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## Role of Ethics and Ethical steps in Sustaining the Business: An Ethical Enquiry

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**Abstract:** Business is one of the basic social activities necessary for the maintenance and growth of the collective body. No doubt business has brought immeasurable wealth and prosperity. But a few decades ago it has been noticed that degradation of moral values in business makes employees unethical. This is mainly because of their motive to get more and more profit and it will push them to perform untrustworthy activity. This kind of mind set makes them mischief towards societal values and morality. This paper will mainly focus on how benefit parts have started to corrupt qualities in the longing to profit and high rivalry situations. It too predicts that the roots of trust, loyalty, and understanding have begun to tremble and there is a need for some kind of ethical steps which will help to sustain the organisation. This paper is reasonably useful for society as caring, sharing and involvement of affection and trust among the purchaser and merchants will absolutely accommodate to maintain esteems, morals and ethical qualities. This paper mostly deals with the two questions. Firstly it discusses the role of ethics in business? Secondly how ethics will help to sustain business?

**Keywords:** - Ethics, Business, Sustainability, organisation

### I. INTRODUCTION:

In the recent time, the scientist, naturalist, economist, sociologist, philosopher, academicians and other intellectual body have concern towards the concept of sustainability and being a conscious human they cannot ignore this issues. But here the question is why sustainability requires? It needs because to stop the extreme degradation of natural resources. Then, the next question suddenly may ask that, what is the root cause of this degradation? There are many reasons behind this issues but business organisation is one of the vital one. So here sustainability means utilising the natural resources without compromising the needs of future generation. As the World Commission defines, "development that meets the need of the present without compromising the ability of future generation to meet their own needs" (1987). Here if we define business we find it's a productive organisation in which goods and service are created only for the reason of sale and its ultimate aims are to earn profits. However, here one question may rise is it a systematic process of business that sells the goods and service to earn money? If yes then why we debate about business sustainability? Why public raised their voice on business social responsibility? Because when the profit maximisation crosses the limits, at that time they try to compromise the quality of the products, relationship between the stakeholder and stockholder, and trust of the customers. Here lots of examples are present in our society where the business organisations are suddenly vanished from our day to day market? Some business organisations can't run successfully. At that situation business leader are worried to know what the reason behind this? How to sustain the business organisations? This question mainly raise at that time when the corporate scandals cross the limit and the stakeholder and stockholder raise the question against the organisation, who are the business leader and are they ethical? Because in this progressive era the higher profit of business organisation is one of the basic reasons through which an organisation follow the unethical activity and misuse the environment, society and the health of customers. As a result every one face lots of problems in their day to day life. We find many examples where some big business men have lost their life long savings and reputations. It's not the case that all business men are practice unethical activities but they are many in number undoubtedly. Business plays an important role to develop a society because directly or indirectly one third of population included in business process. If it's a fact that one third of societies involves in business then everyone should think, how business can run effectively.

Today, business companies have a growing perception that, it is difficult to achieve sustainable market growth and shareholder value alone. May be this is one of the reason for that business organisations follows some unethical way to achieve the short term benefits. The greed for profit maximisations can't

help the organisations for long term success. In the present day, “Market requires integrity or ethical behaviour in order to function effectively”. (Bradstock, A., Eng, D., & Boston, J. (2019) p-206). Through the maintenance of ethics and integrity in business, organisations also get some long term benefits like improving brand image and competition in market. CSR has been discussed in different forums throughout the world. It has been recognised that like profit and other key result areas, social responsibility is an important area in which every business must set objectives and produce result (Singhe, 1978). It helps to increase business ability to comply with regulation and make shareholder happy. So that business organisation has also some responsibility towards the customers, shareholders, and stockholder. Business should not only self-directed to the part of benefits, they also have some responsibility towards others.

## II. SUSTAINABILITY:

Sustainability is a process in which each and every human being should realise their potentiality and improve their quality of life in such a way which simultaneously protect and enhance the life system. When we try to find out a literature review definition regarding sustainable development we found a common definition which will be used in so many years ago. According to the 1987 Brundtland Commission's Report of the World Commission on Environment and Development: Our Common Future, sustainable development is about: development that meets the needs of the present without compromising the ability of future generations to meet their needs. When we come to the topic of sustainability we only think about our society, our environment and our country but we forget about the planet because we all live in a planet. So whenever we using a framework to achieve sustainability we must take the principle in which the whole earth is considered as a system not as a series or separate components.

Sustainability as a policy concept has its origin in the Brundtland Report of 1987. That document was concerned with the tension between the aspirations of manhood towards a better life and the limitations imposed by nature on the other hand. In the course of time, the concept has been re-interpreted as surrounding three dimensions, namely society, economic and environment. It is proposed instead to return to the original meaning, where sustainability is concerned with the well-being of future generations and in particular with matchless natural resources—as opposed to the enjoyment of present needs which we call well-being. A balance needs to be found between those two, but not by pretending they are three sides of the same coin. Although we use up natural resources at the expense of future generations, we also generate capital which raises future well-being.

### 2.1. Sustainability in Business:

Sustainability in business is central, as it can not only cut down and helps the environment; it can also create a more positive image on a company. Business sustainability is often relies on management and coordination of three approaches i.e., financial, social and environmental risks, obligations and opportunities which is referred to as people, planet and profits; and concerns to ensure responsible, ethical and on-going success. Business sustainability also means that a business can survive such as they are intimately connected to health, economic, society and environmental systems. To give a clear idea of just why taking a more sustainable approach to business is essential we only need to look at a couple of examples of the damaging effects caused by companies who don't follow such method. A common example is the fashion industry, there are larger clothing producers with stores all over the world which while successful from financial sense, and there practices are not always sustainable. This piece from quartz uses H & M as an example as this company operates more than 3200 stores in 55 countries and the company is expanding its location by 10% to 15% each day. As such this requires an amazing amount of resource from energy, cotton to electricity, oil and water. However, it show a sustainable silver lining with H&W, as the company is “number one user of organic cotton” and they have reduce the use of “probability” of cancer-causing pesticides in the manufacturing of this material.

In the year of 1996 America and Canada make a survey report in which they trying to put a question “why does, or will, your company practice sustainable development?” Ethics in business sustainability is an important concept because it is related with the environment and society. Everything has some limits it is applicable to business organisation also. Service is the means and money making is the goal of business organisation. Benefit is the ultimate motto of business organisation but when the benefit maximisation crosses the limit it will be harmful for the organisation, environment and society where the organisation runs. Here we take the example of refrigerator in the year of 1913 refrigerator for home use was invented,

some people use the refrigerator but after some years almost all people have the facility only because the refrigerator companies compromise the quality of the refrigerator and avail the refrigerator in the market with low price. Now a days what we noticed the maximum use of refrigerator is harmful for the human being and affect the environment same is applicable to vehicle also. Recently in the year 2018 Delhi the capital of the India come to the head news only because of vehicle has play an important role to climate change in the environment of Delhi. So that the Supreme Court has imposed a ban on 10 to 15 year diesel vehicle don't travel in the NCR.

When the size of the business organisation exceed the limits then the common people can't captured the details about the organisation. In that period they are practicing some unethical work. It will be happen when the organisation only concern is to make larger benefits then the shareholder, stakeholder and stockholder, environment and society suffers. There are lots of example which have lost their position from market only because of the unethical practice at the same time there are also plenty example in which ethics and integrity helps to maintain the reputation of the organisation in market. So that business organisation also realise the importance ethics for sustainability.

### III. IMPORTANCE OF ETHICS IN BUSINESS SUSTAINABILITY:

No doubts today publics have lots of trust issues on business organisations, it happens because of the unethical activities in an organisations. Due to the unethical activities the business leaders also unable take the right decisions for the future wellbeing of organisations. It means to maintain the reputations and stable the position in market the business organisations should follows some ethics and ethical steps. Ethics play an important role in an organisation because it helps the organisation towards profitability with longevity. Here some question arise what play great role to make business globally, the answer is ethics. No doubt money making is the ultimate goal of business organisation but it can't guarantee the longevity, it could be possible with the help of ethics. According to US based Ethisphere institute report only Wipro and Tata steel ltd. are the only company who own the EQ (Ethical quantum) rank since 2007. This statement shows the ethical standard of Indian organisations. It's true that there are various examples how business organisation help to develop the society. At the same time, there are plenty of instances which explain the disaster steps of business towards environment and society like "In the Love Canal, Bhopal, and the Exxon Valdez cases, environmental controversies arose over the details of business's liability"(Robert-eFedrick, 281). This definition defines the brutality of organisation towards the environments and society. It happens due to the unethical activities of the organisations, it means this is the vital time to take some more conscious steps in the direction of the business sustainable. Business sustainability is possible when the business organisations not only think to sustain the business in theory but also tried to sustain in practical platform, including the three level sustainability business, society and environment. This can't possible without the correlation of each other. To run the business in long term basis business organisation has to consider some corporate policies like maintain the trust and integrity, customer health and safety, security and environmental safety etc. To sustain the business organisation we can't avoid the above ethical policies. Economic development is necessary but not at the cost of health, environment.

Here we take an example, how a popular organisations marketable product has been banned due to the unethical work. We well know about the two minute Maggi noodles issues. From the past two decades since the year of 1982 we eating this Maggi noodles. Maggi noodles are favourite snacks not only for children's but for the young mass and also for the old peoples. It had been popular due to the quality of easy to cook. But before the four year ago Maggi broken the trust and integrity of public due to the unethical work. In the year of 2015 when the FSSAI and global food giant are banned the nestle Maggi due to the presence of monosodium glutamate (MSG)and imperishable level of lead. There are ample amount of organisation which has vanished from the market due to unethical work they are such as Compaq, Paine Webber, merry go round, Enron, wool worth's, pan am, standard oil, general food corps etc.

### IV. ETHICAL STEPS TO SUSTAIN THE BUSINESS ORGANISATIONS:

Ethics plays a significant role in modern business and can have an all-round effect on brand reputation and general public perception, productivity and profitability. Unethical practises increase your chances of incurring penalties and open the door to legal proceedings. Although business ethics vary from business

organisations to business organisations, there are some common ethical practises should keep your business straight and ethical. The company's community affects workers and stakeholders' moral judgement. Firms seeking to develop a strong ethical culture urge us to speak and act frankly and with honesty. Enterprises with a clear ethical character draw consumers to their goods and services.

Development of ethical standards:

The first important step is to formalise your expectations and clarify what behaviours accepted and what behaviours are not accepted in an organisations. If you have not already done this, create a code of ethics in your employee guide which describes the correct conduct of business organisations. It should remove confusion and ambiguity regarding the ethical practises of your company and keep everyone on the same page. Corporate culture starts at the top. As part of their annual performance estimates, managers should be evaluated on their ethical conduct. Specific questions on how their decisions contradict the code of ethics should be raised in their evaluations. Top managers should also be assessed on how they achieve their ethical aims and how the means lead to their ends.

Offer formal training:

A formal education programme on ethics sends a powerful message on an ethical role of an organisation. The organization's conduct requirements are reinforced by lectures, conferences and others and the types of activities it considers to be permitted or out of boundary explained. Examples of situations help to deal with potential ethical dilemmas. Workshops can help staff develop their abilities to solve problems. Consultations of peers or mentors may be part of the training.

Ensure leaders' proper behaviour:

The way an organisation does things is always tricky from top to bottom. It is also important for the representatives and other workers to behave virtually and serve as examples. After all, why anyone else should be expected to behave with moral conviction if management displays dubious ethical conduct? The majority of your employees would have a good role model if they follow what they preach and maintain the high standard of ethics.

Provide employee protection

Especially when they work for a company with high moral and moral standards, most employees will want to do the right thing. Anybody may find it difficult to report unethical behaviour in others in the company. It may be particularly difficult for shy or introverted employees to report unethical conduct. If almost everyone felt the need to report the unethical conduct of a superior or someone in a senior management position, they would be intimidated.

There are many different ways in which companies can ensure that their employees report unethical behaviour safely without fear of job loss or punishment. In such situations, an objective third party such as a dedication adviser, the ethics officer, the ombudsman or a dedicated ethics advisor can assist. An ombudsman can use tools and resources to assist in consulting or investigating an ethical behaviour complaint.

Be vigilant in enforcing policies:

Let us be rational. Let us be realistic. Not every single ethical expectation will be upheld 100 percent of the time and laws will eventually be violated. It is important not to allow unacceptable conduct and demonstrate the consequences. It's important. Responsible workers must discourage and nip any uncomfortable habits from continuing until they get out of reach.

Positive comporment:

It is equally important to applaud the workers for upholding best practises just as it is important to pursue non-ethical practises. This must not be above all else, but you should make it a point of praising people who live up to standards. That should be a good strengthening, which can give your company some long-term benefits.

Encourage neighbourhood engagement:

What are some of the most ethical corporations in the world common thread?? Many prefer to concentrate on the participation of the groups and truly wish to affect the environment positively. It can be immense, whether you raise money for local reasons, set up volunteer projects for workers or contribute to deserving carers.

## V. CONCLUSION:

Above the all discussion we conclude that ethics play a vital role to sustain the organisation. Reputation and integrity are the key aspects of success. Ethics helps to maintain the trust of customer, shareholder and stakeholder which is necessary to run the longevity of business and success also. In business, it is the work of business leader to concern about the sustainability and how to maintain the ethical environment in an organisation, how to influence the employees to be ethical. It is not only the duty of business leaders but also the duty of public. As an individual we should also think about how to sustain the society, environment and business, because we live in a box which is known as world where everything is inter connected to each other. There is no meaning if we say he through the baggage so he have the consequence because we live in same planet not in a series so we should also think about the consequences of each action because everything is inter related to each other. The business leader and government should take some more steps towards sustainability. Like when the business leaders selecting the employees they should be careful. They should trend the employees regarding ethics and sustainability. They should give the reward to ethical employees so that it improves the consciousness among other employees. Like the consumer court government also take some more steps which help and protects the consumer right and consciousness among the organisation.

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