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Ethics and Corporate Social Responsibility

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Abstract

There is growing research in all areas of ethics and CSR that govern the activities of a firm and the systems that underlie their business activities. In our paper we have explored the concepts of Business Ethics and Corporate Social Responsibility with a perspective that meaningfully CSR should be seen in the context of an overall paradigm of Business Ethics. We have studied CSR through the framework of the stakeholder theory of the firm and posit that CSR as practiced today is a subset of Business Ethics with other dimensions of an overall ethics framework still uncovered.

Business Ethics covers the areas of moral principles and decision making, governance issues and standards of conduct for a business

Key Words: Ethics, CRS, Unethical Behaviour

Introduction

The success of modern business is apparent, but recently there is much concern in the business-and-society literature and in the general press on whether Business fulfils its social role responsibly. Business ethics, and corporate social Responsibility have been developed in recent decades as responses to a growing sense of corporate wrongdoing. This paper attempts to explain why the three movements seem yet to have generated little in the form of widely accepted prescriptions for improvement of business behavior to the satisfaction of the "constituents" of business, i.e. the major stakeholders. Without denying the usefulness of any of the two movements, the paper suggests that there are weaknesses in all two, especially concerning the way they conceive modern business operation. To this end business pluralism, responsive codes of practice and re-examination of the assumptions (conditions) of business operation could be helpful.

The purposes of the present paper are:

- 1) To review these two movements in the light of the literature that serves them, and in the light of the problems they seek to address;
- 2) To identify their similarities and differences;
- 3) To provide a summary critique based on the notion of business as an ideology that could benefit from the introduction of a more pluralistic conception of the role of business and management;

