

# **Ethical Business Practices and Improving Business Performance**

**Dr. Ashok Kumar Singh**

Associate Professor, Department of Commerce  
Harish Chandra Post Graduate College, Varanasi

## **Abstract**

The concept of make in India is not complete without the improvement of local companies with an ethical background. Business ethics is an existing standard for managing the activities and performance of individuals in business organizations. Business ethics is a well-defined and controlled activity for running a business for everyone. As a business practice, ethics means that a company exists longer. Academic and business people are looking for new business strategies that allow them to grow their business in new directions through social benefits. Business ethics is an interest in society and the environment and increases profits. Business mantras, directed by our religious books and thinkers, now play an important role in business growth with the country.

## **Introduction**

Since the 1980s, the interest in business ethics has increased dramatically in companies and the academic world. Today, most large companies are encouraged to adhere to non-economic standards under advice, such as the Code of Ethics and the Social Responsibility Convention . Mahatma Gandhi suggested that there are seven ways to destroy us. Conscience without joy, (3) knowledge without personality, religion without sacrifice, Science without humanity Matters without ethics Business ethics is also called commercial ethics as a form of professional ethics that revises ethical principles in a business environment. This applies to all aspects of business conduct and relates to individual and general organizational behavior. "Companies have to work with bees, bees do not lose their flower shape and smell if they do not have flowers and provide honey for social welfare." - Rig Veda Current business practices require a new dimension in the process to achieve a longer life. The internet and other sources of information make the company more competitive, and each company has a strong focus on a new dimension of business. This article tries to analyze the dimensions of business and community that can last for a long time and help them grow in the right direction.

A study of business ethics, organizational culture and leadership of organizations suggests that the ethical or unethical behavior of an organization depends on both the characteristics of the individual and the relative factors. Schein defines the organizational culture as a learning response. "The basic assumptions and beliefs shared by the members of the organization are defined in a way that is fundamental to the organization"

an analysis of the ethical code by business management tools showed that the ethics code is likely to improve social welfare if it addresses specific issues for individual companies. He also argued that the optimal company-specific ethical standards can differ from the great social ethics. This white paper provides a methodology for determining what is considered a new approach to business ethics analysis. Analysis is rudimentary in several respects.

Discuss the diversity of specialization, application and management practices that provide effectiveness and expertise to employees through optimization. And develop a career as a whole. Creative contributions derived from assessments in complex situations - where factual details are sound and appropriate - can often be particularly important for customers. An important and appropriate basis for this is also being considered; With regard to the concept of ethics and inseparable excellence.

### **Problem description**

Because we cannot exercise our ethical activities, we cannot last long, and we can lose market share very quickly. This is a major barrier to the development of our country. Ethical business practices should be taught to entrepreneurs to improve business standards. Problems such as child labor, low wages and in particular work-related harassment related to women are also the result of unethical business practices.

### **Purpose of the study**

The newspaper suggests another important device or mantra for better things than people, machines, money and materials. Mantra from our historical text that shows the direction of success. Ethical learning makes the company long-term. Henry Ford says: "Making money is a bad thing." Then the company must be something other than money. Doing business is a goodwill that can achieve a long-term profit. This goodwill does not come from good products or good promotions, but from customer acceptance and satisfaction with the brand. Ethical business can be used as a tool to improve the performance of the organization.

### **The importance of academic**

This article explains the necessity and importance of:

Business ethics for sustainable development:

1. Protection of the rights of the consumer.
2. Social responsibility.
3. The concept of socialism.
4. Importance of the industry.
5. Consumer movement.
6. Improving relationships with society.
7. Buyers' market.

8. Good for business and society.

These are some of the key benefits of using ethical practices in your business. Administrators must manage the following functions for the sustainable growth of their business: Promote the art of leadership. Establish institutional excellence and build innovative organizations. Development of human resources. Communication and team management. Motivation, involvement, emotion. Corrective measures are taken on request. Mantras giving management instructions from Bhagavad Gita Most management concepts such as vision, leadership, motivation, job excellence, goal orientation, work ethic, personal nature, decision making, planning, etc. are discussed in Bhagavad Gita. Dalvi Work Culture - means the absence of fear, innocence, self-control, sacrifice, honesty, self-denial, calm, lack of flaws, lack of greed, meekness, humility, envy and pride. Asuri Work Culture - means egoism, delusions, centered desires, inappropriate performance and non-service-oriented work. It is important to note that simple work ethics is not enough because decisive perpetrators have a good working culture. What is needed is work ethics.

**Methodology of the study**

The basic data for the study were collected using a structured questionnaire. The sample size of the study consists of 100 respondents. The questionnaire was prepared to collect respondent data that will help you reach your research goals. Secondary materials were also used for research purposes. The aim of this research is to describe the role of ethical practices in improving business performance and sustainable development. Learning areas and tools for research Business people, customers and scientists in Bhopal. Percentage analysis is the basis of the findings.

**Discovery of discipline**

96% of people support the inclusion of ethical methods to improve business performance. Others think that this practice will reduce profits. Forty-two percent of the sample is not fully aware of ethical practices. Their main goal is to make a profit. 55% business people know the mythical aspect of ethics. 90% Customers agree that ethical practices are not misused. Nearly 80% of the sample agreed to ethical mantra as part of the marketing mix. Approximately 74% of the sample agrees that the ethical mantra of religious books helps companies survive longer. 87% of the samples agree that ethical mantras contribute to sustainable development. The majority of people are interested in getting faster than running a long time. CSR activities are not well defined for people, and this is one reason why participation rates are low. Almost 90% of people think that ethical learning is essential for social growth and can only be achieved through good education. Corporate governance must protect the rights of customers and pay attention to the loss of business people.

**The proposed model**

As far as we know, however, published research does not suggest a comprehensive model of ethical corporate culture. Therefore, the purpose of the reported research was to identify characteristics that can be attributed to the ethical corporate culture of the employer. In this article we first give a brief summary of the literature on ethical corporate culture and we formulate models. For the purposes of this article, the ethical corporate culture includes profit-making organizations composed of individuals who interact with internal and external stakeholders. The aim of this study is to identify the components of an ethical corporate culture from a global perspective, but an ethical corporate culture creates an organizational environment by sharing values and beliefs. It is expected that the wrong, the minimum, and more importantly, investigate and execute as many ethical decisions as possible as if all the choices were correct

### **Conclusion**

This white paper and Gita's Mantras show you how you can practice ethical business and achieve sustainable development through the following benefits: Promote various philosophies of life, including society. Recognize it as the core of self-sufficiency. Start from the usual thinking about your partner couple. Worship for excellence through work. Build an internal integration reference point that resists impulses and emotions. Pursue ethical-moral integrity.

### **Future work**

This document discusses the use of ethical business activities to build an organization's reputation among customers to help create brand images. This article discusses the financial benefits of ethical business activities. The characteristics and types of CSR activities related to the PR activities of the organization are discussed in a logical way. Finally, an integrated model is proposed to help organizations work under ethical standards for their own benefit. Because different aspects of ethical entrepreneurship are related to different business dimensions, such as marketing and stakeholder satisfaction, we have linked the model to the sustainable development of the organization.