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Business Ethics: Back to Basics

Abstract

With business news dominated in recent years by some spectacular examples of ethical malfeasance, confidence in the business world has been shaken. Never mind that the Enrons of the world are actually few and far between. No business or organization can afford even a suspicion of unethical behavior and must take proactive steps to ensure that no suspicions arise. Ethical behavior begins at the top with actions and statements that are beyond reproach and ambiguity. Managements may want to follow an eight-point action list presented here for establishing a strong ethical culture and also a decision checklist when ethical dilemmas loom. Sterling reputations are valuable business assets: they are earned over time but can be lost almost overnight.

William I. Sauser, Jr.
