RESEARCH ARTICLE

Role of Ethics in Global Business

Hamid Saremi [1], Pedram Saremi [2]

Abstract

Man wants success, since the success of a person in personal, professional, and social life depends on his patterns of communication behavior, the correction of these patterns also plays an essential role in achieving success.Success is achieved in the light of man's right and easy connection with himself and others; Because people are constantly interacting with themselves and others. Man is a social being and today, with the amazing development of societies, globalization,Individuals interact with a multitude of different organizations, and this has significantly complicated the relationship of individuals with each other and with organizations and the interrelationship of organizations with each other.Despite these complexities, everyone wants easy and correct communication with each other; Because they find comfort and tranquility in its light. This article seeks to examine the role of professional ethics in business, the history of business ethics in the world, the principles and foundations of business ethics and the views of thinkers, fair and unfair business practices, ethical guidelines on commercial advertising, consumer rights and ethics In production, globalization and business ethics, social marketing and its relationship with ethics, business ethics, and intellectual property rights, definitions of moral values, fair or just trade, ethical charters, and their codification circumstance business ethics terminology, international organizations active in the field of professional ethics.

Author Affiliation: [1] Department of Industrial Engineering, Asrar Higher Education, Mashhad, Iran.
[2] McMaster University Continuing Education, Hamilton, Canada.
Corresponding Author: Hamid Saremi. Department of Industrial Engineering, Asrar Higher Education, Mashhad, Iran.
Email: hadi_sarem@yahoo.com

1. Introduction

Ethics in business has become very important in the last three decades, and most of the world's prestigious universities, especially in the faculties of economics and business, try to teach the ethical aspects of trade, business and production to those who will be in charge of enterprises and companies in the future.

Some marketing associations, chambers of commerce, business development organizations and institutions that consider the promotion of business culture as one of their duties, or legally and have a responsibility in this field, have developed the rules and published guidelines on business ethics or tips that marketers, manufacturing units, and industry business and trade in general should follow in their economic activities.

In some cases, the law has specific duties or responsibilities to protect the rights of consumers, the health of society or to prevent damage to the international reputation of the countries, which are based on internationally accepted ethical principles.

In today's world, every human , is a member of the international community , regardless of what country he or she belongs to or where he or she resides, and any unconventional, irrational, inaccurate, or inappropriate activity, such as non-fulfillment of business obligations, Ignorance of known consumer rights, Supply of imitation goods, production or sale of substandard or poor goods, providing false financial statements or incorrect information to shareholders, non-compliance with safety standards, waste of natural resources, environmental pollution, etc. [1]

All are immoral act and in some cases causes irreparable damage to the economies of countries or leads to the restriction of their accessible markets.

Pay full attention to ethical issues in the economy and business and develop comprehensive and enforceable guidelines in each Relevant field by institutions will have a significant impact on the development of domestic and foreign trade and ultimately the economic growth and development of the countries.

2. Ethic Definition

Ethics is based on well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. [2]

Some years ago, sociologist Raymond Baumhart asked business people, "What does ethics mean to you?" Among their replies were the following:

"Ethics has to do with what my feelings tell me is right or wrong."

"Ethics has to do with my religious beliefs."

"Being ethical is doing what the law requires."

"Ethics consists of the standards of behavior our society accepts."

"I don't know what the word means."

These replies might be typical of our own. The meaning of "ethics" is hard to pin down, and the views many people have about ethics are shaky.

There are Various definitions of ethics which are as follows:

1. Ethics is the principles governing the behavior of individuals or groups of human, based on which they can distinguish right from wrong and good from bad.

2. The process of deciding on right or wrong behavior is called ethics.

3. Ethics is a system that describes right and wrong behaviors.

4. Ethics includes criteria and values that guide the behavior of the individual and society.

5. Ethics is a set of principles, assumptions, or criteria by which individuals or institutions must regulate their behavior. These rules or principles are based on human respect for oneself, others, and the environment in which one lives.

3.Business Ethics

Professional ethics is a process of rational thinking that aims to realize what values should be maintained and disseminated in the organization, in other words, a set of principles and standards of individual and group behavior Or a set of accepted moral behaviors and reactions and reactions by

Professional organizations and associations to provide the best possible social relationships for their members (and even customers, domestic and international competitors) in the performance of professional duties.

Business ethics is a branch of practical applied ethics that examines ethical and spiritual principles or the resulting ethical issues in the business environment. [3]

In the 21st century, due to the globalization of the economy and the consequent expansion of markets, the need to observe ethical points in trade and business has increased more than ever.

In business, all ethical principles are not requiring to be based on law, regulation, or instruction, but merchants, businessmen or professionals have realized over time that if they do not follow some of the principles, they have no chance of penetrating the market or even continuing to operate.

Attention to business ethics increased sharply in the 1980s and 1990s in major businesses and academic circles, and in many important universities of the world, a course or profession was created And most of the important economic institutions of the new business ethic called the world have developed guidelines for observing ethical points in the daily activities or behavior of their employees.

4. Professional ethics Culture Creation

In the definition of professional ethics, said that it is a process of rational thinking that aims to realize what values should be maintained and disseminated in the organization, in other words, a set of actions and reactions. It is an ethic accepted by professional organizations and associations to provide the most desirable social relationships possible for its members in the performance of their professional duties.

Professional ethics is one of the basic issues of all human societies that every society needs to define the characteristics of professional ethics such as attachment to work, spirit of participation and trust, interaction with each other...., etc. to create a culture for its realization.

Today, many countries have reached the intellectual maturity that ignoring ethical issues and evading social responsibilities and obligations leads to the destruction the institution and organization, because of reason many successful institutions and organizations have felt the need to develop an ethical strategy and they believe that an ethical culture should permeate the organization, hence they have tried to give research on professional ethics a special place. [4]

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Professional ethics is one of the basic issues of all human societies. Every society needs it to define the characteristics of professional ethics such as attachment to work, spirit of participation and trust, interaction with each other, etc. and to create a culture for its realization.

Today, many countries have reached the intellectual maturity that ignoring ethical issues and evading social responsibilities and obligations leads to the destruction of the institution and organization, which is why many successful institutions and organizations have felt the need to develop an ethical strategy. And they have come to believe that an ethical culture should permeate the organization, so they have sought to give research on professional ethics a special place.

Therefore, one of the main concerns of efficient managers at different levels is how to create a suitable environment for human factors working in all professions so that they deal with the issues of society and their profession with a sense of responsibility and full commitment and observe the ethical principles governing their job and profession.

The Features of professional ethics in people are related to the individual field, but when we move from the personal and personal area to the area of business, work ethic or job ethic arises, such as medical ethics, teacher ethics, engineering ethics and the like in, for example of how the system of a hospital or university might be immoral but nurses be asking to be ethical.

Today, professional ethics has a strategic role in institutions and strategic management experts have considered the appropriate ethical principles in the organization as a prerequisite for effective strategic management.

In professional ethics, the organization's ethical responsibilities are to the internal and external environment, and this is distinct from labor law, while labor law is also including in it. Principles of good and efficient ethics are

prerequisites for effective strategic management, and these principles lead to the creation of an efficient institution or organization.

5. The Need to Promote Professional Ethics in organizations and Institutions

Organizational development is a continuous, coherent and well-planned effort to improve and modernize the system. The goal of organizational development is to improve both the working life of the individual job life and the functioning of the organization. [5]

Considering the importance of professional ethics in the development of the organization, it is necessary to pay attention to extent of professional ethics training in organizations and institutions to determine the effectiveness of in determining the effectiveness and direct of resources, including human resources. Of course, in this area, the ignorance and unfamiliarity of employees with the issue of job and organization ethics is one of the most important obstacles to change the ethical behavior.

Therefore, considering that today no institution and organization can develop without training, it is necessary in organizations, in addition to training the specialties and skills to employees required for each job, to create a spirit of cooperation, joint and collective work, and especially administrative ethics. And organization should be included in training programs in organizations and institutions.

6. Professional Ethics Problems and Obstacles of Professional Ethic Value Rather than Problem-Oriented

One of the main problems and obstacles of professional ethics is value orientation instead of problem-oriented. Some experts believe that many of the problems and obstacles of professional ethics arise from our traditional approach to ethics. In our traditional view, we look at ethic problems as virtuous or value-oriented merely, not problem-oriented. [5]

Our orientation is virtuous, not efficient. Our address to the ethics issues is merely preaching, evangelistic, and warning, while dealing with ethics problems correctly and effectively requires expertise and skill.

The virtuous approach compels us to simply remind and insist on ethic precepts and virtues when confronted with moral dilemmas. While virtueism is not really an approach but a stance and ultimately a kind of attitude.

We need to know that the approach is impersonal and methodical and seeks to understand the problem correctly and ultimately solve the problem. The approach is also based on the description of the cause and effect of an issue and uses scientific and measurable criteria and tools in its path.

But attitude is a personal stance and is not essentially about solving a problem.

7. Consequences of Neglecting the Factors Affecting Professional Ethics

In management knowledge, it is quite clear that environmental factors outside the organization, especially global environmental factors are less available to the organization and the possibility of influencing or controlling these factors is almost impossible. [6]

Nevertheless, in the position of analyzing the internal affairs of the organization, it should not be neglected. The least benefit of understanding these factors is that it will make us more realistic and therefore more successful in understanding organizational strategy and policy.

In the field of professional ethics should not be neglected, At least to express and analyze the ethical problems of the organization, from individual, organizational and environmental factors. Neglect of these factors in analysis and expression Causes of ethical dilemma lead us to surrender and unrealism.

Three aspects of factors affecting professional ethics according to Pnio : (individual aspect, organizational aspect, environmental aspect)

1. Individual aspect: I. e features personal characteristics, religious values, personal criteria, family factors, beliefs and personality, are among the factors affecting professional ethics from an individual aspect. Certainly, a person who lacks Worthy Ethical competencies, will not enjoy the appropriate standards of professional ethics.

2.Organizational Aspect: Factors such as leadership, management, communication with colleagues, communication with subordinates and superiors, the system of encouragement and punishment, expectations of colleagues, rules and regulations and procedures, organizational climate and culture are in this area. It is obvious that the Being undesirable of these factors will be a threat to professional ethics and vice versa.

3. Environmental Aspect: Economic, social, cultural, political factors as well as other organizations and competitive factors between them are among the factors affecting professional ethics.

Other Factors Affecting the Professional Ethics of Organizations

In addition to the general and aforementioned factors, lack of work facilities and tools, inappropriate tools, inappropriate work environment, workload in excess of the capacity of the employee or worker, crowded environment of the institution or organization all contribute to moral problems.

Economic and political instability, historical and cultural problems that are strongly incompatible with the culture of partnership and teamwork. Other factors like this undoubtedly affect the ethical situation of the organization. [7]

8. A History of Business &Professional Ethics

In all the divine religions, professional ethics has been considered and people have been encouraged to be truthful, honest, trustworthy and not to steal. In philosophy, Plato focuses on justice and democracy (morality means where the human soul finds a state in which the soul itself becomes beautiful. [8]

If the work is beautiful, then the soul is naturally beautiful and is the basis of the ethics of justice and justice is equal to beauty). Aristotle considers ethics precepts based on the prohibition of greed and usury and emphasizes the concept of justice in business. John Locke promoted the defense of property rights as a natural right.

Adam Smith, the father of economics science, developed

the ideas of John Locke in his book The Wealth of Nations.

Smith is an ethical l philosopher and author of The Theory of Moral Relativity. In 1993, the International Parliament of Religions passed a Universal Declaration condemning the abuse of the planet's ecosystems, poverty, hunger, and economic inequality and the process of forming professional ethics has continued till date   and   has become a daily application of ethical norms in social processes.

The term professional ethics in its current form was formed in three different stages. The term first became popular in the United States in early 1990, and originated in academic writings and academic lectures. In the second stage, the term was used in public publications, and in the third stage, the concept was used in the business world and means ethical norms in the business process.

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Professional ethics is one of the most fundamental issues of all human societies and in many industrial countries it has been concluded that disregard for ethical issues and evasion of social responsibilities and obligations leads to the destruction of the enterprise and organization.

Because of reason, many successful companies have felt the need to develop an ethical strategy and   believe that an ethical culture should permeate the organization.

Therefore, they have tried to give a special place to research on professional ethics and even have trainings in this regard.

Given that no organization today can develop without training, in organizations, in addition to training the specialties and skills required for each job to employees, creating a spirit of cooperation, joint and collective work, and especially professional, business and organizational ethics should be a priority.

Today, having professional ethics is considered as a competitive advantage. "In an organization, good ethics is a prerequisite for good strategic management," says Fred R. David.

Good moral principles are good organization." Ethical principles are derived from the general culture of a society (beliefs, religion, customs).

In organizations, employed people and different classes have special subcultures that distinguish them from each other, All these makes that a special kind of work bias be formed among these groups and organizations which is called the principles of professional ethics.

In one sentence, professional ethics is influenced by organizational ethics. Ethical principles based on proper planning in terms of professional ethics and work conscience has been implemented in developed countries for many years and has been considered by developing countries for in recent years.

Some of the main and effective factors are: proper and efficient human resources, technical knowledge and technological capability, financial and technological resources, internal motivation of human resources, customer satisfaction, favorable market share and position, organizational participation, competitive advantage and ... Some people believe that job satisfaction increases commitment to ethics.

Points to be consider in creating ethical principles Ethical principles are a prerequisite for management. Professional ethics is a knowledge that must be created on the basis of a logical and rational course. Managers must believe in the principles of professional ethics. Ethical characteristics should not be in conflict with each other.

Managers must respect these principles themselves and manifest them in their behavior. Ethical defects can appear at the infrastructure and operational level. Lack of communication between senior managers and operational managers can increase ethical deficiencies in the organization.

9. Issues Raised in Business Ethics:

The issues that business or professional ethics discuss are very broad and there are different or contradictory views on them. Here I shall point to some of them as follows:

1. The social responsibility of companies that   discusses regarding the duties and responsibilities of economic enterprises in relation to each other and society and the relationship of the founding members or owners of a company or shareholders, observance of fiduciary duty, industrial espionage, acquisition of a company or acquisition of ownership without management consent and board of directors. [9]
2. Misuse of marketing tools and misleading advertising;
3. Assistance of companies or economic enterprises to influential parties or groups in order to use their power to achieve business goals;
4. Misleading analysis in financial statements in order to deceive shareholders;
5.   Bribery, illicit payments to promote business activities;
6. Unhealthy competition or elimination of competitors in ways that are contrary to the values that govern society;
7.   Ethical issues related to the worker and the employer:

10. Ethical Principles Governing Business

The most important ethical principles that have been accepted in international trade are:

1.Honesty

Honesty or manipulation is one of the highest human qualities and it is necessary to observe it in all stages of trade and business. Concealing the truth or providing false information about the characteristics of the product or deceiving the customer is a bad move harms the continuity of business activities. [10]

2.Simplicity

Simplicity in any situation creates a sense of closeness in the relationship. The concept of simplicity makes cognition and confidence together relieves the consumer of stress or annoying excitement.

3.Creative Trust

The concept of values itself is self-reliant. Because it is the point of sharing and accepting people's demands. Paying attention to moral principles is creating value for common beliefs.

4.Fairness

According to this principle, each trader must follow

the interests of the other party or his business partner in the same way as the winner, the winner must consider his interests and the method.

5. Responsibility

It is important for the buyer that a transaction is responsible for both parties and the seller, who usually makes a profit, does not leave the buyer alone with ambiguities or problems.

Based on the principle of responsibility, traders must provide all information related to the goods or services that can be provided or tips that in some way affect the conduct of the business transaction to their counterparty or future business partner. The principle of responsibility or accountability is closely related to the principle of honesty and is in fact complementary to it. Accountability is a two-way win-win relationship.

But the point is, a transaction is not the end of a consumer-producer relationship. This is a key condition of business ethics. However, many manufacturers try to address this issue by establishing customer relationship centers and responding to buyers' demands.

6. Keeping trade secrets and secrecy

Merchants are morally obligated to maintain the secrecy of orders received or contracts they enter into to conduct business transactions. Information about contracts, trade negotiations or transactions that will take place is personal information and disclosure. They can cause a lot of problems for both parties or lead to abnormal price fluctuations in the market.

7. Adherence to Obligations

Adherence to obligations within the framework of commercial contracts and non-violation of their provisions has been recognized as one of the most important ethical principles in business. Although in most cases commercial laws and regulations specify the obligations of the parties in the field of fulfillment of obligations, but in any contract can be dealt with cases in which the law does not specify a specific duty for traders and only adherence to ethical principles can It is necessary to note here that most commercial and industrial enterprises in developed countries have developed ethical charters or special instructions in order to teach ethical points to their employees. Observance of their provisions is mandatory for employees.

8. Predictability

Consumers tend to use a product or service according to their expectations, so predictability for a purchase helps consumers' sense of convenience. And accepted global markets. These principles are designed to benefit buyers. It is effective in creating transparent markets and fighting corruption.

Meanwhile, the culture of business ethics should be considered as a sales strategy, more attention to the business environment of countries. A concept that has been prevalent among merchants in traditional markets for many years.

11. Ethical Values for Business Success

Look at successful and honest businesses to see a set of values that have not changed over time.

Think about the values that exist in your Business and see what you can do to support them.

Fortunately, in the world of business ethics, the employer helps you. In short, his values are your values (in the area of work). [11]

Your freedom to choose your own ethical values is a bit limited. Given the wave of corporate scandals in the present age, the thought of following the company's values may not bother you much. The problem is: what values should you trust?

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So, first, management must be guided by examples and patterns. Good ethic must start from the top. Every employee must be accountable to the rules.

Second, corporate's values or ethics must be disseminated throughout the business. Every environment and every occasion should be used to convey this good message to everyone. Of course, these things only become valid when the business does what it says.

Third, everyone must be trained so that everyone is aware. Motivational speeches or posters are sometimes overlooked, but spending some time learning them will have a lasting effect.

Fourth, both the employee and the company must pursue this in the long run so that ethics can be passed on to the next generation of employees. The longer it lasts, the more these principles take root.

12. Ethics and Social Responsibility of Managers in Companies

The new era has witnessed the tendency of managers' perception towards their meta-organization and has made them aware of the environments outside their business. In this age, effective management is a management that leaves the scope of its business and thinks of society and the wider environment.

Managers from the lowest to the highest levels of the organization also make decisions that, in addition to having a real foundation, also require value judgment. [12]

These managers must adjust their business's economic policies according to their social and environmental effects; because as societal expectations of organizations increase, societies have become more sensitive to issues such as the environment, women's rights, minorities, children, the disabled, employment equality, and the reduction of manpower; Failure to pay attention to these issues can cause major problems for organizations, which ultimately affect the success of the organization.

The ethics and social responsibility of the business is an issue that seeks to ensure companies in order to maintain the stability and sustainability of their interests in society. [13]

In fact, ethics and social responsibility are the conscious conscience of the business, the avoidance of which causes a lot of damage to the body of the business and the society in which it operates, and it is very important to pay attention to them, because recent scandals show that economic values are declining.

This issue is of special importance in many developing countries, because on the one hand, moral principles and social values have a special sovereignty over the people, so that people are particularly sensitive to non-compliance with them, and on the other hand, such countries are significantly

different from advanced Countries.

Today, an increasing tendency towards Ethic and social responsibility and accountability of the business in which managers work is being created.

This can be an important factor in advancing business goals along with other management factors, the success of more business in the community in which they operate.

Although the main goal of business is to increase efficiency and profitability, but in the age of information and globalization, to achieve success, one must respond positively to social expectations and ethic norms.

Ethics and social responsibility guarantee the achievement of these goals. And that it will ensure these goals for many years to come, provided that managers are fully aware of their ethics and social responsibility in society.

Managers are even responsible for their thinking towards society. And if they want to maintain their business, they must seek the public satisfaction and meet their needs and respond to the responsibilities assigned to them, because accepting the responsibilities assigned to them and being accountable create public trust that It is one of the best social assets and promotes the level of acceptance and effectiveness of business, Otherwise, they will eventually take on the problems they have created for society.

13. Ethics and Management Practices

Ethics impacts various aspects of management and operations, including human resources, marketing, research and development, and even the corporate mission. [14]

The role of ethics in management practices, particularly those practices involving human resources and employment, differs from culture to culture. Local culture impacts the way people view the employee-employer relationship. In many cultures, there are no clear social rules preventing discrimination against people based on age, race, gender, sexual preference, handicap, and so on. Even when there are formal rules or laws against discrimination, they may not be enforced, as normal practice may allow people and companies to act in accordance with local cultural and social practices.

Culture can impact how people see the role of one another in the workplace. For example, gender issues are at times impacted by local perceptions of women in the workplace. So how do companies handle local customs and values for the treatment of women in the workplace?

If you're a senior officer of an American company, do you send a woman to Saudi Arabia or Afghanistan to negotiate with government officials or manage the local office? Does it matter what your industry is or if your firm is the seller or buyer?

In theory, most global firms have clear guidelines articulating antidiscrimination policies. In reality, global businesses routinely self-censor. Companies often determine whether a person—based on their gender, ethnicity, or race—can be effective in a specific culture based on the prevailing values in that culture. The largest and most respected global companies, typically the Fortune Global, can often make management and employment decisions regardless of local practices. Most people in each country will want to deal with these large and well-respected companies. The person representing the larger company brings the clout of their

company to any business interaction. In contrast, lesser-known, midsize, and smaller companies may find that who their representative is will be more important. Often lacking business recognition in the marketplace, these smaller and midsize companies have to rely on their corporate representatives to create the professional image and bond with them in-country counterparts. [12]

Cultural norms may make life difficult for the company as well as the employee. In some cultures, companies are seen as "guardians" or paternal figures. Any efforts to lay off or fire employees may be perceived as culturally unethical. In Japan, where lifelong loyalty to the company was expected in return for lifelong employment, the decade-long recession beginning in the 1990s triggered a change in attitude. Japanese companies finally began to alter this ethical perception and lay off workers without being perceived as unethical.

Global corporations are increasingly trying to market their products based not only on the desirability of the goods but also on their social and environmental merits. Companies whose practices are considered unethical may find their global performance impacted when people boycott their products. Most corporations understand this risk. However, ethical questions have grown increasingly complicated, and the "correct" or ethical choice has, in some cases, become difficult to define.

14. Role of Ethics in Global Business

As businesses expand internationally, they must not only understand an organization's mission, vision, goals, policies and strategies but also must take into account the legal and ethical issues in Global business. When companies plan their long-term expansion into a foreign environment, they must tackle serious moral and ethical challenges and decision-making in order to make their expansion a success.

Some of the most common ethical issues in global business include outsourcing, working standards and conditions, workplace diversity and equal opportunity, child labor, trust and integrity, supervisory oversight, human rights, religion, the political arena, the environment, bribery and corruption. Businesses trading internationally are expected to fully comply with federal and state safety regulations, environmental laws, fiscal and monetary reporting statutes and civil rights laws. [11]

Cultural considerations can also make or break a company conducting business globally. Every culture and nation has its own history, customs, traditions and code of ethics. Cultural barriers include language, which often means a company must rely on translators when speaking to business contacts and customers. Gender can be an issue in countries where women do not have the same rights as men. Religious holidays and other cultural events can prohibit trade at certain times. Acting in accordance with ethical and cultural values is crucial for a multinational company to win clients' support and business and to achieve a competitive advantage in a particular market.

The rapid growth of international business has increased demand for qualified professionals who are familiar with global markets, business practices, cultural considerations and ethical issues in international business.

Companies that operate in multiple locations around

the world need to embrace a single code of ethics and apply it everywhere.

The maxim "Ethics must be global, not local" provides context for evaluating ethical issues that arise internationally. It also helps us to remember that values are the core component of a universal ethical framework. In short, business ethics should be steadfast and global no matter where companies are located in the world.

Regardless of the corruption levels of the host countries in which a company is operating or where its home country ranks in Transparency International's Corruption Perceptions Index, the company and its employees should act in an ethical manner. Therefore, if a company is international, then its code of ethics—as well as the IMA Statement of Ethical Professional Practice—applies to all locations where that company operates.

In international business, many companies operate according to the phrase "When in Rome, do as the Romans do," which means that when operating in a host country, you adopt that country's cultural norms, ethics, and business procedures. To some degree, it makes sense to mold your company's culture to best fit the local area. It's important to understand cultural differences, but you should never compromise your company's core ethical values. [13]

Some multinational companies apply one set of values and follow one set of rules in their home country but disregard them or act differently when partnering with less stringent organizations or in host countries. Even multinational companies from countries that generally show good citizenship and ethical values in their home country frequently pursue high-profit and low-cost benefits in host countries through unethical practices such as using underage labor, offering low wages, polluting the local environment, and permitting poor safety conditions.

Multinational corporations should consider and respect all stakeholders' interests while they pursue profitability, not just the financial gain of shareholders and C-suite executives. Global ethics accompanied by good corporate social responsibility (CSR) and environmental sustainability practices ultimately benefit business entities' reputation, long-term viability, and profits. Not only should professionals prioritize ethics above profitability to bolster trust and respect when forming new business relationships, but they should also operate ethically from a CSR standpoint to enhance global value chains.

Further, global business is characterized by a diversity of cultures, customs, and professional practices. When participants in global business hold ethics in the highest regard, this promotes trust and better connections and interactions between different cultures.

In global business, ethics plays an important role even when cultural differences come into play.

Establishing a global code of ethics requires a comprehensive effort across the organization to continue to improve business practices and prevent or root out corruption. It doesn't matter if you're a model company in your home country if you act unethically elsewhere. An ethical organization must demonstrate ethical standards and values when doing business in other countries. Lowering standards just because "you can get away with it" or "that's how business is done here" isn't an acceptable excuse for acting unethically.

15. Conclusion

The place of ethics in business is very important, the application of ethics is such that the result is reflected in professional business.

Expressing ethical issues that apply to an individual's life promotes the spirit and social status of the individual and has been emphasized and considered in various societies.

Now, if ethical issues are applied in social life and business relations, in addition to creating a healthy competitive environment in business, it will make the economy dynamic and everyone will benefit from it.

We all know that the producer and the customer (consumer) each have a series of rights and duties, and paying attention to these rights and observing them will ensure their benefits.

If ethical points are observed in the production, not only the losses will be reduced, but also the trust, which is considered as the biggest capital and the most important brand for the producer, can guarantee his success in the competitive market.

Today, dealing with intellectual property rights, corporate social responsibility along with the globalization of the economy, professional and fair trade, etc. are very important issues and have an important value and position in organizations.

The importance of the term "business ethics" has increased dramatically today. Today's companies and organizations develop strategies to validate their "brand", one of the most important of which is "creating an ethical brand".

This attitude is becoming more and more important for capital owners and shareholders. Because the current knowledgeable customers and buyers have introduced a new definition of quality in the market, and that is the degree of compliance with "business ethics" during the production of the desired product or service.

The sum of the above two cases which one is from owners and shareholders in search of a sustainable business, and other is today 's conscious consumers who are looking to make ethical purchases have led to the creation of new concepts of "ethical business", "sustainable business", "fair trade", "green brand", "responsible business" and "social responsibility".

Achieving the above goals is an organizational concepts and obviously, the first step in this direction is the observance of business ethics by each individual.

There are always things in business that can be called ethical dilemmas. It is usually very difficult to make decisions at crossroads. By studying different cultures and models, two important principles in ethics are mentioned as follows:

1. Having a criterion to follow
2. Tendency to follow

In global business, the ethics in business is an applied ethics where professionals and researchers use principles and theories to solve any ethical problems that exist in business.

At the quarter of the 20th century, as technologies like internet have made global business or international business all more viable, the business ethics domestically have grown in importance along with the power and significance of major businesses.

So that, global business ethics take center stage as a major concern of the modern era. The earlier opinion stated that a business cannot be ethical, but this opinion is not used anymore in the modern business. Today business has belief that they must be responsible for social since they live and operate within a social structure. The key factors that make business ethics is important at the quarter of the 20th century are corporate social responsibility, corporate governance, and globalized economy.

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