

Impact and Importance of Business Ethics in Communication

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Abstract

Business ethics in communication refers to the principles and practices that guide how business enterprises interact with their stakeholders. Business ethics has been receiving increased attention in the communication field. Companies increasingly face ethical dilemmas and potential repercussions for their conduct stemming from their interactions with their customers, suppliers, employees, investors, and other stakeholders. To relate the present study, the articles “Business Ethics” written by Gary W. White and “Ethics and Entrepreneurship: A Bibliometric Study and Literature Review” written by Vallaster, Nielsen, Kraus, and Lindahl are selected to demonstrate and reflect the importance of business ethics in communication. The purpose of this paper is to discuss why it is important to study business ethics and what role of ethics this study would entail in business communication.

Impact and Importance of Business Ethics in Communication

Introduction

Business ethics is the practice of moral principles and values or a collection of principles that govern ethical behavior in business settings. In order to maintain a business environment that is ethical, effective communication must be at the forefront of every organization. Communication ethics is the subset of business ethics that concerns itself with the principles and practices that govern communication in business. It encompasses the principles of honesty, fairness, integrity, accountability, and moral principles that should govern an individual's actions in a business context and the legal requirements of ethical behavior. Business ethics covers issues of business strategy, human resources, marketing, sales, and operations as well as other aspects of business such as risk management, investing, product development, and supply chain management. Ethical behavior in communication is important in business because it can lead to success and profitability for the business. Thus, ethics in communication is an important topic for all business organizations.

Background

Recent studies indicate that business ethics in communication is an essential part of modern business communication, which influences the way businesses and organizations work. The word “ethics” is derived from *ethikos*, a Greek word that refers to the urge of creating a moral habit. Ethics, in simple words, refers to instilling values in people to help them shape their beliefs so that they can promote healthy and effective relationships among individuals within their society. Ethics are enforced through laws and regulations so that people can be held accountable for their actions and practices. Similarly, business ethics is the application of moral principles to business decisions. Many companies have accepted business ethics in communication as a positive way of interacting with employees and stakeholders alike (Mella & Gazzola, 2018). Therefore, managers of both private and public companies are forced to set ethical standards for their employees in order to develop a favorable image for their business. Over the last ten decades in the business World, communication ethics took a critical role in determining business success while promoting prospective relationships between the company, customers, employers, and employees. These relations play a significant role to focus on corporate ethics to consider the interests of the customers and employees at all times.

Summary of News or Articles

The articles selected on the subject of business ethics in communication are “Business Ethics” written by Gary W. White and “Ethics and Entrepreneurship: A Bibliometric Study and Literature Review” written by Vallaster, Nielsen, Kraus, and Lindahl. These articles are focused on the subject of business ethics in communication and emphasize how individuals and businesses should abide by certain ethical principles in business. White’s article is an overview of the ethical dimensions of business and how they should be considered when making decisions in the business World. On the other hand, the article written by Vallaster et al. examines the ethical concepts of [business management](#) and delves deeper to argue how to properly handle business relationships in an ethical manner.

In “Business Ethics”, Gary White discusses the concepts of business ethics including honesty, integrity, and social responsibility and emphasizes the need for ethics to be an important part of business and society. The article also addresses how businesses can become more ethical and positive by incorporating a higher level of ethical behavior into their daily business practices (White, 2001). The article “Ethics and Entrepreneurship: A Bibliometric Study and Literature Review” covers a wide range of issues that are relevant to business managers and provides valuable insight into how these ethical dilemmas in entrepreneurship can be overcome. The article also offers practical advice and recommendations to help organizations overcome these ethical challenges. The authors provide specific examples and case studies to show how ethical decisions can be made in the business (Vallaster et al., 2019). Both articles are well-written and easy to read, making them useful resources for anyone involved in the business World.

Impact of Ethics on Communication

The business world has become increasingly competitive and there is a need for ethical behavior if businesses are to remain successful. In a business setting, it is important that communication between employees and management be ethical and lawful as business ethics in communication are critical to effective relationships and successful organizations. On the contrary, unethical communication can lead to unethical outcomes in organizations. Therefore, communication is an essential tool for business transactions as it allows companies to share ideas and coordinate actions. When businesses operate ethically, they communicate with honesty and integrity. This type of communication establishes trust between the company and its stakeholders (Reinsch Jr, 1990). Moreover, this fosters healthy relationships between companies and their employees, customers, suppliers, and other stakeholders. However, businesses that operate unethically communicate in a way that is misleading and dishonest which can damage relationships and reputation that potentially leads to loss of revenue and customers. It can also lead to negative outcomes such as decreased sales, loss of market share, and legal penalties (Illia & Balmer, 2012).

Relevance of Content towards Ethics and Communication in Business

Both articles selected for the evaluation in the present study to reflect the importance of business ethics in communication emphasize the argument that the ethical framework of business should be consistent throughout all businesses and that a company should not have different standards for different business divisions or employees within the same company. A company with a culture that is inherently conflicted with the core values of the business cannot thrive in the competitive business World (Reinsch Jr, 1990). Hence, the content is relevant for focusing on ethical behavior in a business through effective communication rather than just implementing practices that are consistent with corporate standards without any real awareness of the underlying moral values of the company. Ethics plays an important role in business communication because businesses have the responsibility, to be honest, and transparent. For a successful business venture, effective communication is essential because the business world is rife with ethical dilemmas, and it can be difficult for employees to navigate the right course of action without effective communication to maintain business relationships.

Consequences on the Subject and Society

Every day we communicate with others, whether it is through conversation or written communication. This communication can take place in a variety of settings and contexts, including at work, school, home, or through digital platforms such as social media. Communication is fundamental to life, and if an individual is not careful in adopting their communication strategies, it can lead to negative

consequences for both the individuals and the society. Nonetheless, when it comes to the business world, it becomes even more important that communication should be ethical and reflect our values as individuals and businesses. In the research articles selected for review and evaluation, authors also argue similar viewpoints that in order to preserve business ethics in organizations, managers should communicate ethical standards to their employees to ensure that everyone knows how to behave at work. Thus, developing a culture of ethics in communication at work or in business not only benefits the person individually in the workforce and the business as a whole but also helps strengthen the trust and communication between people in the society in order to operate smoothly.

Importance of Ethics in Business

Ethics in business refers to the principles of ethical behavior that should be followed by individuals and organizations in order to maintain trust and respect from the public to create a fair, ethical, and lawful business environment. Business ethics also maintains a high standard of conduct in businesses and upholds the trust of their customers, employees, and other stakeholders. In today's business World, ethical behavior is critical to ensuring a successful relationship with customers and partners alike. Ethics plays a significant role in business, both individually and as part of a company's culture because having a code of ethics can help protect businesses from legal trouble. It is important to have business ethics in an organization, as this helps businesses and workers stay moral and professional. Every business must have an ethics policy in place to protect both its own interests and the public trust. This can be accomplished through the establishment of a clear and concise code of ethics that is followed by all members of the organization as a strong ethical culture. This will allow companies to attract and retain the best employees possible who maintain a more productive and fulfilling work life (AlShehhi et al., 2021).

Discussion

There is no doubt that business ethics in communication plays an important role in the overall success of any organization. Therefore, the ethical code and values of the organization should be communicated to the employees through various means such as training programs and on-the-job instruction. In this context, it is important for organizations to establish communication protocols for different types of situations that may arise. For example, in the case of bribery, there should be strict guidelines that specify how employees should behave in such cases so that they are not charged with bribery or other unethical activities. These guidelines should include detailed suggestions and explanations on how to proceed if such behavior is detected. Organizations should communicate their policies to employees in a clear and concise manner to ensure that they understood what is expected. For that, communication guidelines should clearly specify how employees should respond to an impolite or aggressive manager, co-worker, or customer. Moreover, the organization should have a clear policy on such issues and must be prepared to deal with any violations of this policy.

The Implication of the Lessons Learned

In today's world of advanced technology and rapid globalization, businesses must also adapt to the factors of transparency and ethics in their business practices in order to compete successfully as well as attract and retain the best employees. Businesses should keep in mind that companies which do not treat employees fairly will not be able to maintain a sustainable competitive advantage in the market. Businesses should also ensure that they abide by all of the legal and regulatory requirements required by their industry, as well as various ethical standards established by their customers. These requirements will definitely vary from industry to industry, but most companies will need to comply with certain laws and regulations in order to operate in their chosen industry effectively and transparently. However, in order to maintain a competitive advantage over their competitors, companies must also maintain a strong ethical culture in order to distinguish themselves from the rest of the market in the long term. Thus, ethics is essential for any organization to be successful in the marketplace.

Conclusion

The business World is constantly changing and evolving due to new technologies and advancements in the marketplace, which in turn has led to new expectations and demands from both employees and customers of conducting business. This has led to a rise in business ethics and communication issues within the business organization which can be mitigated through effective communication and implementing ethics in business. Communication and business ethics go hand in hand. Communication works for building trust and loyalty between two business parties and ethics enhances the credibility and decision-making process in the individuals related to the business World.

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