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Business ethics refers to the application of moral principles to solve business problems. Here, the word ' morals ' refers to accepted customs of conduct in a society. The purpose of business ethics is to guide the efforts of managers in discharging their duties to the satisfaction of various stakeholders e.g., employees, owners, customers, suppliers, and the general public.

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Business Ethics: The Moral Foundation for Effective Leadership, Management, and Entrepreneurship (2nd Edition) 2nd Edition. by Frank J. Cavico (Author), Bahaudin G. Mujtaba (Author) ISBN-13: 978-0555036068. ISBN-10: 0555036065.

Business Ethics: The Moral Foundation for Effective ...

The foundation of morals and ethics are guides to human behavior stemming from our intrinsic disposition as social creatures. Morals are defined as " social elements that tend to have greater social value in accordance with standards of right and wrong " and ethics as the " study of problems which seeks to discover how one ought to act " (PhilosophyLander Edu).

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cian ethics, along with moral foundations, on business managers ' posi-tions on CSR, namely their CSR orientations. Because the shareholder value model of CSR emphasizes a company ' s responsibility for economic performance and shareholder value, it may be the cause of managers '

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According to these authors, in order to exhibit ethical leadership, it is beneficial to cultivate a personal spirituality (the moral manager) which provides philosophical, emotional, and spiritual sustenance to ethical leadership in practice, without which ethical leadership is more likely to succumb to situational pressures.

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This book is a systematic and constructive treatment of a number of traditional issues at the foundation of ethics, the possibility and nature of moral knowledge, the relationship between the moral point of view and a scientific or naturalistic world view, the nature of moral value and obligation, and the role of morality in a person's rational life plan.

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