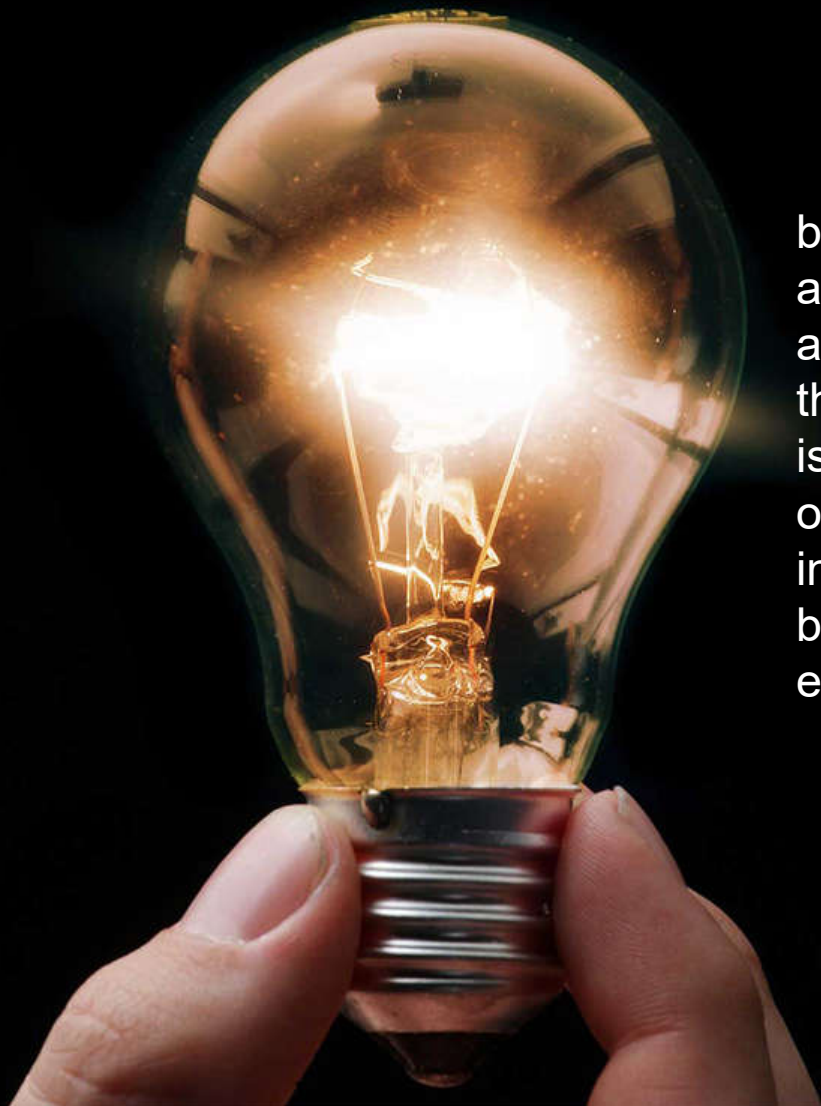




ETIKA NORMATIF

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RECOGNIZING AN ETHICAL ISSUE



business decisions, like personal decisions, involve an unsettled situation or dilemma. Just because an activity is considered an ethical issue does not mean the behavior is necessarily unethical. An ethical issue is simply a situation, a problem, or even an opportunity that requires thought, discussion, or investigation to make a decision. And because the business world is dynamic, new ethical issues are emerging all the time.



TABLE 3-1 Specific Types of Observed Misconduct.

	2009	2007
Company Resource Abuse	23%	N/A
Abusive behavior	22%	21%
Lying to employees	19%	20%
Email or internet abuse	18%	18%
Conflicts of interest	16%	22%
Discrimination	14%	12%
Lying to stakeholders	12%	14%
Employee benefit violations	11%	N/A
Health or safety violations	11%	15%
Employee privacy breach	10%	N/A
Improper hiring practices	10%	10%
Falsifying time or expenses	10%	N/A
Poor product quality	9%	10%
Stealing	9%	12%
Sexual harassment	7%	10%
Substance abuse	7%	N/A
Document alteration	6%	6%
Misuse of company's confidential information	6%	6%
Customer privacy breach	6%	N/A
Environmental violations	4%	6%

Source: "2009 National Business Ethics Survey: Ethics in the Recession," (Washington D.C.: Ethics Resource Center, 2009): p. 32-33.

Environmental violations	4%	6%
Customer privacy breach	6%	N/A

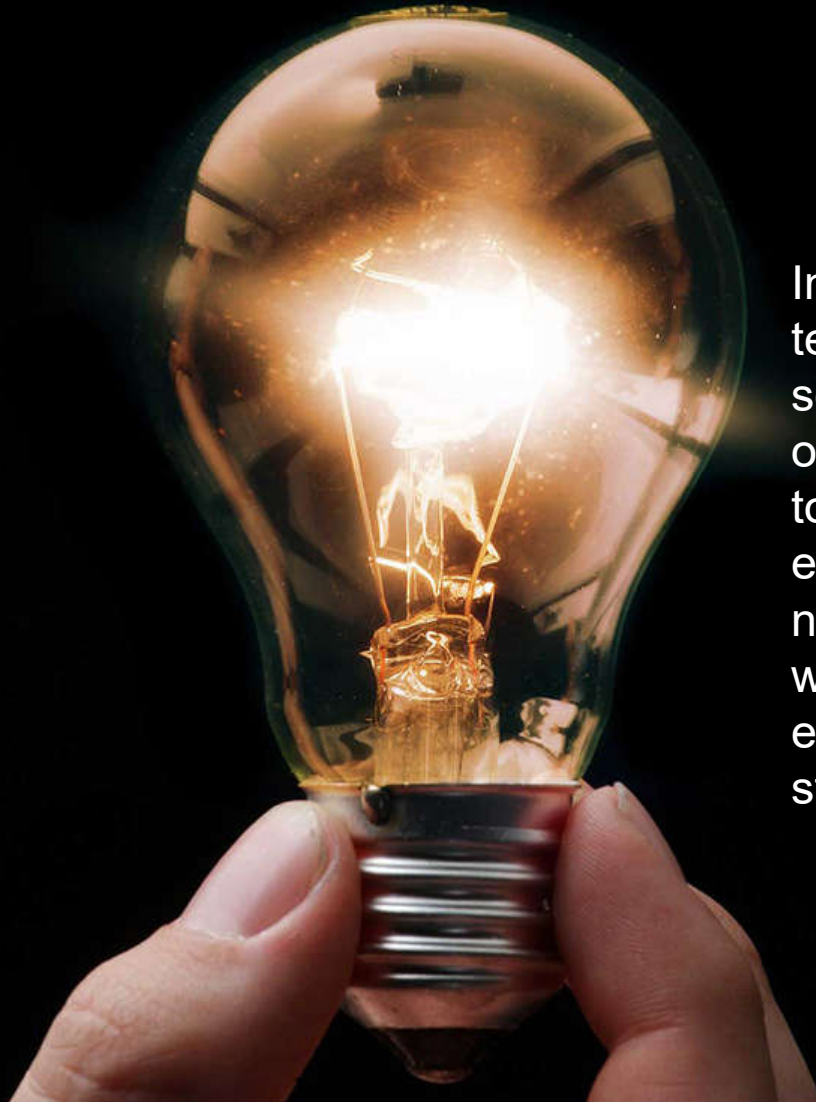
Fairness



Fairness is the quality of being just, equitable, and impartial.

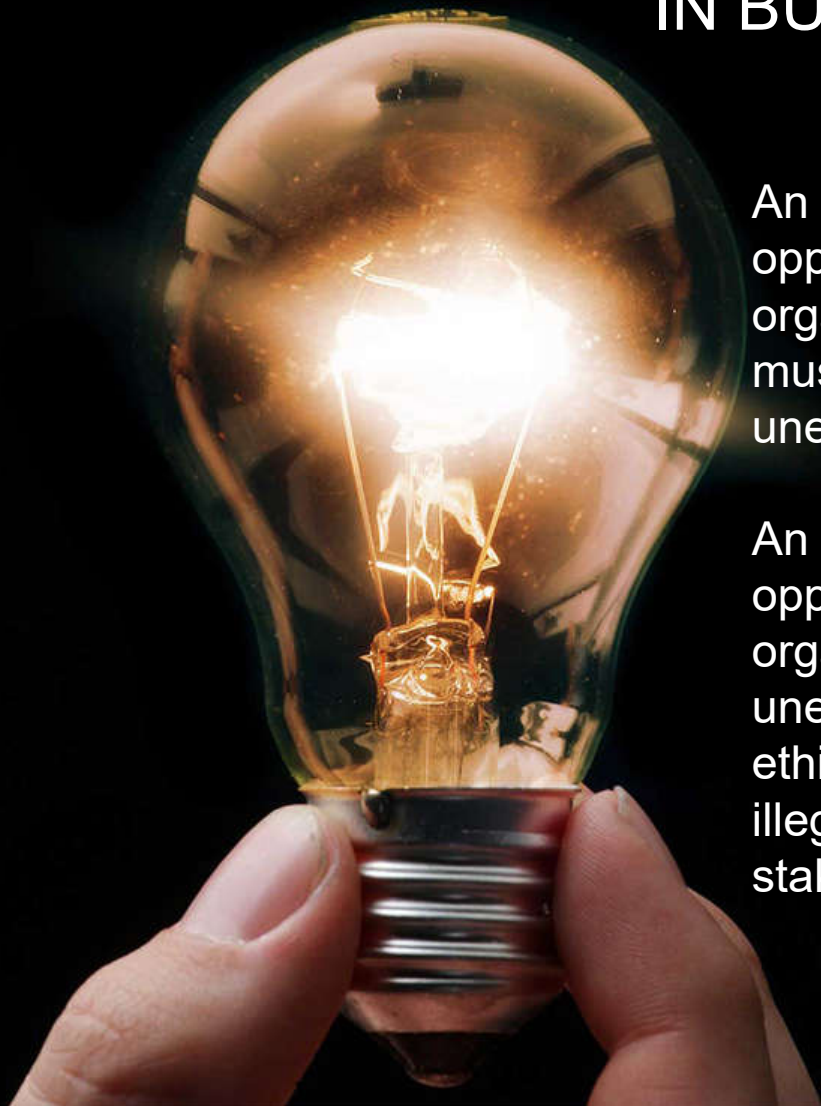
Fairness clearly overlaps with other commonly used terms such as justice, equity, equality, and morality. There are three fundamental elements that seem to motivate people to be fair: equality, reciprocity, and optimization. In business, equality is about how wealth or income is distributed between employees within a company, a country, or across the globe.

Integrity



Integrity is one of the most important and often-cited terms regarding virtue, and refers to being whole, sound, and in an unimpaired condition. In an organization, it means uncompromising adherence to ethical values. Integrity is connected to acting ethically; in other words, there are substantive or normative constraints on what it means to act with integrity. This usually rests on an organization's enduring values and unwillingness to deviate from standards of behavior.

ETHICAL ISSUES AND DILEMMAS IN BUSINESS



An ethical issue is a problem, situation, or opportunity that requires an individual, group, or organization to choose among several actions that must be evaluated as right or wrong, ethical or unethical.

An ethical dilemma is a problem, situation, or opportunity that requires an individual, group, or organization to choose among several wrong or unethical actions. There is not simply one right or ethical choice in a dilemma, only less unethical or illegal choices as perceived by any and all stakeholders.

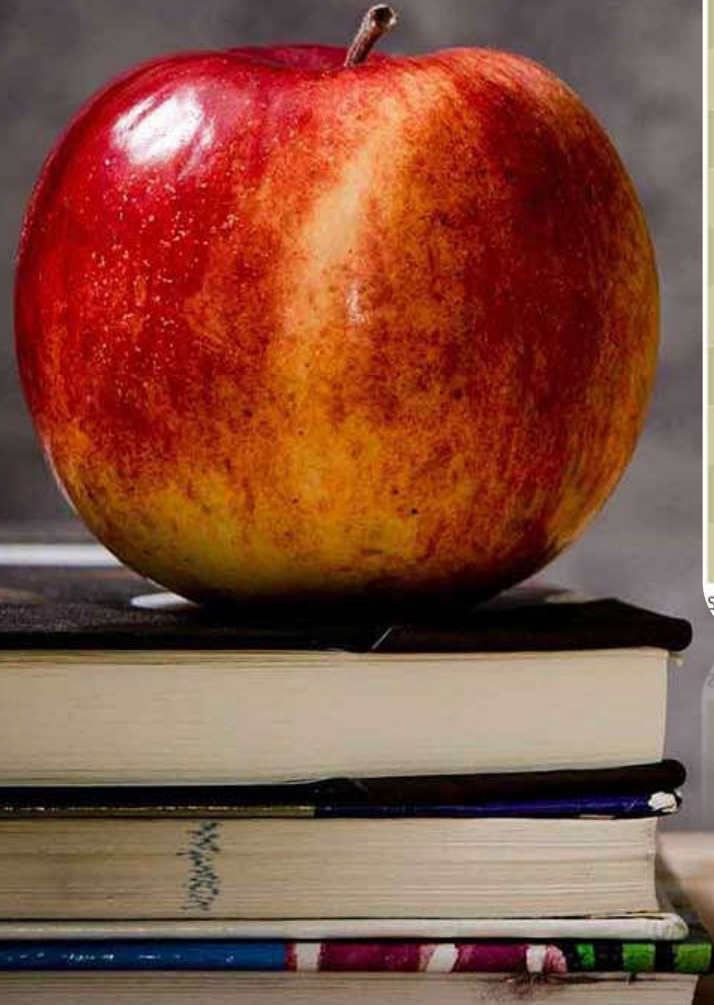


TABLE 3-2 Actions Associated with Bullies

1. Spreading rumors to damage others
2. Blocking others' communication in the workplace
3. Flaunting status or authority to take advantage of others
4. Discrediting others' ideas and opinions
5. Use of e-mails to demean others
6. Failing to communicate or return communication
7. Insults, yelling, and shouting
8. Using terminology to discriminate by gender, race, or age
9. Using eye or body language to hurt others or their reputation
10. Taking credit for others' work or ideas

Source: Cathi McMahan, "Are You A Bully?" *Inside Seven*, California Department of Transportation Newsletter, June 1999, page 6.



Lying

we discussed the definitions of lying and how it relates to distorting the truth. We mentioned three types of lies, one of which is joking without malice. The other two can become very troublesome for businesses.

For example, one can lie by commission or omission. Commission lying is creating a perception or belief by words that intentionally deceive the receiver of the message, for example, lying about being at work, expense reports, or carrying out work assignments. Commission lying also entails intentionally creating “noise” within the communication that knowingly confuses or deceives the receiver.

Noise can be defined as technical explanations that the communicator knows the receiver does not understand.



Conflicts of Interest

A conflict of interest exists when an individual must choose whether to advance his or her own interests, those of the organization, or those of some other group.





Bribery

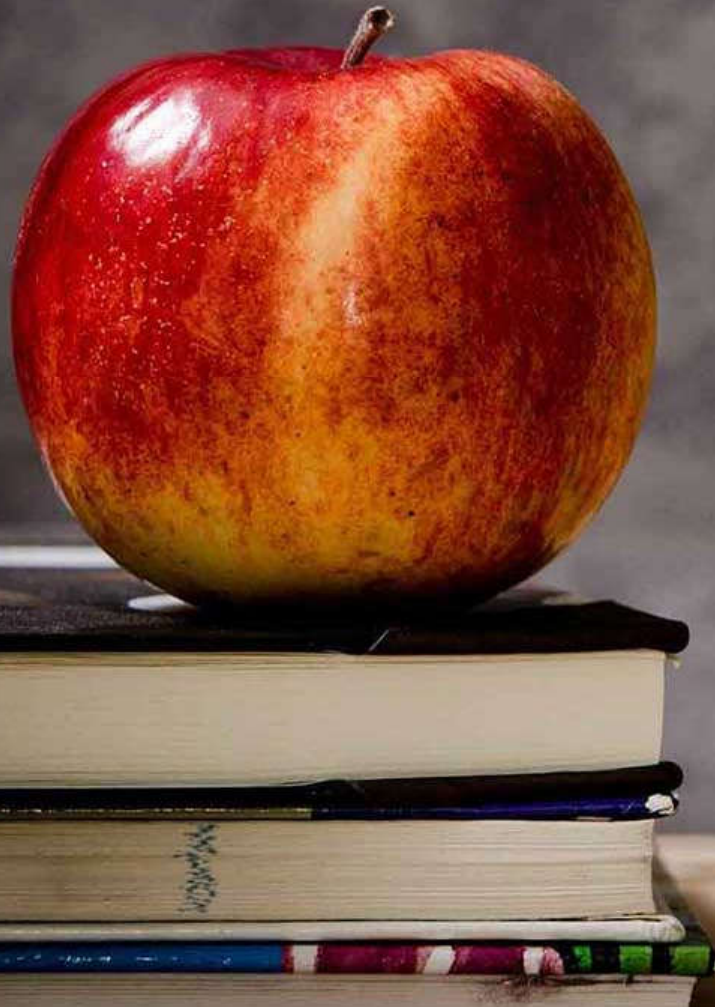
Bribery is the practice of offering something (usually money) in order to gain an illicit advantage. The key issue regarding whether or not something is considered bribery is determining whether the act is illicit or contrary to accepted morality or convention. Bribery therefore is defined as an unlawful act, but it can be a business ethics issue. The reason is that bribery can be defined differently in varying situations and cultural environments.





Corporate Intelligence

Many issues related to corporate intelligence have surfaced in the last few years. Defined broadly, corporate intelligence is the collection and analysis of information on markets, technologies, customers, and competitors, as well as on socioeconomic and external political trends. There are three distinct types of intelligence models: a passive monitoring system for early warning, tactical field support, and support dedicated to top-management strategy. Today, theft of trade secrets is estimated at \$100 billion. One explanation is the increase in people with intelligence-gathering competence and the proliferation of advanced technology





Discrimination

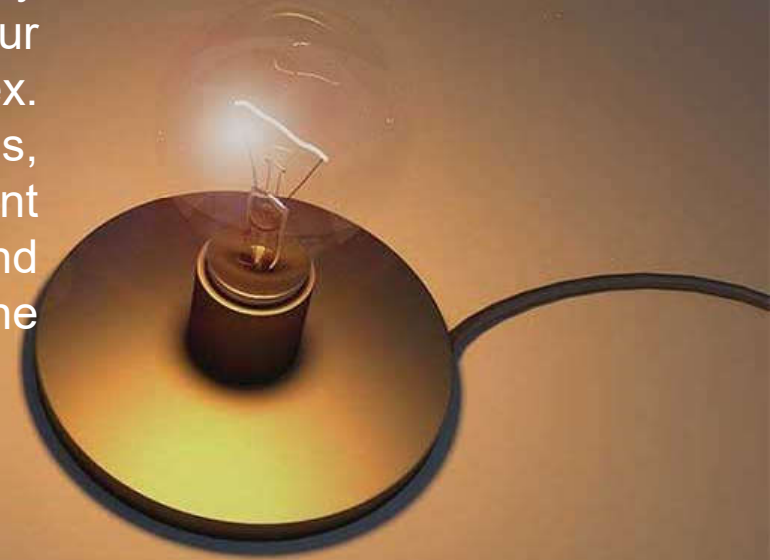
Although a person's racial and sexual prejudices belong to the domain of individual ethics, racial and sexual discrimination in the workplace creates ethical issues within the business world. Discrimination on the basis of race, color, religion, sex, marital status, sexual orientation, public assistance status, disability, age, national origin, or veteran status



Sexual Harassment



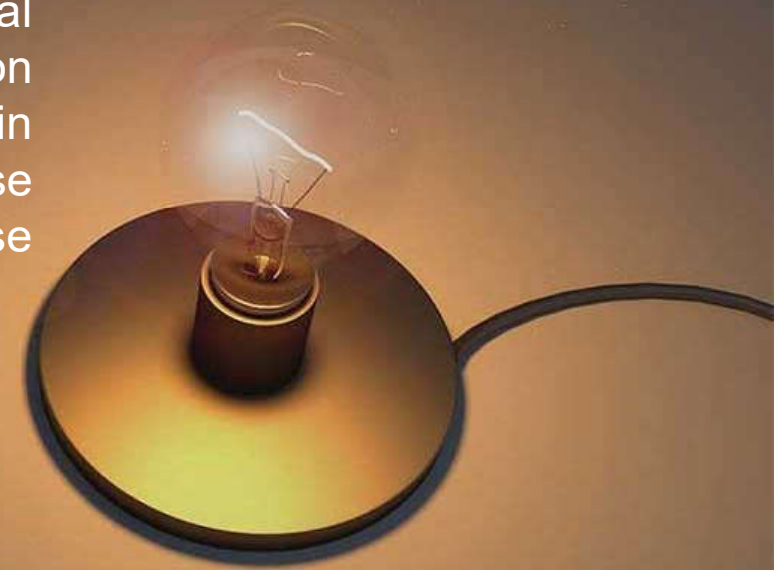
Sexual harassment can be defined as any repeated, unwanted behavior of a sexual nature perpetrated upon one individual by another. It may be verbal, visual, written, or physical and can occur between people of different genders or those of the same sex. “Workplace display of sexually explicit material—photos, magazines, or posters— may constitute a hostile work environment harassment, even though the private possession, reading, and consensual sharing of such materials is protected under the Constitution.





Environmental Issues

Environmental issues are becoming the significant concerns within the business community. The Kyoto Protocol, one example of the world's growing concern about global warming, is an international treaty on climate change committed to reducing emissions of carbon dioxide and five other greenhouse gases and to engaging in emissions trading if member signatories maintain or increase emissions of these gases. The objective is to stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous climate changes.



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





THANK YOU

Any Question ??