

Ethics & Social Responsibility

Ethics

Set of moral principles that guides behaviour, with respect to what is right



Ethical Dilemma

A situation in which all alternative choices or behaviour have potentially negative ethical consequences, making it difficult to distinguish right from wrong.

Approaches

Utilitarianism:

Produces greatest good to the greatest number of people

Individualism:

Promotes individuals best long-term interests

Moral-rights:

Respects fundamental rights and liberties

Justice:

Based on standards of equity, fairness and impartiality

Factors affecting ethical choice

- Individual manager
 - Kohlberg's levels of moral development
 - Pre-conventional: follows rules to avoid punishment, acts in own interests and obedience for its own sake
 - Conventional: lives up to expectations of others, fulfils duties and obligations of social system and upholds laws
 - Post-conventional: follows self-chosen principles of justice and right, aware of differences and balances concern for individual with concern for common good



- National culture
 - Cultural Relativism: ethical behaviour is always determined by cultural context
 - Ethical Imperialism: Behaviour that is unacceptable in one's home environment should not be acceptable anywhere else