

# Advance Research in Management: Ethics in Management

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**Abstract :** The ethics so important that the all factor of production and management because the marketing is most essential part of business and it is based on faith loyalty and ethics and favors and believes until you not succeed over winning people it is not possible to attract them toward your product on new comers can attract toward the advertisement but next time remain calm but ethical point of view it make strong decision.

The main effect of ethics is global market , today globalization is more essential than the home country it gives extra customers which make company more cost effective product for less prices which automatically pays huge profit to company.

It is concluded that the survival of the company depends upon the technology and ethics in management and its policy for more competitive facing all challenges in any situation .

**Introduction:-** The modern age is more complicated than expected as there is competition trade everywhere beyond all beliefs , may be crossing Ethics in Management also and it becomes essential also for existence and survival but does we think that success is all over than customer satisfaction and brand and company reputation , is it more than that No customer satisfaction and company reputation is more important than only success it means the Ethics is more important in management. The modern age is age of literate population every countries literacy rate is increasing , in such a situation everyone is aware of their rights and freedoms on the other side the social upliftment is taking Place day by day obviously they will choose and find out the ethics in everywhere while taking decision . Whereas the business , trade , and product and services they would expect more ethical.

The management has controlling tools of everything which is used in costing also while controlling cost most of the manger takes critical decision of practical costing with break-even analysis view and most of the manager thinks costing is anyway to increase the profit at all that's why he use any cheap and mean way to control it. But on the contrary the decision of costing becomes headache and fail and rejected with poor quality and durability as most of products of neighboring Countries products are.

**Objectives: -**

**1)Pure Intention in trade and business :-** The business is work of providing the facilities and services to the people of a nation with quality products and with affordable prices too but modern competition the above all attributes remaining on the advertisements not in facts of reality and so pure intention is very essential in trade and business. The performance of the product always decide the future of the company not future but the existence of the company so the pure and good intention in the trade and business provide high performance of the product which help to boost up the faith and beliefs on the management of the company from the point of view of customer as well as the investors too.

**2)Achieving Faith of customer is motto :-**The customer is as like the mirror of the company whatever your decision are that is reflected through the action of the customers so achieving the faith of the customer should be the main motto of the company. The faith is required for many more tasks as like investors , suppliers, debtors and purchasers as well as the banking systems also it need faithful task and activities so ethics in management is very essential for uplifting the faith of the public.

**3)Less is better Than Nothing:-** The survival is opportunities for progress and so less is better than nothing the tricks of increasing the profits and sales anyway may be many and too much but definitely it may not be straight it can be zigzack which is not based on ethics in managements so achieving high profit any way may be fatal for anybody having decision power in the company.

**4)Technology + Ethics = Success :** -The technology is overall essential in modern age as the product is cost effective , qualitative, and durable as well as less wastages giving not less but it has many more beneficial for modern manufacturing today but at the time of global enhancement the technology could not work properly so the recession is observed there it means mere update technology is also not workable for success so we can say the technology plus ethics is definitely the success mantra.

**5)Durability Long Period Success :** -The durability in any sense may be product or employees of the company both are backbone of the company and if the company wants success for long time it needs durability policy with ethics in management .The period success is anytime better than huge success of limited period as the drop by drop create the ponds so we must wait for long success with minimum success following the ethics in the management.

**6) Social Responsibility:** -The ethics in management is a part of social responsibilities also which main factor of management is . The company have some social debt for community and society for which they must provide various facilities within the company and outside the company for various social services and amenities also which is part of ethics and it pays much more in future for betterment of company for success and profit making and progress.

**7) Possible to Attract Efficient Human Resource :** -The company mainly depend upon the human resource which company having efficient and high caliber employees that company is more competitive so the horse trading is done for better employees also but if a company is high ethical the employees automatically attracted toward that company.

**8)Global Popularity with Ethics :** -Today global popularity is very essential as the foreign currency or global market and export is much more beneficial but most of the country gives much more weightage on the ethical point of view with technology.

**9)Survival in Critical Situation Also:-**The Company can be survived in critical situation also such as in recession time in Europe only those companies remained progressive who had high ethical point it does not mean that other companies don't have but the popularity and faiths upon management make impression over public mind.

**10)Profit Continuation with Global ship than huge Profit for Less Period:-** The Global ship is extra earning with high customization and as well as the various country has various political situation and social situation so average situation of social and political benefit at globe make profit continuation game with global ship.

### **Importance of Ethics in Business Management and Development:**

**1) Creating Addiction with Ethics is Important:-**Creating addiction is most essential if some groups have strong beliefs and faith by ethics of that company the groups never change their mind at any cost until they have option over it so creating addiction is possible with the best ethics in management.

**2) Ethics Saves Extra Expensive Promotion** :-If the goods are less competitive one should have more extra budget for promotion as like detriment for that product but if a company have high ethical values they must expend less on advertisement and promotion over it.

**3) Favors of Global Government is not Easy**:-Global government favors is not simple and easy possible but it need lot of process but if any company has high value with potential and ethics global government give attention over it.

**4) Customer Ability Boost up is Important** :-Any ability as like purchasing power, efficiency, earning capacities and standard of living upliftment is very essential as the such customer is very essential in future so today's strong with mental physical ability is more responsive in futures.

**5) Easy Global Entry Saves Extra Cost & Increase Profit** :-The easy global entry give opportunity for bulk production and if the bulk production are there the cost of production will automatically be reduced and prices will be less which increases the profit any way.

**Scope of Ethics in Business Management and Development**:-The cut throat competition make most of the company vanishes from the survival or it remains unprogressive for long duration so the scope for ethics is very essential in modern era of management and it is weapon also for winning the mind of global people as well as the home country.

**Conclusion**:- Today modern entrepreneurs must keep in mind that ethics in management is essential part of management without is just as the fish without water because the competitors are increasing challenges are more critical that expectation so we can win over it only by ethics in business.

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