Ethics For A New Millinium Essay, Research Paper

Ethics for a New Millinium

In a rapidly growing market, responsible and reliable service is a must for any business to be successful. Ensuring ethics in the work place not only makes for more productive workers, it also insures happy customers. If ethical behavior is not followed by employees on all levels, the productivity will be affected. Individuals most be able to trust each other inside the work place, without worries of being cheated. Boss to secretary, secretary to worker, work to boss, and so on. This ethical codes should be enforced firmly with no exception to rank, or, it will cause unethical behavior at lower levels as well. Ethics must also be a role in dealing with consumers as well. A credible name in business goes farther than any advertisement scheme. If a customer feels he is being treated poorly or unfairly, they will more than likely take their business else where. And, With the introduction of E-commerce this aspect of business even more important. With less and less face to face business a companies name can either make or break them. If their prices vary, they don t deliver on time, or what little contact they have with customer isn t up to par, the company won t last. Quality service is still the most important aspect of doing business. Another aspect of ethical business is a companies obligation to the environment. With an increasing population, we must try our best to conserve the only planet we have. Companies that cause waste products that are dangerous to the air, water, or land because it s cheaper are not practicing ethics. We as consumers are the final say on this topic. If now about unethical practices in a business, and continue to use their services this only shows apathy. Thus, allowing them to take more and more. For example, NIKE, this company had many factories in Asia called sweat shops where underage workers were being paid salaries unfit for any human. And yet U.S. citizens still paid up to 100$ for shoes. They did this just to increase their profit lines. This action would have surely continued had this not been brought to the public eye. In consequence, NIKE made drastic changes to correct the situation. And thus setting a standard for the apparel market worldwide. If NIKE had not been caught these unethical acts might not have been discovered. So no matter how much the business world changes ethics are still a cornerstone for any successful company.