Social Responsibility, Sustainability and the Role of Entrepreneurship
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Abstract

Good ethics are aware that you have a positive economic impact on business performance. Statistics support the assumption that ethics, value, integrity and responsibility require in the modern workplace. Consumer organizations in society, good ethics, are the result of good business management. Ethics are important because they prove the good business sense.

Keywords: Ethics, Ethical Discipline Professional Ethics, Ethical Behavior.

Introduction
What Is Ethics; Ethics means that "good behavior" or "correct behavior from the point of view of society and times." Different mechanisms of action and actions in accordance with the general agreement are considered "good" or "bad." In other words, ethics can say that moral principles and values that influence the actions and decisions of individual groups(1).

Ethics of good and evil, good and evil is a choice. At a certain point in time and a particular place and a particular society is governed by a series of moral principles. Ethics is not a recent discovery. Throughout the centuries, philosophers in the struggle of human behavior have developed different ethical approaches to lead to other conclusions. A word "ethics" comes from Latin called 'ethics' and words Greek 'Ethikos' are related to nature. This can be called ethics and behavioral sciences. In fact, it covers a certain standard of human behavior and morality(2).

Ethics field contains an organized, defensive and recommendations of good behavior and bad behavior. Ethics refers to the right or wrong, true or false, fair or unfair ethical principles or set of values about what is appropriate or unsuitable. Ethical and somewhat unethical is not true(3, 4).

In addition, a good corporate ethics gets the following results:
Attracting better talent
• Retaining employees
• Attracting new customers
• Retaining customers
• A Positive effect on ROI
• A Positive effect on Corporate Reputation

Like ethical behavior, individual and collective means are taking the right actions to the people. What is ethical behavior made the right action activities. But what's true? Sometimes instructions are received by our culture. Fast world we are many situations of ethical behavior does not exist absolutely clear and obvious course(5, 6).

Some authors believe that the law is too dependent directives behavior. In business, they set an ethical code as follows:
• A description of the values and principles of the organization.
• Directors, shareholders, stakeholders, managers, employees, relationships between supervisors and standard clients.
• Code of Conduct that includes provisions on conflict of interests and compliance with corporate opportunities for competitive interaction and discourse.
• Implementation and enforcement framework is intended to enhance ethics.

Factors Affecting Ethical Behavior
• Factors that are the ethical behavior of the organization is personal, social and opportunity.
• have a multiple effect on the individual element level of ethical behavior in the organization(7).
Decision makers can take measures that can lead to an ethical dilemma to find action to prevent ethical issues from having a greater amount of knowledge about the object or situation, but the information does not know enough people.
• Moral values and attitudes (regarding this value) will have a clear impact on business behavior.
• People behave at work will to a certain extent be determined by different cultural norms, depending on culture.
Fellow actions and decisions are another social element of business ethics. Moral values and attitudes of key people can affect the perception of employees about what is ethical and unethical behavior in the workplace(8).
Opportunity means that the amount of space available in an organization that offers employees the possibility of unethical action.
• Policy and company procedures are used in some organizations to reduce unethical opportunities.
• The importance of existence and the Code of Ethics § is another determining factor for opportunities.
• Enforcement of the Company's policies, procedures, and Code of Ethics is an important factor in the chances(9).

Ethical Discipline Professional Ethics
Business ethics are now considered management principles, unlike the previous, since the birth of social responsibility 1960 practice. While recognizing social movements, poverty, crime, environmental protection, equal rights, public health and the scale of social issues such as improving education and financing companies that
want to use social impact expectations have increased (10).

Unloading Groups, because many companies have benefited from the use of our country's resources, companies have sworn that efforts to improve society in our country. Many researchers, business schools and managers have recognized the broad constituency of employees, customers, suppliers, and the broader regional word "stakeholders" to "stakeholders" in the sense that replacing the community in planning and operations.

The rise of business ethics are similar to other management disciplines. For example, the organization is aware of the fact that you need to manage a more positive image for the public, the recent promotion of wax was born (11).

The organization was born recently realizing that human resources must control human resources better to manage. As commerce is more complex and dynamic organization realized that the general welfare deal is supported and have more guidance to prevent damage to others. Therefore, corporate ethics was born.

90% of business schools are currently giving training on corporate ethics. Today, by the Code of Ethics, Code of Conduct, the role of ethics and ethics committees, policies and procedures, ethical dilemma resolution procedures, ethics, etc., you can manage your work ethic.

Some Facts About Professional Ethics In The Work Place:
Occupational ethics in the workplace is a priority for the moral value of work and behavior to meet her values. It is worth managing. However, rich in myths about business ethics, Some of these myths are derived from a common confusion about the concept of ethics. Occupational ethics is a religious issue than a company.
Diane Kirrane is: The "Business Value Systematic Approach to Business Ethics" (Training and Development Journal, November 1990) to change the value or soul of "people is not the goal of the ethics program of the organization, the management of conflicts between Values and spirits you ...”
Our employees are ethical, so you do not need to pay attention to corporate ethics.
Most of the ethical dilemmas in the workplace facing managers are very complex. Wallace (Wallace) explains the facts when he suffered a serious ethical conflict.
A) Any relevant value of conflicts between the various interest groups,
B) Equality and real reasonable alternative
C) Have serious consequences for the "stakeholders" in the situation.
Kirrane refers to people when the topic of corporate ethics soon emerges for the Golden Rule, honesty and courtesy. However, if you are a complex ethical dilemma, most people know that there is a big gray area when you try to apply ethical principles.
Business ethics is an area led by philosophers and scholars

Business Ethics Literature and Discussion Leaders and Managers If you do not intervene, a lot of people think that business ethics temporary or exercise is related to the daily reality of the organization's activities almost none. They think business ethics is mostly religious or philosophical debate complex. However, business ethics is a management principle of programmatic contains some practical tools. Ethics management program can actually apply in other areas of management(12).

Business Ethics Is Not Required

Many people are opposed to the need for the Code of Ethics or the list of ethical values that the organization strives to represent the value of each human being. However, the value of the deontological code for the organization is the priority and attention to the ethical values of the establishment. For example, it is clear that all people must be honest. But if you are experiencing workplace fraud, organizational priority for honesty is very topical and honesty must be specified in the ethical code of the organization. Keep in mind that the deontological code is that it is a tool for biologically changing depending on the needs of the community and the organization(13).

Business ethics is a problem that preaches good people to their own bad guy. Some writers seem to claim the moral highlands while mourning for the bad conditions of work and leadership. But people familiar with the organization's management are aware that good people can do bad behavior, especially as confusingly received stress. Stress and confusion are no apologies for unethical behavior. Why is it. Managing the ethics in the workplace, including all the people together to work together for the maintenance and confusing and stressful ethical dilemmas morally.

Professional Ethics in the New Policeperson on the Block

As many people have great importance to the public and business literature, I think business ethics is a recent phenomenon. But also business ethics dirred until 2000. Cicero wrote at least the subject of their obligations. Corporate ethics has recently received attention because the social responsibility movement that began in the 1960s(14).

Ethics Cannot Be Managed

In fact, ethics has always been "passed", but indirectly too often. For example, the founders or behavior of the current leader of the organization is a strong moral influence or guidance on the workplace behavior and staff. Strategic priorities (profit maximization, market share, costs, etc.) May have a significant impact on morale(15).

Laws, rules and regulations in a manner generally affecting behavior generally improve the overall benefits and potentially minimize the possible negative impact on the local community. Some think we fail to get the value of the organization skeptical about corporate ethics. Donaldson and Davis point out that ultimately the management system of values. Skeptics can consider some devastating effects of the "Code of
Ethics", such as "The Ten Commandments" in Christianity or the American Constitution. The code can be very powerful in small "organization"(6, 16).

The Work Ethic and Such Social Responsibility:
Social responsibility traffic is an aspect of the general discipline of corporate ethics. Madsen and Shafritz define the definition of corporate ethics as follows:
1) and the applied ethics in business,
2) The method for determining liability for business transactions
3) Identify critical business processes and social issues
Messages about social responsibility often fail to solve ethics dilemma solving approaches to ethics practices.

Sometimes unethical, but it can act within the limits of the law, including retaining information about the boss, and waste of budgets, continue to complain about other people. But that does not mean breaking the law will often start with informal behavior. "Cooking a frog" development is a useful analogy here: If you turn a frog into boiling water immediately, turn it back. Put a frog in cold water, a frog can eventually boil your water slowly. The frog does not seem to adversely affect the environment. Integrity policy in the workplace is hardly practical(17).

Conclusion
Managing ethics in the workplace is to establish policies and procedures to ensure that they conduct the value and prioritization of such actions in conducting behavior in the organization. One of them could be described as "value management". Value management is also important in other management practices such as diversity management, total quality management and strategic planning.

Reference


