

**ST.MARY'S UNIVERSITY**

**FACULTY OF BUSINESS  
DEPARTMENT OF MANAGEMENT**

**PRACTICE OF BUSINESS ETHICS IN GH  
INDUSTRIAL P.L.C.**

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**PRACTICE OF BUSINESS ETHICS IN GH  
INDUSTRIAL P.L.C.**

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MANAGEMENT**

**BY  
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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

It is not difficult to confuse ethical judgments with ideological beliefs. Indeed in close cases the distinction is quit subtle. At the extremes, however, the analysis is easy. Ethics has to do with the establishment of individual, moral standards of conduct. The goal of ethical theory is to arrive at clearly delineated moral standards from carefully constructed premises, which themselves are subject to justificatory critique. Ideology, on the other hand, is a descriptive term for prejudice of a particular class or group that are reflected in their doctrines and opinions. While ethical theory starts from the bottom and seek to construct a set of principles from first premises, ideology starts at the top with its conclusion and proceeds downward to justify these results on sociological, cultural, psychological, or epistemological grounds. While ethical theory seeks to ground moral judgments on carefully constructed logical hypotheses [Laura, 2004:618].

As Florida, (1994) cited by Velasquez, (2003:346] The essential function of business firms is to provide goods and services to their customers so as to get profit and bring customer satisfaction. The evolution of business firms emerged earlier and continues at the present where they provide goods and services to the society.

As Olmsted, (1996). Cited by Kotler, (1999:26) Business ethics is a form of applied ethics. It aims at in calculating a sense within a company's employee population of how to conduct business responsibly. Because

the term “ethics” can pose problems in an international context, i.e. the term does not translate well and it can be difficult to find a common understanding of the term, some organizations choose to recast the Concept of business ethics through such other terms as integrity, business practices or responsible business conduct.

Every business firm has its own business ethics that is shared by some and different from others. Business practice refers to fulfilling the responsibilities or obligations that a company has toward its stakeholders. When examining a particular corporate practice, like profit versus environmental protection, corporate responsibility can help distinguish between a stakeholder expectation and a corporate obligation, i.e. the company obligated to provide absolute environmental protection at all cost or is it obligated to maximize profits.

Business firms face various challenges in relation to their business ethics while undergoing their day today activities. Understanding the landscape of business ethics can be problematic. The field is vast, often encompassing such concerns as corporate governance, reputation management, accurate accounting and audits, fair labor practices and environmental laws.

**Challenges include.**

- International competition
- New technologies
- Increased quality
- Member motivation and commitment
- Managing a diverse workforce
- Ethical behavior

## 1.2 STATEMENT OF THE PROBLEM

Businesses should consider all stakeholders' interests that are affected by a business practice.

Corporate codes of ethics are often viewed cynically as attempts to foster good public relations or to reduce legal liability, a corporate code of ethics is a reasonable model for understanding how we should articulate moral principles and introduce them into business practice. The practical advantage of this approach is that it directly stipulates the morality of certain action types, without becoming ensnared in the problem of deriving particular actions from more abstract principles, such as the harm principle. But, the limitation of the corporate code model is that the principles offered will appear to be merely rules of prudence or good manners unless we can establish their distinctly moral character. And this requires relying on more general principles of ethic described above, which, we have seen, comes with its own set of problems (Laczniak, G 1983:313).

There are some complain and dissatisfaction of customer on GH Industrial PLC specially in regarding to employees. They cannot get materials on the time as they want, due to the shortage of materials, the employees give priority for those customers who are associated in bribery and while the employees loading the materials they mix materials which have low quality and quantity with the good ones.

Based on the above problem the following basic questions raised by the student researcher.

### **1.3 RESEARCH QUESTIONS**

1. How does business ethics implemented in GH Industrial PLC with respect to stakeholders principle?
2. What is the attitude of GH Industrial plc employees on business ethics?
3. What are the challenges faced in the area of business ethics?
4. What are factors given special attention to satisfying the customers need regarding business ethics?

### **1.4. OBJECTIVES OF THE STUDY**

#### ***1.4.1 General Objective***

The objective of this paper is to assess the Challenges and Practices of business Ethics in GH Industrial PLC and to forward possible solutions to it.

#### ***1.4.2 Specific Objectives***

- o To analyze the current Practices and Business ethics overall situation of the company.
- o To identify the Specific challenges associated with business ethics in each department.
- o To analyze how business ethics is implemented in the company.
- o To enable the company providing sound services by permitting the subordinates to take responsibility for their actions, and to make ethical decision and choices.
- o To find solutions for specific challenges.

## **1.5 SCOPE OF THE STUDY**

The scope of the study is the challenges and practices of business ethics in HG Industrial P.L.C Gypsum Powder, Gypsum board and Gypsum block sales and distributing center in regarding with its clients and employees of different departments. This research is restricted only on one branch of GH Industrial PLC clients which are chosen by their availability or convinient sampling technique, so the samples might not represent the idea of the whole customers. Due to the geographical distribution and shortage of time the student researcher has delimited by focusing on one branch of GH Industrial PLC sales and distributing agent which is located in Lebu Mebrat Hail.

## **1.6 SIGNIFICANCE OF THE STUDY**

- When this project is completed, the departments in the company identify the Challenges and Practices of Business Ethics and come up with possible solutions.
- This research finding is also helping the company to attract and retain the valuable customers by providing fast and reliable service.
- This research might help as reference for other researcher who conduct further study and detail investigation on business ethics.

## **1.7 DEFINITION OF TERMS**

**Business ethics** or **corporate ethics**: is a form of applied ethics or professional ethics that examines ethical principles and moral problems that arise in a business environment. [Thomson, 2003:167]

## **1.8 RESEARCH DESIGN AND METHODOLOGY**

### ***1.8.1 Research Design***

In this research the student researcher used descriptive research method. To show or state the nature or affairs, as it exist at present. There is no control over the variables; just report what has happened or what is happening.

### ***1.8.2 Population, Sample Size and Sampling Technique***

The student researcher was using census method for the employees as their number is 68. But in the case of customers convenience sampling was interpreted because most of them do not visit the company at the same time.

The company customer profile and information has not been well organized. Only 400 customers were enrolled in archive so, a total population of 400 customers, 40 were taken as reliable sampling. Therefore the student researcher believed that 40 sample respondent considered stated sample size by using convenience sampling method.

### ***1.8.3 Type of Data to be Collected***

The student researcher used both primary and secondary data.

#### ***Primary Data***

Primary data collected by questionnaires of both open and closed ended questions. The open ended questionnaires are aimed to get the overall opinion of the respondents whereas the close ended are to get definite answers.

### ***Secondary data***

The secondary data gathered from different books and internet.

#### ***1.8. 4 Method of Data Collection***

The student researcher used both qualitative and quantitative data using questionnaire, interview and through document review. The data has been analyzed through descriptive statistics and qualitatively in synchronized way.

#### ***1.8.5. Methods of Data Analysis***

After the collection of data checking and adjusting so as make sure that the questions were filled out properly. Next the responses of the sample population were categorized by grouping similar response together in order to avoided repetition of ideas. Then tabulation of the results was done showing the number of responses to each question and percentage of respondents who gave each possible response to the questions thus descriptive statistical method was used because it is appropriate method of analyzing quantitative study.

### **1.9 Limitation of the study**

While conducting this research paper the student researcher faced different challenges regarding shortage of books, shortage of time and finance too.

Most of the customers were not be willing to fill the questionnaire.

The topic is a little bit different from the other research paper so it could be difficult to find any research paper regarding this topic to refer and dig new ideas.

## **1.10 ORGANIZATION OF THE STUDY**

The general structure of the paper will consist of four chapters. The first chapter is the introduction part, which is built up of background of the study, statement of the problem, objective of the study, importance of the study, limitation of the study and the research design. On the second chapter literature review is assessed and the third chapter consists the analysis of the study, and interpretation of the findings. The last and fourth chapter shows summary, conclusion and recommendation of the researchers.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### 2. Introduction

Business ethics is a study of moral standards and how these applies to the systems and organizations through which modern societies produce and distribute goods and services, and to the people who work within these organizations. Business ethics, in other words, is a form of applied ethics. It includes not only the analysis of moral norms and moral values, but also attempts to apply the conclusions of this analysis to that assortment of institutions, technologies, transaction, activities and pursuits that we call business (Duaka, R. 2007:54).

As this description of business ethics suggests, the issues that business ethics covers encompass a wide variety of topics. To introduce some order into this variety. It helps if we distinguish three different kinds of issues the business ethics investigate: systemic, corporate, and individual. Systemic issues in business ethics are ethical questions raised about the economic, political legal, and other social systems within which businesses operate. These include questions about the morality of capitalism or of the laws, regulation, industrial structure, and social practices (G.Velasquez, 2003:571).

Corporate ethics is a form of *applied ethics* or *professional ethics* that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and business organizations as a whole. Applied ethics is a field of ethics that deals with ethical questions in many fields such as medical, technical, legal and business ethics. Individual

no business ethics initiatives in the private sector. None of the local companies have ethical codes although there are some beginnings among firms involved in multinational business. There are no businesses initiatives against corruption even though, with the growth of business, white collar crime is on the increase in all countries. With few exceptions, there are also no business initiatives in the training of employees or managers or managers on business ethics.

## **2.1 Basics of Business Ethics**

Business ethics are the principles and norms that serve as a guide for good and bad conduct in business. Your company might have a specific, written code of conduct that acts as the ethical guidelines for employees.

Nevertheless, many ethical standards in business are implied, rather than being explicitly written down. An implied ethical standard is one that has been derived from your own ethical standards, or those of your family, friends, co-workers, and the society around you. Ethical standards influence your beliefs and how you make decisions.

Being ethical and being lawful are not the same. At times, ethical considerations can conflict with the financial or other interests of you or your company. Understanding how and why such ethical dilemmas arise will help you to overcome them. In order to make good decisions, you will also need to balance your personal ethics with those of your organization.

## **2.2 Differentiating Law and Ethics**

Although many people equate obeying the law with being ethical, they are not the same thing. Situations will arise in which laws might not be broken, but ethical standards will be violated, laws serve as a minimum requirement

for ethicality. In other word, obeying the law is necessary but not sufficient in behaving ethically in the corporate world.

For example, imagine you have been asked to serve on a planning committee. Your objective is to decide whether to broaden the company's product line to include accessories for mobile phones. You currently own stock in a company that makes such accessories. Because competition from your own company might hurt the value of your stock, you might be tempted to influence the committee to decide not to go in that direction.

This type of ethical dilemma is called a conflict of interest. It is not illegal to act in a situation in which you have conflicts of interest, but it might well be unethical. In this case, you could avoid the ethical dilemma by explaining your situation and then immediately resigning from the committee. (Thomson, 2003:192)

Business ethics can be both a normative and a descriptive discipline. As a corporate practice and a career specialization, the field is primarily normative. In academia descriptive approaches are also taken. The range and quantity of business ethical issues reflects the degree to which business is perceived to be at odds with non-economic social values. Historically, interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, today most major corporate websites lay emphasis on commitment to promoting non-economic social values under a variety of headings (e.g. ethics codes, social responsibility charters). In some cases, corporations have redefined their core values in the light of business ethical considerations.

Business ethics is the behavior that a business adheres to in its daily dealings with the world. The ethics of a particular business can be diverse.

They apply not only to how the business interacts with the world at large, but also their one- on-one dealings with a single customer.

Many businesses have gained a bad reputation just by being in business. To some people, businesses are interested in making money, and that is the bottom line. It could be called capitalism in its purest form making money is not wrong in itself. It is the manner in which some businesses conduct themselves that bring up the question of ethical behavior.

Good business ethics should be a part of every business. There are many factors to consider. When a company does business with another that is considered unethical, does this make the first company unethical by association? Some people would say yes, the first business has a responsibility and it is now a link in the chain of unethical businesses.

As part of more comprehensive compliance and ethics programs, many companies have formulated internal policies pertaining to the ethical conduct of employees. These policies can be simple exhortations in broad, highly-generalized language (typically called a corporate ethics statement), or they can be more detailed policies, containing specific behavioral requirements (typically called corporate ethics codes). They are generally meant to identify the company's expectations of workers and to offer guidance on handling some of the more common ethical problems that might arise in the course of doing business. It is hoped that having such a policy will lead to greater ethical awareness, consistency in application, and the avoidance of ethical disasters.

An increasing number of companies also require employees to attend seminars regarding business conduct, which often include discussion of the company's policies, specific case studies, and legal requirements. Some companies even require their employees to sign agreements stating that they will abide by the company's rules of conduct.

Many companies are assessing the environmental factors that can lead employees to engage in unethical conduct. A competitive business environment may call for unethical behavior. Lying has become expected in fields such as trading.

Not everyone supports corporate policies that govern ethical conduct. Some claim that ethical problems are better dealt with by depending upon employees to use their own judgment.

Others believe that corporate ethics policies are primarily rooted in utilitarian concerns, and that they are mainly to limit the company's legal liability, or to curry public favor by giving the appearance of being a good corporate citizen. Ideally, the company will avoid a lawsuit because its employees will follow the rules. Should a lawsuit occur, the company can claim that the problem would not have arisen if the employee had only followed the code properly?

Sometimes there is disconnection between the company's code of ethics and the company's actual practices. Thus, whether or not such conduct is explicitly sanctioned by management, at worst, this makes the policy duplicitous, and, at best, it is merely a marketing tool.

***To be successful most ethicists would suggest that an ethics policy should be:***

- Given the unequivocal support of top management, by both word and example.
- Explained in writing and orally, with periodic reinforcement.
- Doable....something employees can both understand and perform.
- Monitored by top management, with routine inspections for compliance and improvement.
- Backed up by clearly stated consequences in the case of disobedience.
- Remain neutral and none exist (Duaka R. 2007:628).

When business people speak about “business ethics” they usually mean one of three things: (1) avoid breaking the criminal law in one’s work-related activity; (2) avoid action that may result in civil law suits against the company; and (3) avoid actions that are bad for the company image. Businesses are especially concerned with these three things since they involve loss of money and company reputation. In theory, a business could address these three concerns by assigning corporate attorneys and public relations experts to escort employees on their daily activities. Anytime an employee might stray from the straight and narrow path of acceptable conduct, the experts would guide him back. Obviously this solution would be a financial disaster if carried out in practice since it would cost a business more in attorney and public relations fees than they would save from proper employee conduct. Perhaps reluctantly, businesses turn to philosophers to instruct employees on becoming “moral.” For over 2,000 years philosophers have systematically addressed the issue of right and wrong conduct. Presumably, then, philosophers can teach employees a basic understanding of morality will keep them out of trouble. However, it is not likely that philosophers can *teach* anyone to be ethical. The job of teaching morality rests squarely on the shoulders of parents and one’s early social environment. By the time philosophers enter the picture, it is too late to change the moral predispositions of an adult. Also, even if philosophers could teach morality, their recommendations are not always the most financially efficient. Although being moral may save a company from some legal and public relations nightmares, morality in business is also costly. A morally responsible company must pay special attention to product safety, environmental impact, truthful advertising, scrupulous marketing, and human working conditions. This may be more than a tight-budgeted business bargained for.

We cannot easily resolve this tension between the ethical interests of the money-minded business person and the ideal-minded philosopher. In most issues of business ethics, ideal moral principles will be checked by economic viability. To understand what is at stake, we will look at three different ways of deriving standards of business ethics.

## **2.3 Different Approach of Deriving Standard of Business Ethics**

**2.3.1. *Deriving Business Ethics from the Profit Motive.*** Some business people argue that there is a symbiotic relation between ethics and business in which ethics naturally emerges from a profit-oriented business. There are both weak and strong versions of this approach. The weak version is often expressed in the dictum that good ethics results in good business, which simply means that moral businesses practices are profitable. For example, it is profitable to make safe products since this will reduce product liability lawsuits. Similarly, it may be in the best financial interests of businesses to respect employee privacy, since this will improve morale and thus improve work efficiency.

**2.3.2. *Business Ethics Restricted to Following the Law.*** A second approach to business ethics is that moral obligations in business are restricted to what the law requires. Unreasonableness of such a moral requirement in our society becomes all the more evident when we consider societies that *do* have a strong external source of morality.

Corporations that assume an obligation beyond the law, either in their corporate codes or in practice, take on responsibilities that most outsiders would designate as optional. Strictly following this legal approach to business ethics may indeed prompt businesses to do the right thing, as prescribed by law.

**2.3.3. *Deriving Business Ethics from General Moral Obligations.*** The third approach to business ethics is that morality must be introduced as a factor that is external from both the profit motive and the law are Addressed in the following five fairly broad moral principles suggested by philosophers are as follows:

- o **Harm principle:** businesses should avoid causing unwarranted harm.
- o **Fairness principle:** business should be fair in all of their practices.
- o **Human rights principle:** businesses should respect human rights.
- o **Autonomy principle:** businesses should not infringe on the rationally reflective choices of people.
- o **Veracity principle:** businesses should not be deceptive in their practices.

The attraction of these principles is that they appeal to universal moral notions that no one would reasonably reject. But, the problem with these principles is that they are *too* general. These principles do not tell us *specifically* what counts as harm, unfairness, or a violation of human rights. Does all damage to the environment constitute harm? Does it violate an employee's right to privacy if an employer places hidden surveillance cameras in an employee lounge area? Does child-oriented advertising mislead children and thus violate the principle of veracity?

The above principles are abstract in nature. That is, they broadly mandate against harm, and broadly endorse autonomy. Because they are abstract, they will be difficult to apply to concrete situations and consequently not give clear guidance in complex situations. An alternative approach is to forget the abstract, and focus instead on concrete situations that affect the particular interests of consumers, workers, stockholders, or the community. The recent **stakeholder** approach to business ethics attempts to do this systematically. It may be expressed in the following:

**2.3.4. Stakeholder Principle:** this principle emphasize that businesses should consider all stakeholders' interests that are affected by a business practice.

A stakeholder is any party affected by a business practice, including employees, suppliers, customers, creditors, competitors, governments, and

communities. Accordingly, the stakeholder approach to business ethics emphasizes that we should map out of the various parties affected by a business practice. But this approach is limited since proponents of this view give us no clear formula for how to prioritize the various interests once we map them out. Should all stakeholders' interests be treated equally from the largest stockholder down to the garbage man who empties the factory dumpster? Probably no defenders of the stakeholder approach would advocate treating all interests equally. Alternatively, should the stockholders' interests have special priority? If we take this route, then the stakeholder principle is merely a revision of the profit principle.

Another way of looking at concrete moral obligations in business is to list them issue by issue. This is the strategy behind corporate codes of ethics that address specific topics such as confidentiality of corporate information, conflicts of interest, bribes, and political contributions. Consider the following issues from Johnson and Johnson's Credo:

“We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities”.

Although corporate codes of ethics are often viewed cynically as attempts to foster good public relations or to reduce legal liability, a corporate code of ethics is a reasonable model for understanding how we should articulate moral principles and introduce them into business practice. The practical advantage of this approach is that it directly stipulates the morality of certain action types, without becoming ensnared in the problem of deriving particular actions from more abstract principles, such as the harm principle. But, the limitation

of the corporate code model is that the principles offered will appear to be merely rules of prudence or good manners unless we can establish their distinctly moral character. And this requires relying on more general principles of ethic described above, which, we have seen, comes with its own set of problems. (Laczniak, G 1983:313)

## **2.4 Ethics in Different Sector**

Fundamentally finance is a social science discipline. The discipline shares its border with behavioral science, sociology, economics, accounting and management. Finance being a discipline concerned technical issues such as the optimal mix of debt and equity financing, dividend policy, and the evaluation of alternative investment projects, and more recently the valuation of options, futures, swaps and other derivative securities, portfolio diversification etc, often it is mistaken to be a discipline free from ethical burdens. However frequent economic meltdowns that could not be explained by theories of business cycles alone have brought ethics of finance to the forefront. Finance ethics is overlooked for another reason: issues in finance are often addressed as matters of law rather than ethics. Looked closer into the literature concerning finance ethics one can be convinced that as it is the case with other operational areas of business, the ethics in finance too is vehemently disputed. (Dobson S. 1997:386)

### **2.4.1 Operational areas of Financial Ethics**

- Creative accounting, earnings management, misleading financial analysis.
- Insider trading, securities fraud, bucket shops, fore scams: concerns (criminal) manipulation of the financial markets.
- Executive compensation: concerns excessive payments made to corporate and top management.

- Bribery, kickbacks and facilitation payments: while these may be in the (short-term) interests of the company and its shareholders, these practices may be anti-competitive or offend against the values of society. (Dobson S. 1997:487)

#### **2.4.2 Ethics of Human Resource Management**

‘Human resource management\* occupies the sphere of activity of recruitment, selection, orientation, performance appraisal, training and development, industrial relations and health and safety issues where ethics really matters. The field since operate surrounded by market interests that commodity and instrumentalism everything for the sake of profit claimed in the name of shareholders, it should be predictable that there will be contesting claims of HR ethics Predictably, ethics of human resource management is a contested terrain like other sub-fields of business ethics. Business Ethicists differ in their orientation towards labor ethics. One group of ethicists influenced by the logic of proposes that there can be no ethics beyond utilizing human resources towards earning higher profits for the shareholders. The orientation is challenged by the argument that labor well being is not second to the goal of shareholder profiteering. Some others look at human resources management ethics as a discourse towards egalitarian workplace and dignity of labor.

The Discussions on ethical issues that may arise in the employment relationship, including the ethics of discrimination, and employees’ rights and duties are commonly seen in the business ethics texts While some argue that there are certain inalienable rights of workplace such as a right to work, a right to privacy, a right to be paid in accordance with comparable worth, a right not to be the victim of discrimination, others claim that these rights are negotiable. Ethical discourse in HRM often reduced the ethical behavior of firms as if they were charity from the firms rather than rights of employees (Duaka. R, 2007:315).

### **2.4.3 Ethics of Sales and Marketing**

Marketing Ethics is a subset of business ethics. Ethics in marketing deals with the principles, values and/or ideals by which marketers (and marketing institutions) ought to act. Marketing ethics too, like its parent discipline, is a contested terrain. Discussions of marketing ethics are focused around two major concerns: one is the concern from political philosophy and the other is from the transaction-focused business practice. On the one side, following ideologists it is argued that the only ethics in marketing is maximizing profit for the shareholder. On the other side it is argued that market is responsible to the consumers and other proximate as well as remote stakeholders as much as, if not less, it is responsible to its shareholders. The ethical prudence of targeting vulnerable sections for consumption of redundant or dangerous products/services being transparent about the source of labor (child labor, sweatshop labor, fair labor remuneration), declaration regarding fair treatment and fair pay to the employees being fair and transparent about the environmental risks, the ethical issues of product or service transparency (being transparent about the ingredients used in the product/service - use of genetically modified organisms, content, 'source code' in the case of software), , appropriate labeling, the ethics of declaration of the risks in using the product, service (health risks, financial risks, security risks etc.), product, service safety and liability, respect for stakeholder privacy and autonomy, the issues of outsmarting rival business through unethical business tactics etc. advertising truthfulness and honesty, fairness in pricing & distribution, and forthrightness in selling etc., are few among the issues debated among people concerned about ethics of marketing practice (Kotler P, 2006:605).

## **2.5 The Challenge of Business Ethics**

Managers are also responsible for encouraging ethical behavior and discouraging unethical behavior. Here are approaches you can use to so:

- Reward employees
- Discipline employees.
- Encourage the acceptance of responsibility.

### **2.5.1 Rewarding Employees**

Provide rewards to employees who perform well. Examples of rewards include raises, promotions, recognition, time off, and awards

It's important to realize that some reward systems can actually encourage unethical behavior. To avoid this, ask yourself and your staff whether the foals outlined by the system can be attained ethically.

### **2.5.2 Disciplining Employees**

Although disciplining employees isn't fun, it is sometimes necessary to prevent unacceptable practices at work. The key to disciplining subordinates is to be consistent, objective, and fair.

### **2.5.3 Encouraging the Acceptance of Responsibility**

Often, when an employee approaches a manager with an ethical dilemma, the manager assumes the responsibility to resolve it. By not sharing that responsibility, the manager sends a message that the employee isn't necessarily in control of his own ethical situation. As a result, the employee might be more likely to engage in unethical behavior in the future.

To encourage ethical behavior, you should assign responsibility to employees and permit them to retain responsibility when ethical issues occur. When an

employee approaches you with an ethical issue, encourage the employee to help you resolve it. By permitting subordinates to take responsibility for their actions, you encourage them to make ethical decisions and choices. (Thomson, 2003:574)

## **CHAPTER THREE**

### **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

#### **3. Data Presentation Analysis and Interpretation**

This section consists of presentation, analysis and interpretation of data collected from the response of Employees, General Manager and Customers. A census of 68 employees was taken from which 65 filled out and 3 of the employees did not fill the questions because of annual leave and sick leave. The researcher took a sample size convinential sample from a population of 400 customers 40 were able to respond the questioners collected from the analysis.

### 3.1. Background of the respondents

**Table 3.1.1. Respondents' Personal data Information**

<b>No.</b>	<b>Categories</b>	<b>Number of respondents</b>	<b>Percentage (%)</b>
<b>1.</b>	<b>Sex</b>		
	A). Male	44	67.7
	B). Female	21	32.3
	<b>Total</b>	<b>65</b>	<b>100</b>
<b>2.</b>	<b>Age</b>		
	A). 18-25	8	12.3
	B). 26-35	37	56.9
	C). 36-50	15	23.1
	D). Above 50	5	7.7
	<b>Total</b>	<b>65</b>	<b>100</b>
<b>3.</b>	<b>Educational Background</b>		
	A). Certificate	18	27.7
	B). Diploma	25	38.5
	C). 1st Degree	20	30.8
	D). 2nd Degree and Above	2	3.1
	<b>Total</b>	<b>65</b>	<b>100</b>
<b>4.</b>	<b>Nationality</b>		
	A). Ethiopian	65	100
	B). Non-Ethiopian	-	-
	<b>Total</b>	<b>65</b>	<b>100</b>

Source Questionnaire 2014

The above table clearly indicates that the proportion of male business partners of GH industrial plc from the respondents 67.7% overwhelms the female minority 32.3%. Regarding age 12.3 % of the respondents are between the ages of 18-25. 23.5 % are in the age group of 36-50. The most respondents are lies between the ages of 26-35 covers 56.9 % of the proportion .7.7 % of the proportion covered by the age group of above 50.

Concerning Educational background 27.7% have certificate 35.5% of the respondent are diploma holders. 30.8% of the proportion goes to degree holders and finally the 2<sup>nd</sup> degree and above takes 3.1% of the proportion. This clearly segments the respondents in the knowledgeable category of the country's educational system.

**Table 3.1.2. Service year of the employees and customers**

**A. Employees**

Q1. For how long have been working in GH Industrial PLC?	Items	Number of Respondents	Percentage (%)
	A) 1-3 Months	-	-
	B) 3-6 Months	5	7.7
	C) 6-12 Months	28	43.1
	D) 1 years and above	32	49.2
	<b>Total</b>	<b>65</b>	<b>100</b>

Source Questionnaire 2014

As indicated in the above table the employees of GH Industrial plc have work experience starting from 3 months as the company has only been established recently 49.2% of the employees have more than 1 year and 43.1% of the employees have been employed for 6-12 months the remaining 7.7 % have been working for 3-6 months.

## B. Customers

Q2. How long you stayed as client of GH industrial plc?	Items	No of Respondents	Percentage (%)
	A). 1-3 months	8	20
	B). 3-6 months	5	12.5
	C). 6-12 months	13	32.5
	D). more than 1 year	14	35
	<b>Total</b>	<b>40</b>	<b>100</b>

Source Questionnaire 2014

As an emerging business 20% of the customers have 1-3 month experience as customer, 12.5% have been custom for 3-6 months, and 32.5% of customers have been customer for 6-12 month. 35% of customers have been customer for more than 1 year and 14% have been customer for the last 3-6 months.

From the above table the student researcher concludes that 65.5% of GH industrial plc customers have been customer for more than 6 months.

### Table 3.1.3. Job title of Respondents

#### A. Employees

Q1. What is your position in your organization	Items	No of Respondents	Percentage (%)
	A) Supporting Staff & Sales	49	75.4
	B)Supervisor	8	12.3
	C)Secretaries	3	4.6
	D)Administration& Finance	5	7.7
	<b>Total</b>	<b>65</b>	<b>100</b>

Source Questionnaire 2014

Mostly about 75.4% of the staff is supporting staff and sales the secretaries consist of 4.6% and Administration and finance 7.7% and 12.8% are

supervisors. Most of the employees are categorized under sales and supporting staff.

#### B. Customers

Q1. What is your responsibility in your company?	Items	No of Respondents	Percentage (%)
	A). Owner	27	67.5
	B). Manger	6	15
	A) Agent of the owner	5	12.5
	B) Other	2	5
	Total	40	100

Source Questionnaire 2014

As we can see from the above table most of the respondent 67.5% are the owners, 17% are the managers 12.5% are agent of the owners and the remaining 6% are others.

#### 3.2 Assessment of practice and challenge of business ethics.

Table 3.2.1 Importance of business ethics

Q6. How do you rate the importance of business ethics?	Items	No of respondents	Percentage
	Strongly agree	43	66.2
	Agree	11	16.9
	Neutral	5	7.7
	Disagree	6	9.2
	Strongly disagree		
	Total	65	100

Source questionnaire 2014

As depicted in table 3.2.1 from the total respondent 66.2% replied strongly agree 16.9% agree, 7.7% neutral and 9.2% disagree. According to this finding majority of GH Industrial PLC employees believed that business ethics is highly important to attract and retain valuable customers.

**Table 3.2.2 The company business ethics**

Q7. Does the company have business ethics code?	Items	No of respondent	Percentage
	Yes	3	4.6
	No	58	89.2
	Neutral	4	6.2
	Total	65	100
Q8. Each department in your company has its own business ethics?	Items	No of respondent	Percentage
	Strongly agree		
	Agree	4	6.2
	Neutral	9	13.8
	Disagree	40	61.5
	Strongly Disagree	12	18.5
	Total	65	100

Source questionnaire 2014

As shown in the above table question 7, 4.6% of respondents replied yes, however, 89.2% respondents replied no.

On the above table question 8 replied 6.2%, 13.8%, 61.5% and 18.5% replied agree, neutral, disagree and strongly disagree respectively. There is no respondent replied strongly agree.

From this finding the student researcher understood the company has no clear business ethics but some respondents believed that there is business ethics code in the organization as well as in the department especially finance department.

**Table 3.2.3 understanding business ethics**

	Items	No of respondent	Percent
Q9. Do you have adequate knowledge of business ethics?	Yes	45	69.2
	No	15	23.1
	Some how	5	7.7
	Total	65	100

Source questionnaire 2014

According to table 3.2.3 most respondents replied yes which are 69.2%, 23.1% of respondents replied no as they have no ideas of business ethics and 7.7% of respondents were categorized under somehow know business ethics.

From this data the student researcher concluded that, most of the employees have adequate knowledge of business ethics but they are not willing to implement because they believe as they get some benefit from customers.

**Table 3.2.4 Training and development on business Ethics**

	Items	No of respondent	Percent
Q10. Did the company offer you consistent training & development on business ethics?	Yes	-	-
	No	46	70.8
	Some times	19	29.2
	Total	65	100

Source questionnaire 2014

As shown in table 3.2.4, 70.8% respondent replied as they did not get any training on business ethics however 29.2% respondents replied they got sometimes training on business ethics. Majority of them have been worked more than 1 year, so the student researcher concluded that the company does not offer consistent training and development for their employees.

The same question was asked for the manager and he replied yes we provide trainings if we see problems and there is a new working method but it were not consistent.

### 3.2.5 Customer treatment

Q11. Do you treat all customers fairly & equally?	Items	No of respondent	Percent
	Yes	12	18.5
	No	34	52.3
	Some times	19	29.2
	Total	65	100

Source questionnaire 2014

As depicted on the above table 71.5% of the employees respondents replied as they do not treat customer fairly and equally because there are customers who do favor for them. 18.5% of respondents replied as they treat customers equally and fairly.

The same question was asked for the manager and he replied there was such a problem before a year as he assessed the problem we had prepared training on customer handling and we took corrective actions by identifying those customers who were standing against the company mission and goal.

**Table 3.2.6 Attractiveness of the salary and other benefits**

Q13. How do you rate your salary?	Items	No. of respondents	Percentage
	Very good	-	-
	Good	5	7.7
	Neutral	4	6.2
	poor	41	63.1
	Very poor	15	23.1
	Total	65	100
Q14. Attractiveness of other benefits	Items	No. of respondents	Percentage
	Very good	-	-
	Good	-	-
	Neutral	9	13.8
	poor	54	83.1
	Very poor	2	3.1
	Total	65	100

Source questionnaire 2014

According to the above table question 13, 63.1% and 23.1% of respondents replied poor and very poor respectively. 7.7% of respondents replied good most of them were grouped under the category of administration and finance. The last 6.2% of respondents were replied neutral but there was no one replied very good and good.

On the same table question 14 indicates 13.8% of employees which are 9 in number respondents were neutral however 83.1% and 3.1% of respondents replied poor and very poor respectively.

From this foundation the company salary and benefit policy toward the employees are very weak. That is why the employees tried to help themselves by standing against the business ethics.

**Table 3.2.7 continuing in the company**

Q15. Do you want to keep working in this company?	Items	No. of respondents	Percentage
	Yes	4	6.2
	No	52	80
	neutral	9	13.8
	Total	40	100

Source questionnaire 2014

Majority of the respondents, 80% do not want to continue with the company however 6.2% want to continue their job with company the remaining 13.8% of respondents lie neutral. As most of the employees do not want to continue with the Company, that might be the reason which makes them to participate in the corrupted way.

**Table 3.2.8 Management encourages ethical behavior and discourages unethical behavior**

Q16. Does the management encourage ethical behavior and discourage unethical behavior?	Items	No. of respondents	Percentage
	Yes	4	6.2
	No	58	89.2
	neutral	3	4.6
	Total	65	100

Source questionnaire 2014

4% of respondents replied that the management encourage ethical behavior and discourage unethical behavior however 89.2% of majority respondents replied as the management take no action regarding this.

So it is discouraging the employees who dedicate for their work and encourage unlawfulness and they give priority for themselves first and negligence in work.

Q17. The employees were asked what do they suggest to the company to improve its service and they replied, there is not rewarding and appreciation for outstanding employees. The management did not take any action on the offensive behavior of the employees. That is why in this time it became a culture, so in order to solve this problem the company should set clear guide lines and preparing consistent training. They also start rewarding and motivating their employees who serve customers fairly.

### 3.3 Questionnaire for customers of GH Industrial PLC

Table 3.3.1 Quality of service delivery of the company

Q3. How do you see service delivery of the company?	Items	No. of respondents	Percentage
	Very good	-	-
	Good	3	7.5
	average	-	-
	poor	33	82.5
	Very poor	4	10
	Total	40	100
Q4. How do you evaluate customer care of GH Industrial PLC?	Items	No. of respondents	Percentage
	Very good	-	-
	Good	-	-
	average	2	5
	poor	35	87.5
	Very poor	3	7.5
	Total	40	100
Q5. Do the employees of GH Industrial PLC treat customers equally and fairly?	Items	No. of respondents	Percentage
	Yes	-	-
	No	31	77.5
	sometimes	9	22.5
	Total	40	100

Source questionnaire 2014

According to table 3.3.1 question 3, 7.5% of the respondent which are 3 in number replied the service is good however majority 82.5% and 10% of respondents replied poor and very poor respectively. There was no one who replied the service is very good.

On the same table question 4 implies 87.5% and 7.5% of respondents replied poor and very poor respectively. 5% of respondent's replied average. But there was not any one replied very good and good.

In question 5 the respondents was asked to answer the question as employees of GH industrial PLC treat them fairly and equally? 77.5% of customer respondents replied no, as the employees do not treat customers fairly and equally 22.5% replied as they treat them fairly but rarely.

From the above founding most employees do not give sound service for their customers. Because they are associated with some customers in bribery and they are always looking for something in return for the service they render.

Table 3.3.2 Employee's knowledge of business ethics

Items	No of respondent	Percentages
Strongly agree	-	-
Agree	4	10
Neutral	16	40
Disagree	20	50
Strongly disagree		
Total	40	100

Source questionnaire 2014

As shown in table 3.3.2 most respondents replayed strongly disagree which are 50%, 40% of respondents replayed disagree and 10% neutral. But no respondent replayed agree or strongly agree. From this founding the student researcher conclude that the employees of GH industrial PLC do not follow and apply business ethics.

Table 3.3.3 Get defected items

Q8. Have you got defect items?	Items	No of respondent	Percentages
	Yes	17	42.5
	Sometimes	12	30
	No	11	27.5
	Total	40	100

Source questionnaire 2014

According to the foundation on table 3.3.3 most customers got defected item they are 42.5%, 30% of customers got defected items but rarely and 27.5% of customers did not get defected item. From this finding the student researcher conclude that the employees of GH industrial PLC are corrupted that is why one third of the customers did not get defected item, because they are associated with them with unfair benefit.

Most of the customers who got defected items were reporting to the marketing manager but there was no action taken. There response was seemed as they improved their service but goes worse and worse.

The student researcher asked the customers if they have something to recommend to improving the service given by the company and they replayed the management should provide training for its employees and monitoring them whether they are performing well or not.

### **3.4 Analysis of Interview Response with the General Manager of GH Industrial PLC**

This section briefly describes the interview conducted with the General Manager of GH Industrial PLC. Ato Biruk W / mariam has an extensive working experience and has been working as a General Manager for the last 2 years. When asked if there is a guideline prepared by the company regarding the practice of business ethics, Ato Biruk replied that there a manual being prepared as GH Industrial PLC is a new business they did not prepare a clear guide line but have oriented employees informally and formally. But since there is no clear guideline set the employees don't feel it is their obligation to comply with the rules. The employees have broken business ethics code's many times. Ato Biruk also admitted that these might lead the company to lose customers however the manager has said that there are action been taken especially training given to the sales persons as they are mostly the ones that have contact with customers.

## CHAPTER FOUR

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 4.1 Summary of major Findings

##### INTRODUCTION

This chapter highlighted and emphasized certain findings summary, conclusion and recommendation of the data analysis. The main concern of this study is to collect necessary information about business ethics practice in GH Industrial PLC and to seek solutions for the problems that are mentioned.

The student researcher used descriptive research method. To make the study complete, all relevant primary and secondary data were collected through interview and questionnaire. The general manager was interviewed. The questionnaires were given to the customers and all employees. Based on the information gathered, analysis and interpretation were provided. Finally recommendation was suggested.

67.7% of the employees of GH Industrial plc are males and the rest are females and it clearly shows minority of females. Their age range lies between 35-50. All employees are Ethiopians having educational background from certificate up to 2<sup>nd</sup> degree.

According to the finding in chapter 3 83.1% of respondents believed that business ethics is highly important to attract and retain valuable customers.

89.2% of employees' respondent replied the company has no business ethics code except finance department.

According to the finding, 69.2% of employee replied as they have adequate knowledge of business ethics but they are not willing to implement because they got benefit in this way.

Based on the finding 70.8% of respondents replied they didn't get any training on business ethics however 29.2% employees replied as they got training.

79.5% of the respondents replied as they do not treat customers fairly & equally

According to the finding majority (89.2%) of employees are not interested to continue in the company due to the benefit that they got from the company has less.

89.2% of employees replied the management does not encourage ethical behavior and discourage unethical behavior rewarding employees which show ethical behavior.

The customers emphasized that service provided by the company is not satisfying them due to the corrupted employees do not treat them equally and fairly.

## 4.2 Conclusion

The challenges and practices of business ethics in GH Industrial plc has been seen through the survey.

- o The researcher understood that the company has no business ethics for its employees.
- o Service provided to the customers and made the employees to think as there was interference of the bosses if the business code is implemented within the company.
- o Although most employees have the knowledge of business ethics, they are reluctant to implement and provide better service for their customers.
- o The company does not have a clear guideline that helps the management to prevent unacceptable practices at work.
- o The management does not use reward to encourage ethical behavior and discourage unethical behavior of employees.
- o The customers and employees of the company believed that the company has no business ethics. And the employees also believed that there is no need of have a business ethics for the company so as to work without interference.
- o There are many employees who know about business ethics properly but they insist on the former trend However, the customer insists to have a business ethics, continuous training and getting red off the corrupted employees of the company.

All the above reasons made the company to have unsatisfied customers that resulted in losing them.

### 4.3 Recommendation

The researcher recommended to the Administration of GH Industrial plc.

- o The company does not have a clear guideline that helps the management to prevent unacceptable practices at work, so the company have to set its own business ethics code and controlling the employees whether they are working under business ethics code or not.
- o To hiring employees who have adequate knowledge, experience and professional ethics.
- o In addition the administration should have an open discussion and survey with the customers and prepares on job training so as to make its employee fittest in order to give a service that creates customer satisfaction.
- o According to the finding most of the employees are involved in corrupted way. This leads the company to develop bad reputation and even losing its customers, so the company has to increase the number of supervisory level management so as to undergo continuous monitoring.
- o The management does not use reward to encourage ethical behavior and discourage unethical behavior of employees, so provide reward for ethical employees that are actually encouraging ethical behavior and take disciplinary actions on those who are unethical.
- o Although most employees have the knowledge of business ethics, they are reluctant to implement and provide better service for their customers, so assign responsibility for employees and permit them to exercise and retain responsibility when ethical issues occur.

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## II. How could customer satisfied?

6. How do you rate the importance of business ethics?

Strongly agree           Neutral           Disagree   
Agree           |—|          Strongly disagree

7. Does the company have business ethics code?

Yes           No           Neutral

8. Each department in your company has its own business ethics?

Strongly agree |—|          Neutral |—|          Disagree |  
Agree           Strongly disagree

9. Do you have adequate knowledge of business ethics?

Yes           No           Neutral

10. Did the company offer you consistent training & development on business ethics?

Yes           No           Neutral

### I. Questions related to customer satisfaction

11. Do you treat all customers fairly & equally?

Yes           No           Neutral

12. If your answer No for question number 11 what was your reason that makes you do not give equal treatment.

13. How do you rate your salary?

Very attractive |—|          average           poor   
Attractive           Very poorD

14. Attractiveness of other benefits

Very good  average           poor   
Good           Very poor

15. Do you want to keep working in this company?

Yes

No

Neutral

16. Does the management encourage ethical behavior and discourage unethical behavior?

Yes

No

Neutral

17. What do you suggest to the company to improve its service?

St. Mary's University  
Faculty of Business  
Department of Management  
Questionnaire to customer of GH Industrial PLC

1. What is your responsibility in your company?

Owner

Agent of the owner

Manager

Other

2. How long you stay as client to GH industrial plc?

1-3 months

6-12 months

3-6 months

more than 1 year

3. How do you see service delivery of the company?

Very good

average

poor

Good

Very poor

4. How do you evaluate customer care of GH Industrial PLC?

Very good

average

poor

Good

Very poor

5. Do the employees of GH Industrial PLC treat customers equally and fairly?

Yes

No

Neutral

6. If your answer is NO for question number 5 what is your reason?

7. The employees of GH Industrial PLC have adequate knowledge of business ethics.

Strongly agree

Neutral

Disagree

Agree

Strongly disagree

8. Have you got defect items?

Yes

No

Neutral

9. If your answer is yes for question number 8 to whom did you report?

10. How was their response?

11. What do you recommend to the company to improve its service?

**St. Mary's University**  
**Faculty of Business**  
**Department of Management**

Interview for the General Manager of GH Industrial PLC.

**Interview Questions**

- Q1. Does the company prepares business ethics for its employees and let them to know it? If it does not why?
- Q2. How do the company employees treat customers?
- Q3. What seems the relationship between the company employees and the company's customers?
- Q4. Does the company provide training for its employees?
- Q5. Do you believe business ethics is important for your company? How and why?
- Q6. What does the company do to avoid the actions that are bad for the company image?

## DECLARATION

### Advisee's Declaration

The undersigned, declare that this essay is my original work, prepared under guidance of Meselu Fanta. All sources of materials used for the man script have been duly acknowledged.

Name: LISANWORK BOGALE

Signature: \_\_\_\_\_

Place of submission: ST.MARY'SUNIVERSITY

Date of submission: \_\_\_\_\_

### Advisor's Declaration

The paper has been submitted for examination with my approval as the university Advisor.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



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