
A STUDY OF IMPORTANCE OF ETHICS AND SOCIAL RESPONSIBILITY: A SYUDY OF MARKETING PROFESTIONAL

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I. INTRODUCTION

In this topic I am briefing the topic of business ethics. The free market economy which is mostly suited for the community is being threatened by the way of a certain theories of business ethics. We can take an example from the recent book by Joseph W. Weiss, Business Ethics, A Stakeholder and Issue Management Approach 3. It treats the stakeholder approach without any condition as the proper ethics for managers of business enterprises. It rejects the idea that who own a business have a moral right to have it managed, so to provide them with return on investment. "Critical" and "structured" parts of those definitions are both important and it is meant to be used in business ethics courses:

1. Ethics in "Critical" in the mode of critiquing various moral beliefs and practices and examining. In other words, it's not only describe the people's behaviour or value, which can be useful in starting point. Ethics involve to looking at the norms and behaviours and judging them, and examine that whether various values and norms are in contradiction mutually and asking which matters the most in what sort of conditions.
2. Ethics is "Structured" in the sense that it is not only making an opinion about people how should they have to behave. Opinions can be made by anyone and Ethics involves using least attempts, to find higher-order, theories and principles in an attempt to unify and rationalize our diverse moral believe. For practical purpose, ethics stands for providing reasoned justification for our behaviour and choices when it affects others for our praise or criticism. "Business Ethics" can be defind as the detailed examination of the people and organisation that how should they behave in the corporate world.

Usually it involves to check the constraints the pursuit of profit or gain (in case of firm), when the decisions of the firm or individuals affects the others. Ethics is a bona-fide of a human concern, business ethics is type of professional ethics and it focuses on the field of commerce and other professions of business. It seeks a better answer to the question that how should I act, in the role of commercial agent, professional merchant, marketing advertiser, executive, consumer etc.

Business ethics does not assumes to innate motive driving to maximize its profit unlike the other major business subjects e.g. economics, business administration etc. Business ethics, as any others look at human morality, takes it that we are all capable of doing the right or the wrong thing and that we aren't naturally driven either way-it up to us which we will choose. It is also an assumption, underlying in most communities as criminal law. For every long running business a good business ethics is an essential ingredient. This is more important that consumerism is getting deep into the field of consumer behaviour. Consumerism means the right and fair

position of the consumer in the eyes of law and knowing the product what they used to consume. We can take example as the gold's purity is defined by heating it like that humans purity is defined by the person's gentle gestures, manners, and its deeds.

Business ethics is that part of the corporate world that has to deal with the moral values of the administrators and managers by encouraging them to be transparent in the ethical nature in business to take into consideration of the feeling of the customers in fashioning the services or goods that is given to the customers. It also considers the interest of the other stakeholders. "Before you start some work, always ask yourself three questions why am I doing it, what the result might to be and will I be successful? Only when you think deeply and find satisfactory answers to these questions, go ahead". Make a written code of ethics that directly show and states your company's value and principles. This provides the employees of the company a direction to follow the business with your mind set or with your view. It also shows the world about your company.

If the top executives show the integrity and honor in their working then there is a lot of chance that their employees also used to deal business with integrity. Review all your strategic plan, mission statements and operating procedures to make sure not to inadvertently encouraging the unethical practices. You have to make sure that your structured performance review isn't structured to encourage the employees to move ahead at any price. You provide venues where employees can seek resolution, voice concern and question the ethical issues. Definition of the business ethics can be completed only by describing why it is important. There are many types of issues whether based on decision or on the basis of monetary value. There is a trend rising among the professionals, students, Indian marketers and MNC's operating in India considering the importance of CSR and ethical standards in the market and their use in conducting the business, which manage the interest of the society as well as optimize the profit for the company.

Corporate social responsibility is a tool made by the senators for business organisations as a tool of the business ethics. From CSR organisations can contribute to the societies for the development and improve the quality of the lifestyle of the local community. Community means people and their livelihood in the society. It is expressive that what everyone sees in a company's obligation to be responsible and sensible for the need of the stakeholders in its corporate operation. A company's stakeholders are the buddies who are influenced, will influence and mostly influenced by the decisions of the company. Stakeholders can include employees, customers, shareholders, investors, partners, ventures, subsidiaries and affiliations, government, media all of them which are directly or indirectly connected to the company. For talking about the corporate social responsibility the Business Ethics, corporate citizenship, Accountability, all of them. In a simpler way "what to do, how to do and when to do it". Social responsibility and ethics are blended together and applied in many disciplines like Finance, Human Resource, IT, etc.

During the last two decades, there is a marked increase in the field of the Business Ethics, especially in the case of Marketing Ethics (Batory, Neese and Batory, 2005). This ordinary trend (Driven by a handful of successive effects) shows the evolution of integrated representations with regard to the society (Mercier, 2004). We can show that the areas of management and marketing are one of the most controversial fields with regard to the ethical questions (Nantel and Weeks, 1991). In fact, Marketing field is also considered as the mostly affected by ethical abuses and scandals in so far as marketing field is directly makes contact with the organisation the environment of business.

The fact is that the risk of marketing practice is often being confronted with ethical problems does not meant to be start unmoral practice in the marketing. All the characteristics of the ethical behaviour are that guide

Marketing Managers to possess it are the true foundations of marketing (Helfer, 2003). However, Dussert and Nantel (2007) have recently mentioned in the twentieth century marketing there are two important trends, Environmental and Ecological concerns. Since no true meta-analysis exist in the field despite it is difficult to judge the growing interest of the business ethics in the marketing. It is prudent to start proceeding with a review to start with a review of the research in their integration of ethics. Organisations around the globe started implementing the new role which meets the needs of the current generation without changing the predetermined needs of the future generations. Organisations are placing forward it to take responsibility for the procedure taken by them affecting the environment and the society. They are also promoted to use more sustainable ways and principles to conduct their business. Sustainability means the organization's activities, which demonstrate the inclusion of environmental and social concerns in the business operations and during interaction with the stakeholders (Van Marrewijk & Verre, 2003).

Economic prosperity in isolation from impacted agents by their actions is no longer acceptable for a corporation. A firm should start keeping focus on the bottom line and to be a fair corporate entity. Global trends and committed financial obligations are keeping abreast of global trends to deliver organisations their both public and private benefit to reshape their frameworks, business models and rules. An organisation continuously revises their short and long term rules and agendas to understand and enhance current efforts to stay ahead of rapidly changing challenges.

There occurred an stark and complex shift that shows how organisations must understand themselves in connection with the wide variety of local as well as global stakeholders. The crucial part of the success of an organisation is the relationship quality between that organisation and its employees, its stakeholders such as customers, investors, shareholders, public and government departments, suppliers etc. as it has the ability to respond in the competitive environment on behalf of the company and its Corporate Social Responsibility. These are the major transformation aspects that should be required by both national and global level of companies to approach in terms of sustainable development. There are major role in an in the process of both individual and organizational relationship. Organisations have many ways to deal with the intersection of societal needs, the natural environment and corresponding business imperatives. Organisations are also started practicing the continuum with respect to how deep and well they are integrating the societal responsibility approach into daily operations and strategy worldwide.

We draw focus on some present developments on the topic and give attention to differences and similarities of the triple bottom line at three different angles.

(TBL)- The business, societal and environmental arenas. The field addresses various problems and issues arise related to human rights, environmental protection, interdependency issues, fair competition, equal opportunities and environmental protection that occur in between the society and the organisation. Presently the current researches reveal that a variety of strategies, partnership, alliances and approaches are being used in the world. The Prominent feature of the business and the society is corporate responsibility or sustainability, addressing the fields of stakeholder management, global corporate citizenship, business ethics and corporate performance for social cause. The source of new ideas about shifting towards an integrated rather than damaged economy is management education and it also meant that the role and meaning of social responsibility needs to be updated. More research is needed to know that what is required and what not in the leadership and the field of leadership development.

Contribution of the corporations is great for a better world, transforming the aspiration into the reality and it proves to be somewhat of a challenge. The corporate social responsibility is very interesting and motivating. There are quite a few research done about this field may be because of it is a new subject of the field. Estonian society is not using to generally demand bigger responsibility from the organisations and the companies although responsible thinking and caring have become more popular. Therefore economical results are mostly taken into account in most of the cases. Consumers together have taken big lead and draw attention to more socially responsible subjects, with the rise of civilian society. We can observe that the necessity of corporate social responsibility arrived to the companies just a matter of time.

One of the propulsions for companies to do so should be the increased expectations of today's consumers. But, in order to understand the real attitudes of Estonian consumers towards corporate social responsibility, the Author of the current paper took the challenge to examine and research the importance of corporate social responsibility of today's Estonian consumers' purchasing decisions.

II. LITERATURE REVIEW

In this section a detailed conceptual framework used and there is an interdisciplinary approach was needed for the goal of this project. The foundation of this dissertation is provided by the two fields of literature (history and ethics). There are three major sections in this chapter. First section of these comprehensive phenomena provides for evolution of media and advertising in Latin American brief historiography of Dominican Republic advertising. Second section draws focus on ethics theory, human dignity, social responsibility and search of universal principles of truth. The chapter also includes the research questions examined about the study. When the question arises about the Social Responsibility, Corporate Social Responsibility (CSR) and Ethical values in the marketing, the participants has to know about these concepts and the applicability of the concepts, Ethical conflicts, concept of consumerism, social responsibility in and marketing ethics in the field of marketing? The relation of marketing ethics with social marketing, cause related marketing, green marketing and natural environment. In the following lines the author defines all aspect of length. As Wee Den has noted, the relation for social marketing participants has also shifted to partnership (Wee Den, 1998). However this shift should be with the perils of both sides.

This chapter defines the current literature pertinent to the Corporate Social Responsibility (CSR) topic and the global textile industry. First the Corporate Social Responsibility (CSR) topic in a wider base is examined. It started from discussing the benefits of the literature and engagement in the Corporate Social Responsibility (CSR). Studies done on the relationship with the financial performance and the CSR and then a critical examination of it, it is done with the help of considering discussion of dealing literature with CSR in small and medium sized firms. Research integrating managerial perceptions of CSR across industries is explored, and then studies on CSR specific to the apparel industry are examined. The ordinary role of a business as defined by one of the staunchest advocates, Milton Friedman (1962), is known for, 'to use resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to, say, engage in open and free competition, without deception or fraud'.

In terms of each functional unit in the society has its own role and it acts on that role, the business has been described as it. It is called 'Functional Theory'. The highest efficiency will be achieved by when every unit work on its assigned task and with high specialization and does not encroach the space of any other unit. The business function is fulfilling in the classical economy to provide effective services and goods at an effective

price. The diametrically opposite view is taken by social theorists who maintain that the large corporation, though still primarily a private economic entity, has such vast social impact that it has become a public trust with a communal constituency. A business should be expected to acknowledge for taking responsibility on its non-economic consequent activities with respect to globe society and the natural environment (Robins, 2005). This view emphasizes the interaction and interdependence between the various aspects of the society and the business. The challenge facing a business operating within this framework is to behave in such a way that it will be able to produce benefits for society at the same time as it produces profits for itself (Abratt & Sacks, 1988).

These study shows two aspects in a large scenario, from organisations who concentrate only their own part by making profit without taking regards of the society to those who work for the betterment of the society even to detriment of its own functions. According to Freeman (1994), Adam Smith's separation thesis is that business decisions have no moral content and moral decisions have no business content. While there are some who still would like to maintain the separation thesis, many business practitioners and academics agree that there is at least some moral content in many business decisions (Abela, 2001).

While most definitions of social responsibility contain some reference to the requirement that business consider its impact on society (Carroll, 1981) or concern itself with the welfare of society (Davis & Blomstrom, 1975), few definitions spell out precisely what this entails. It has no clear boundaries, nor even an agreed definition (Robins, 2005). Carroll (1981) suggests a four-part definition in an attempt to overcome this vagueness. The four areas of responsibility are economic, legal, ethical and discretionary responsibilities - in that order. Davis, Frederick and Blomstrom (1980) represent business concerns as three concentric circles - the inner circle representing the traditional economic role of business, the intermediate circle representing social and ethical issues that arise from the performance by business of its basic functions and the outer circle representing general social problems, the alleviation of which can be assisted by business (Davis et al., 1980). Areas of concern encompassed by the intermediate circle include: ecology and environmental quality, consumerism, governmental relations and ethical and moral issues.

Although some students commented that it carry difficulty to draw a direct relationship between corporate responsibility and culture, the corporate responsibility is regarded between various organisation and cultures and it blended it into all aspects of the business. Since cultural aspects are one of the cores part in emerging markets such as: China, it is considered to take review about the chienes culture before moving to further discussion in the particular market about the CSR. Through the previous research it is intended to take review from multiple literatures. This chapter is divided into three sub-sections which includes ethical standards, exceptional quality and social responsibility. How does KRM Information Services Inc. achieve work with high ethical standards, social responsibility, and a focus on exceptional quality in the face of present day challenges and threats?

III. OBJECTIVES OF THE STUDY

- To identify how ethics and social responsibility is helping to improve the environment and well-being of people in the country.
- To identify ethics and social responsibility as a way of corporate sector's contribution towards branding of country.
- To identify that how government have a key role in portraying the image of country.

- To identify the different approaches used by Corporations in their practice of and social responsibility.
- To determine the effect of Corporate Social Responsibility on Business Operations and Performance.

IV. RESEARCH QUESTIONS

- To achieve the objectives stated above, the following study questions were posed
- How ethics and social responsibility can play a role in creating positive positioning in branding of a country?
- How ethics and social responsibility is creating positive impact in the marketing?
- What are the different approaches used by Corporations in their practice of ethics and social responsibility?
- What is the effect of Corporate Social Responsibility on Business Operations and Performance

V. RESEARCH METHODOLOGY OF THE STUDY

For conducting a research, the procedure for conducting it requires a lot of hard work, attention because it has to bear high accuracy, adequacy of results and reliability. Research methodology needs to be elaborate upon at the time of conducting the research. It can be described as the science of study to do research. The research methodology does not only focus on the methods used in research but also considers the scientific logics of the process of decision making. Research methodology is a way of solving the problems and systematic study.

The research done here is an investigating process. It is an examination of different subjects at various points like quality, age, location, gender, income, religion etc. in ordinary way we can say that the research methodology applied in it can give clear cut ideas on the ethics and social responsibility. In order to plan the right strategy for conducting a research and to advance the research work methodology plan requires an exact platform for mapping out the research work in relevance to make extraordinary plans. Moreover research guidelines draw a way to be in the right track in the field of enquiry. From selecting the topics to carrying out the research till the recommendation research methodology also gets me a roadmap. The whole research is based on this methodological concept.

VI. THE RESEARCH METHODOLOGY HERE INCLUDES

- Objective of study
- Meaning of Research.
- Research Design.
- Data Collection method.
- Analysis and interpretation of Data
- Limitation of study

Research

To solve the problems and to meet the challenges of fast-based decision the study research method provides you the knowledge and skills. Business research in the marketing environment is the systematic inquiry whose objective is to help in solving the problems occurred in managerial practices. It finds the unexplored facts explanation to clarify the doubtfulness of the facts and to correct the misconceived facts.

Research Design

For conducting such kind of research with the importance of the ethics and social responsibility, Described Research Design is suggested.

Data Used In the Study

The data used to be required in the study are basically secondary data and mostly collected from the internet, company's audit reports, banking websites, moneycontrol.com and various sites of the Social Welfare of India.

Data Collection Method

The Data Collection Process begins after defining the research problem and making a diagram of research design programme. There is a single type of data—

Secondary Data

It contains information obtained from Balance Sheets, Annual Reports and Other Statements, Files and Other important documents of the company and by taking reference of the textbooks, other publications, company's annual journals, and also from mining of the data from the different corporation's websites.

Sample Size

I have taken 40 samples for giving valuable information. It required having a maximum sample size but due to time limitation I have to take 40 samples. It helps to give the qualitative information which is useful for further study.

Sampling Technique

I used convenience sampling to study base on ethics and social responsibility in marketing professional, because it works well for populations with variable attributes.

Methods of Data Analysis

The collected data was edited, tabled and classified for analysis. I adopted descriptive research approach and implies design to reveal a validated profile of a market participant. Descriptive approaches tend to answer the question such as "How many", "How much", "Who", "Where" etc. It is also known as the archival research because it also uses the secondary data for the analysis. The concept is useful while focusing on the details and description of ethics and social responsibility or when it show prediction about living standard, buying pattern and preferences. "Descriptive concept implies qualitative way of analysis using archival records, secondary data, etc."(Saunders et. al.,2013).

VII. OPERATIONAL TECHNIQUE

Mathematical Simulation technique will be used in the research, it is practical in nature. However, for the technical and complex situations this model considered to be adequate model. (Such as, at the AirPort or in a Manufacturing Factory). These are Algorithmic Programmes (SPSS) that can be made to simulate the discreet part of a complex operation.

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