true and fair environment can revert their situation and quickly regain public trust rather than a company which deludes information or hides it.

The above principles of honesty, truthfulness, should be taken into account when a company communicates with their: customers, suppliers, and also should be observed in relation to their employees and the general public.

5. THE IMPORTANCE OF ETHICS IN BUSINESS

Conducting business that takes into account the ethical values of law, respect for employees, suppliers, customers and the whole society as well as the environment has special importance. In the business world, where we often have to deal with corruption and lies, companies which progress "fairly" gain credibility and at the same time enjoy more social trust. Business ethics is an excellent strategy for the organisation and at the same time strong advantage for its image. In the long term it is often the determining factor in the success or defeat of a particular company.

Ethics in business directly flows from the idea of corporate social responsibility and sustainable development. A responsible and thus sustainable company should strive for the inclusion of ethical standards into its strategy, as well as remain conscious and use said ethics in conducting their business activities. The approach of doing business is very slowly changing, entrepreneurs are beginning to recognize that business is not only limited to multiplying profits, but is also an important factor in achieving non-economic goals, greatly affecting the company's operations and the quality of their employees work for the company (Paliwoda -Matiolińska, 2009: 14).

It is apparent from the this research, the reconciliation between business and ethics may seem to be quite a difficult task. An entrepreneur must first of all realize what is ethical behavior, and understand that both for the ben-

efit of his own, and the whole society, it is safer to act in accordance with the ethical standards and the law. The introduction of ethics and understating into a corporate strategy of a company presents that the director in question is a responsible entrepreneur who is serious about others, and therefore, requires the same approach from them. Failure in ethics results in internal chaos, reduces motivation among employees, causes deterioration in the quality and efficiency of their work, as well as a bring around a sense of impunity and corruption for the whole society. The entrepreneur often does not realize that his unethical behavior can cause damage and thus generate huge costs. Business ethics is the foundation of social responsibility that lies with the entrepreneurs and at the same time obliges them to act in accordance with certain rules, developed through mutual concessions, designated by the law and the public. Ethics is associated with the notion of fairness, justice, loyalty, equality, fairness and professionalism.

The most important and main ethical standards is undoubtedly compliance with the law. Illegal activity is devoid of any ethics and ethical standards. Ethics can also be referred to the issue of moral concerns religion and customs, according to which all organizations operate. Ethical behavior cannot be forced upon anyone, it must be the result of inner conviction and simultaneously be behavior of which an individual is fully aware of.

Economic activity clearly requires deep reflection. The subordination of the company's activities to adhering with ethical standards is simultaneously taking responsibility for the actions of the company's employees, as well as dedication of our own interests for the common good, thus if the completion of the company's business activities would result in any violation of rights or freedom, as well as generally accepted standards or values (Paliwo-da-Matiolińska, 2009a: 15).

Business ethics also applies to issues such as fair wages and fair and equal treatment of employees as well as effective and efficient anti-discrimination when it comes to the realm of employment. The entire process of recruitment and selection of staff should take place according to the rules, and should not discriminate against any specific group or race.

New employees should be informed about how they will be evaluated, and what will be the subject of their evaluation upon the completion of their trial period. It does not matter whether employees are contracted for full time or part-time work, contract, contract-order, or seasonal work. They all must have equal access to training, or

additional benefits, as well as the same opportunities for development or promotion.

Good work, talent and skills should always be rewarded, and in opposition each case of the violation of rights and freedom of man by the company - carefully and consistently eliminated. Ethics in Practice is based on establishing and maintaining cooperation with partners. It is primarily concerned with issues such as respect for partners, customers, investors, suppliers, competitors, honest performance of all obligations, the application of the principles of fair competition (i.e. A noble rivalry), providing customers with good quality goods and services, but also the elimination of all forms of unethical behavior by colleagues and partners, managing their own good and the good of society as a whole, of course.

Business ethics is also the fight against fraud, abuse, corruption in all its forms, pathologies, adherence to clear and transparent rules of conduct of business operations, cut off from any kind of suspicious form of investment, and the ability to admit mistakes, see the consequences of one's own decisions and the willingness to bear responsibility for them. In addition, environmental ethics also bears more than significant importance in this field. An ecologically friendly-ethical company uses environmentally friendly technologies for the purpose of the environment and promotes initiatives to spread positive attitudes towards environmental responsibility.

Adopting an attitude of ethical responsibility, exists to support the high culture of management and forms the basis for efficient goodwill building. Companies should think about: the introduction of different concepts, ethics programs, internal codes of ethical conduct, which tools apply the principles of business ethics, which will determine not only the obligations of entrepreneurs, but also the workers that go far beyond the obligations resulting from the law. Organizational codes of ethics are the most important due to the organizational culture of the company and consequently translate them into specific rules of conduct.

SUMMARY

More and more organizations continue to emerge on the market, that have already implemented into their strategy effective ethics programs, or are currently undergoing one of the stages of this implementation. Such programs have already been implemented into the banking and financial institutions, and companies that offer consulting and training services. It would be impossible to mention them all, however those interested can refer to the web-

site: *Raport: odpowiedzialny Biznes w Polsce, Dobre praktyki*, where you can trace what the rate of change is, in the approach towards the use of business ethics, in the last several years. This is especially important for forward-thinking entrepreneurs, who aim to achieve long-term profits and resolute to prevent any kind of abuse. It is important to keep in mind that an important aspect, whilst conducting business operations, is to comply with certain ethical standards and constantly keep in mind that the company is also composed into a social locality and is thus a part of it.

Business ethics should serve as a navigation system, which will give a solid secure direction for actions within an economy, introduce ethical standards of behavior,

and make and ethical analysis of all professional commitments as well as integrate all employees in the organization and acknowledge all their effort - according to established standards, to achieve the intended objectives and success of said company.

Responsible and ethical business is a strategic, long-term approach, based on the principles of social dialogue and the search for solutions that will benefit both the company and its entire environment, employees, stakeholders and the communities in which the company operates. The companies responsibility means increased investment in human resources, environmental protection and relations with its immediate surroundings.

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Diagrams

1. Diagram nr.1., Zależności między etyką a biznesem.