

## A STUDY OF ETHICS IN SUSTAINABLE DEVELOPMENT OF INDIAN ECONOMY

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### ABSTRACT

*Ethics is the integrity measures which assess the values, norms and rules that constitute the base for individual and social relationships. Ethics and economy can not be separated, the people who are working for a business should always consider how their decision affecting in society and environment. Economy made with different parts like corporate, society, government and environment etc. Today ethical behavior is very significant for sustainable growth of economy of nation. Sustainable development recognize that all development decision must consider with aspect of environment, society and corporate. This paper includes the values & ethical practices especially concerning with business, society and environment. Values give the basis for discernment about what is important for the institution to triumph in its core occupation. Values determine what is right and what is wrong and doing what is right or wrong in what we mean by ethics. To behave ethically is to behave in a manner consistent with what is right or moral. Moral code in business is form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. Ethical issues include the rights duties between a company and its employees supplier, customer and neighbours, its fiduciary responsibility to its shareholders, society and environment. The purpose of this research paper is to state the significance of ethical behaviour and the role of ethics in corporate society and environment. This paper examines the relationship among ethics and values in business, society and environment. This paper also emphasizes the need for a balance between business ethics, external market factors, and government, environment which ultimately will result into a stable and robust economy of any nation.*

**KEYWORDS:** *Ethics, Values, Corporate Ethics, Environment, Society, Shareholders.*

### Introduction

Ethics is important for any business, society, environment and to attain the development of any economy, this is a growing actualization in all over the world. Ethics give rise to well organized economy. Code of behaviour and profit go together in the long run. An ethically responsible company has grown a culture of caring for people and environment, a culture which flows downwards from the top manager and leaders.

Ethics is the study of virtuous and virtuous choices. It emphasizes on standard rules and decorum that governs the behaviour of individuals and group. Ethics refer to the code of behaviour that advise a person while dealing in a situation, it relates to the social rules that impact people to be sincere in dealing with the other people code of conduct and the principles of behaviour is the branch of philosophy that distinguish between the right from the wrong and concerned with the rightness or wrongness, goodness or badness of human conduct. A particular action is morally good or bad for deciding this ethics provides the basis.

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Business ethics is the assessment of business activities and behaviour as right or wrong. It can be described the systematic study of virtuous matters pertaining to business industry or related activities, institutions or practices and belief. It can also refer to the moral standard, values or practices and beliefs. Code of conduct related to business is the application of general ethical rules to business behaviour. It focuses on moral quality which they apply to business strategy, institution and behaviour. It is a specialized study of word right or wrong that has a great impact on sustainable development of economy.

### **Objects**

- To analysis the role of ethics in different area of business, society and environment.
- To develop more positive attitude to amplify the ethics in business, society and environment.
- To suggest the ways and means to maintain sustainable development.

### **Methodology**

The study is based on the secondary data. Secondary data required for the study was collected from various books magazines, journals, newspapers etc.

### **Detailed Study**

Ethics deals with every aspect of business, society and environment. Ethical practices in respect of certain aspect of business, society and environment are as follows:

#### **Product and Distribution**

Business is concerned with the production of goods and services for the benefit of the community which is identified mainly by its customers. Customer's satisfaction through utility and quality is a primary concern. Several products related issues are that product are unsafe, these are of poor quality in content that is promised or absolute before they are being used. Sometimes frequent changes in product feature or performance make previous models of products obsolete. Such changes can be misinterpreted as planned obsolescence.

Ethical questions may also arise in the distribution process for example, pressuring vendors to buy more than they need and pushing items that will result in higher commission, exerting influence to cause vendors to reduce displays space for competitors product are also immoral, research is an another area in which ethical issues may arise. When data about products or consumers are exaggerated or research question are written to obtain a specific consumers are misled.

In distribution practices the seller must respect the right of buyer. The seller must disclose latent material defects to the buyer. The seller is unethical when he makes fraud or laying to get an advantage. He take proper steps to detach the imperfection in the distribution system, including black marketing or profiteering by middlemen or antisocial element.

#### **Ethics and Protection of Environment**

An organization's long term success and profitability depends on its ability to respond to environmental requirements. The sustainable development of an economy without environmental consideration can cause serious environmental and social damage in quality of life of present and future generation. Code of conduct plays a important role in protecting the environment, marketers are dependent on the use of scare sources to fulfill human needs, without harming scare resources. Ethics contributing in better quality of human life by concerning for clear environment. It preserves scare resources. It exhaustion burdens upon fossils fuel resources and material extraction. It helps in depletion of environmental disturbances including noise, odour vibrations and improved public health and safety.

#### **Ethics and Employees**

Awareness of code of behaviour in workplace helps employees face reality both good or bad in the organization and themselves. Employees feel full confidence. They react with strong motivation and performance & can deal with whatever comes their way. Worker's dignity should be preserved. Organization should give best working condition, security of job, and participative management & welfare facilities to employees. For job satisfaction of employees organization should describe qualitative & qualification of employees in recruiting so that employee can get job satisfaction.

#### **Ethics and Shareholder**

Shareholders are the owner of the company so the responsibility towards them is primary one. The fact that the shareholders have taken great risk in making investment in a business should be decently identified. To secure the interest of the shareholders "The primary business of a business is to

say in business" to safeguard the capital of shareholders and to prove a reasonable dividend, the company has to strengthen and consolidated its position. Business has responsibility to pay interest and dividend properly & timely to lenders, depositors, generation of additional funds through profit and its proper utilization. Ethics plays role in business to ensure steady and regular dividends to shareholders disclose all relevant information & protect minority shareholders.

#### **Ethics and Local Community**

A business has a great responsibility to the community around its location and to the society at large. Ethics play important role towards community. It takes proper steps to stop environmental pollution and to preserve the ecological balance, taking steps to consume scare resources and developing alternative where possible. It contributes to research & development, promotion of education, population control & build up a better society.

#### **Ethics and Government**

When code of behaviour is used in business, a business becomes consent the rule and regulation of government. It pays taxes honestly and gives support as a partner in progress of country. Business behave like a well behaved citizen, not to support political parties, follow honest trade practices, respect to the community and citizen, use scare national resources properly. Contribute to social development; avoid activities leading to restraint of trade.

#### **Conclusion**

The developing global need has made corporate face challenges to accept and adopt the concept of ethics for a better tomorrow. It is high time that the corporate sector should come forward to shoulder its responsibilities. Code of behaviour can make proper consistency between society, business & environment which is help in sustainable development of economy.

Role of Ethics in Business practices reflects increased societal concern; companies need to evaluate whether they are truly practicing, ethical and socially responsible business practices even for their survival. In this era effective business means ethical business. Efficient business is about satisfying and developing a long term relationship with customers in an ethical manner.

Deceiving customer may help a firm's profit in the short run, but is not the way to build a successful business. High ethical standards require both organization and individuals to conform to sound moral principles.

All the responsibilities are based on respect for the interest of a respective segments and there for imply honestly, fairness, trust worthiness etc. This focus has come that when an organization behave ethically, customers develop more positive attitude about the firm. Its product and its services and when business practices dpart from standard's that society consider acceptable, the market process becomes less efficient.

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