

ЭТИКА ДЕЛОВЫХ ОТНОШЕНИЙ В БИЗНЕСЕ

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Аннотация: В современном деловом мире этические принципы и нормы играют важнейшую роль в построении эффективных отношений между участниками бизнес-процессов. В данной статье рассматриваются ключевые аспекты деловой этики, ее значение для успешного ведения бизнеса. Автор анализирует основные этические ценности, которые должны лежать в основе деловых взаимодействий, такие как честность, справедливость, ответственность, уважение к партнерам и клиентам. Подробно освещаются этические нормы делового общения, принципы ведения переговоров и заключения сделок. Особое внимание уделяется вопросам формирования корпоративной этики, созданию и внедрению этических кодексов в организациях. Рассматриваются способы укрепления деловой репутации компании за счет соблюдения высоких этических стандартов.

В статье приводятся примеры из практики ведущих мировых компаний, которые придерживаются строгих этических принципов в своей деятельности. Анализируются преимущества этичного ведения бизнеса с точки зрения повышения конкурентоспособности, роста доверия со стороны партнеров и клиентов. Публикация будет полезна как руководителям компаний, так и специалистам в области этики бизнеса, а также всем, кто стремится построить прочные и взаимовыгодные деловые отношения на основе этических ценностей.

Ключевые слова: деловая этика, этические принципы, этика, бизнес, стандарты, деловое общение, конкурентоспособность, корпоративная этика.

Annotation: In the modern business world, ethical principles and norms play a vital role in building effective relationships between participants in business processes. This article discusses the key aspects of business ethics and its importance for successful business. The author analyzes the basic ethical values that should underlie business interactions, such as honesty, fairness, responsibility, respect for partners and clients. Ethical standards of business communication, principles of negotiation and conclusion of transactions are covered in detail. Particular attention is paid to the formation of corporate ethics, the creation and implementation of ethical codes

in organizations. Discusses ways to strengthen the company's business reputation through compliance with high ethical standards.

The article provides examples from the practice of the world's leading companies that adhere to strict ethical principles in their activities. The advantages of ethical business conduct are analyzed from the point of view of increasing competitiveness and increasing trust on the part of partners and clients. The publication will be useful to both company managers and specialists in the field of business ethics, as well as anyone who seeks to build strong and mutually beneficial business relationships based on ethical values.

Keywords: business ethics, ethical principles, ethics, business, standards, business communication, competitiveness, corporate ethics.

In the ever-evolving landscape of modern business, the role of ethical principles and norms has become paramount in fostering effective relationships among participants in various business processes. This article delves into the key aspects of business ethics and underscores its significance for achieving sustainable success.

At the core of ethical business practices lies a set of fundamental values that should serve as the foundation for all interactions within the corporate realm. Honesty, fairness, responsibility, and respect for partners and clients are among the indispensable virtues that must be upheld. These values not only shape the way businesses conduct themselves but also contribute to building trust and credibility, which are essential for long-term growth and prosperity.

The need of the time is to master the internationally accepted norms and rules for building business relationships, creating the image of an organization (company) and its employees, management culture, and modern business etiquette. With the change in universal (universal) ethics, professional ethics inevitably changes, which develops norms, standards and requirements characteristic of certain types of activities [1].

Professional ethics is a code of conduct, a specific, prescribed type of relationship that is best when employees perform their official duties in a particular professional field. Any professional communication must proceed in accordance with professional ethical norms and standards, the mastery of which depends on a number of factors. They can be combined into two groups:

- the first is a complex of ethical ideas of norms and assessments that a person possesses from birth; the idea of what good is and what evil is, i.e. own code of ethics with which a person lives and works.

- the second is norms and standards introduced from the outside: the internal regulations of the organization, its code of ethics, oral instructions from management, and the professional code of ethics.

Ethical standards of business communication play a crucial role in maintaining professional and productive relationships. Clear and transparent communication, coupled with a commitment to truthfulness and integrity, can facilitate smoother negotiations and transactions. By adhering to ethical principles during negotiations and deal-making processes, businesses can establish a reputation for reliability and trustworthiness, which can open doors to new opportunities and strengthen existing partnerships [2].

Among management theorists and practitioners on a global scale, there is virtually no disagreement regarding the basic principles and norms of behavior for both ethical subjects - individual employees and organizations.

The first is the principle of the “gold standard”: within the framework of official relations, never allow such actions towards your subordinates, management, colleagues at your official level, clients, etc., that you would not want to see in relation to yourself.

The second principle: fairness is needed when providing employees with the monetary, raw materials, material and other resources necessary for their work.

The third principle requires mandatory correction of an ethical violation, regardless of when and by whom it was committed.

According to the fourth principle, called the principle of maximum progress, an employee's work behavior and actions are considered ethical if they contribute to the development of the organization from a moral point of view. The fifth principle is the minimum of progress, according to which the actions of an employee or an organization as a whole are ethical if they at least do not violate ethical standards.

The essence of the sixth principle is as follows: ethical is the tolerant attitude of the organization’s employees towards moral principles, traditions, and actions that take place in other organizations, regions, and countries.

The seventh principle presupposes a reasonable combination of individual relativism and ethical relativism with the requirements of universal ethics.

According to the eighth principle, individual and collective principles are equally recognized as the basis for developing and making decisions in business relationships.

The ninth principle is that one should not be afraid to have one's own opinion when resolving any official issues. However, nonconformism as a personality trait should manifest itself within reasonable limits [3].

The tenth principle is no violence, that is, pressure on subordinates, expressed, for example, in a commanding manner in conducting an official conversation.

The eleventh principle—consistency of impact—is that ethical standards can be introduced into the life of an organization not with a one-time order, but with the help of the efforts of the manager and ordinary employees.

The twelfth principle - when influencing a team, an individual employee or a consumer, one must take into account the strength of possible opposition on their part, which turns out to be a clash of ethical standards with the practice of everyday work.

The thirteenth principle is the advisability of advances with trust - in the employee's sense of responsibility, his competence, and understanding of duty.

The fourteenth principle is the desire for non-conflict. Although conflict in business sometimes has functional consequences, it is nevertheless fertile ground for ethical violations [4].

The fifteenth principle is freedoms that do not limit the rights of others.

The sixteenth principle is promotion: the employee must not only act ethically himself, but also encourage the same behavior of his colleagues.

The seventeenth principle - do not criticize a competitor: not only external (competing organization), but also internal (team of another department, your colleagues doing the same thing).

The list of principles of business relations can be continued, taking into account the specifics of the activities of a particular organization.

Moreover, the formation of a robust corporate ethics framework is pivotal for organizations seeking to cultivate a culture of integrity. The development and implementation of ethical codes and guidelines serve as a compass, guiding employees' actions and decisions toward ethical conduct [5]. These codes not only promote ethical behavior within the organization but also extend to external stakeholders, fostering a sense of accountability and responsible business practices. Leading global companies have demonstrated the advantages of embracing ethical principles in their operations. By prioritizing ethics, these organizations have experienced heightened competitiveness, increased trust from partners and clients, and a strengthened reputation in the market. Their commitment to ethical conduct

has not only yielded financial rewards but has also contributed to the creation of a more sustainable and socially responsible business environment.

One notable example is the multinational corporation Unilever, which has incorporated ethical principles into its business strategy through its Sustainable Living Plan. This initiative focuses on reducing the company's environmental footprint, promoting sustainable sourcing practices, and enhancing the well-being of its employees and communities [6]. By aligning its operations with ethical values, Unilever has gained recognition as a responsible corporate citizen, strengthening its brand image and attracting socially conscious consumers.

The advantages of ethical business conduct extend beyond the confines of individual organizations. By collectively embracing ethical values, businesses can contribute to the creation of a more transparent, fair, and trustworthy business ecosystem. This, in turn, fosters a positive environment for innovation, collaboration, and economic growth, benefiting not only the companies themselves but also the broader society. It is impossible to know all the rules of etiquette, even in one specific area of business relations. However, it is possible to formulate them independently, based on knowledge of the basic principles of business ethics and business etiquette, which will make communication easier, long-term and effective. And this, ultimately, is more economically profitable.

In conclusion, the integration of ethical principles and norms into business practices is no longer an optional consideration but a fundamental necessity in today's corporate landscape. By prioritizing values such as honesty, fairness, responsibility, and respect, businesses can build stronger relationships, enhance their reputation, and ultimately achieve long-term success. This article serves as a call to action for companies to embrace ethical conduct as a core pillar of their operations, fostering a more sustainable and responsible business environment for all stakeholders.

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