

BUSINESS ETHICS IN THE MODERN ENVIRONMENT

Miroshnik O.A., Bozhkova T.I

1nd year student

Academy of Economics and Managment

Southern University

Email: olgamirop@mail.ru

Email: bozhkovaaa@mail.ru

Scientific supervisor: Galoyan Y.E.

PhD, Head of the Academy of Humanitarian Technologies

Abstract: There are many ethical problems involved in any business. One of the most important among them is business ethics. The article reveals all main principles of business ethics and their impact on the activity of the staff.

Keywords: ethics, integrity, loyalty, honesty, respect, concern, leaders`hip.

Today we`ll speak about good manners, politeness, rules of communication with business partners and dress-code.

In today`s fast-paced world it is easy to forget some of the common courtesies that should be basic and non-negotiable. Unfortunately, many people appear to have forgotten the manners that were taught to them by their parents and grandparents. Basic politeness. Showing politeness is not difficult. It is simple to say “please”, “thank you”, “you are welcome” and “excuse me”. These phrases show that a person is considerate of others. Keep the conversation polite. When engaging in conversation, whether it is at work or in a more social setting, never discuss money, religion or politics. These subjects are a powder keg waiting to explode.

There are many rules to follow: «**Hold that door**», «**Be on time**», «**Do not groom yourself on public**», «**Keep gum-chewing to a minimum**», «**Turn the ringer off**», «**Keep the conversation polite**».

Simply put, good manners are a sign that you have consideration for others and good breeding.

But today's world, in order to implement professional activities at a high level, every employee, regardless of his/her position, has the obligation to know and apply the basic ethical principles of business communication. In today's world, the behavioural side of the employee implies the perception of the whole company, ability to communicate affects the opinion and perception of partners, customers and other subjects of communication and ultimately it all will determine the success of the company.

Ethics means the set of rules or principles that the organization should follow. While in business ethics refers to a code of conduct that businesses are expected to follow while doing business.

The object of the study is the ethics of business communication.

The subject matter of Business communication ethics refers to the set of rules and regulations that establish the behavioural side of each employee during the performance of his or her work duties

Through ethics, a standard is set for the organization to regulate their behavior. This helps them in distinguishing between the wrong and the right part of the businesses. The main points of business communication ethics. The Main Principles are necessary because they are the basic foundation of business communication ethics. The principles imply general provisions that give those who use them a chance to determine their own behaviour, personal actions and their own attitude towards everything correctly [1].

Ethics performs three tasks:

- enshrines rules that govern the behavioural side of workers;
- creates values to aspire to and hold to;
- builds positive qualities of character

They are based on the creation of a human mind. That is why ethics depend on the influence of the place, time, and the situation.

Code of conduct is another term that is used extensively in businesses nowadays. It is a set of rules that are considered as binding by the people working in the organization.

Business ethics comprises of all these values and principles and helps in guiding the behavior in the organizations.

While maintaining these balances, many times businesses require to do tradeoffs. To combat such scenarios, rules and principles are formed in the organization.

The ethics involved in the businesses reflect the philosophy of that organization.

There is a list of ethical principles involved in the businesses:

Integrity

Whenever there is great pressure to do right instead of maximizing profits, this principle is tested. The executives need to demonstrate courage and personal integrity, by doing what-they think is right.

These are the principles, which are upright, honorable. They need to fight for their beliefs. For these principles, they will not back down and be hypocritical or experience.

The relevance of the study is that in the modern world, in order to carry out professional activities at a high level, every employee, regardless of the position occupied, is obliged to know and apply the basic ethical principles of business communication. In the modern world, the behavioral side of an employee implies the perception of the whole company, the ability to communicate affects the opinion and perception of partners, customers, and ultimately this determines the success of the company.

The object of the study is the ethics of business communication.

The subject of the study are books and the main provisions of the ethics of business communication.

Knowledge and ethics play an important role in professional activities.

Business ethics refers to a set of rules and norms that determine the behavioural side of the activities of each employee during the performance of his or her work duties. Through ethics, an organization sets a standard for regulating its behavior.

Ethics explains to us "what is good," and "what is bad" from the point of view of good and evil.

The goal of ethics is to create an optimal model of moral personality and interpersonal relationships.

The most important concepts and principles of ethics are: duty, conscience, shame, guilt, justice, freedom, responsibility, love, happiness and the meaning of life.

Debt refers to the personal need to obey the public will. Moral duty, the transition of the requirements of public morality to the personal imperative of a particular person and its voluntary fulfillment, performed not only under the influence of external requirements, but also internal moral motives. Conscience, the ability of a person to critically perceive his actions and experience them, emotionally reacting to personal assessments. This is a powerful and personal inner voice of a moral act, the ability to engage in active self-consciousness, self-esteem of personal attitude to the environment, to moral norms functioning in society. Conscience acts as an internal regulator. It manifests itself as an inducer, prohibiting factor, correcting and evaluating factor. The realization of one's own ineptitude, unsuitability or inadequacy in a certain situation or in the performance of a certain task, which is accompanied by experience or frustration, anxiety or anxiety, is shame. Guilt is closely related to experiencing shame, but there are still differences between them. [2] The experience of guilt stimulates the thought processes associated with the awareness of criminality and with the search for opportunities to rectify the situation. Justice is one of the main categories of ethics that describes the concept of due, which contains the requirement of conformity of the act and reward: in particular, the conformity of rights and duties, labor and remuneration, merit and their recognition, the correspondence of the role of various social strata, groups and individuals in the life of society and their social situation in German Freedom to act as desired, exercise good or evil will. [3] Professional ethics includes a set of unique moral standards, rules of behavior of socio-

professional groups, commandments of morality dominant in society, adapted to the peculiarities of professional activity.

Professional ethics is aimed at using the employee to apply ethical standards and rules in professional activities.

The tasks of ethics are to study the formation and reflection of professional relationships of employees in their ethical consciousness and professional standards, clarify the essence of the qualities and skills of a specialist, provide advice to professionals, officials and managers on the moral component in the performance of professional functions and monitor the awareness of public tasks. Business ethics in the morality system is based on its universal principles and attitudes, but positions them in terms of professional problems in various fields of activity. Business ethics forms codes of professional conduct for people who prescribe certain moral requirements in order to achieve maximum results in professional activity. At the moment, compliance with the impeccable ethics of businessmen is becoming relevant for Russia. Around the world, market ties are based on trust between partners, on their integrity, increased demands on themselves and each other, a sense of duty, which forms the basis of the entrepreneur's business ethic. In Russia, there is not yet a true ethical basis for doing business, it has yet to be formed, but the choice of ethical standards in business is a personal matter for everyone. [4] Business ethics defines the ethics of negotiating with partners, ethical methods of conducting competition, the ethics of paperwork, and much more. Ethics is based on the very important universal principle of freedom, that is, an entrepreneur must respect not only his freedom of commercial action, but also the freedom of competitors, without interfering in their affairs and without infringing on their interests. Another important principle of relationships in the business world is tolerance, which means the realization of the impossibility of a hasty reaction to the shortcomings of a partner, client or subordinate. Tolerance gives rise to mutual trust, understanding and frankness, helps to resolve issues by negotiations. In this way, we value proven partners. Knowing the general laws of business etiquette allows you to analyze the situation,

take into account the interests of partners and employees of the enterprise, speak the same language with them. Compliance with etiquette helps create your own image.

Compliance with business etiquette is very important in the modern world. It contributes to the development of the company and the creation of a certain image.

References

1. Domashuk A.N. The Role of IT Management in Digital Transformation of Russia Enterprises [Electronic resource] // Intellectual resources – to regional development. – 2021. – № 1. – p. 291-296. – URL: <https://www.elibrary.ru/item.asp?id=42942595>

2. Tumanova S. V. Digital Marketing as a Tool of Optimization of Business Processes [Electronic resource] // Intellectual resources – to regional development. – 2020. – № 1. – p. 317-322.

3. Dolgova I.V. Business ethics and business communications in business : textbook / I.V. Dolgova. – Moscow : Knorus, 2021. – 401 c. – URL:<https://book.ru/book/939839> (date of reference: 30.01.2022). - Text : electronic.

4 Valishin E.N., Business ethics: textbook / E.N. Valishin E.N., I.A. Ivanova, V.N. Pulyaeva. – Moscow : Rusyns, 2022. – 123 c. – URL:<https://book.ru/book/943445> (date of accession: 30.01.2022). – Text : electronic.