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Ethics in Marketing

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Abstract

The aim of this paper is to illustrate how the ethic and ethics problem has changed marketing and how it influences the marketing throughout in the time. In this paper different examples and aspects of the ethical problems in the marketing will be shown and how its solution has led to changes in the marketing itself. The paper presents a review of different problems and examples of ethical problems.

Keywords: marketing, digital marketing, marketing practices, direct marketing, direct marketing.

Introduction

Ethics are an assortment of standards of right direct that shape the choices individuals or associations make. Rehearsing morals in promoting implies purposely applying norms of reasonableness, or good rights and wrongs, to advertising dynamic, conduct, and practice in the association (Swope, 2015).

Marketing ethics is about maintaining integrity with those with whom the company does business, from buyers to sales and suppliers. Even if the event is permitted by law, it can be condemned by the public and negative. Such violations of the exclusive trade agreement, stimulating the development of monopolies. Compulsion to purchase a complete line, new distribution systems for distribution channels. Monitoring the intimate life of people - for marketing research. And, late deliveries, under completion, poor response to incoming complaints, black PR.

In a market economy, a business might be relied upon to act in what it accepts to be its own wellbeing. The motivation behind promoting is to make an upper hand. An association accomplishes a benefit when it makes a preferable showing over its rivals at fulfilling the item and administration necessities of its objective business sectors. Those associations that build up an upper hand can fulfill the requirements of the two clients and the association.

Professional ethics is a set of certain moral obligations, principles and norms of behavior that are implemented in the relationship of employees in the process of work. It is designed to instill moral principles and rules, to educate a person (Simmons, 2020).

Leaders and specialists need to be aware that their code of ethics is a standard for subordinates who imitate them, therefore, in a moral sense, they should strive to be higher than their subordinates and be especially demanding of themselves.

In practice, professional ethics is implemented using forms, methods, techniques, rules, procedures, procedures. All these factors, as well as psychological and aesthetic support of professional ethics, business etiquette.

Business etiquette is the forms and methods of ethical and psychological relationships in the process of work. Service ethics is the content of relationships, and business ethics is the external form of their implementation. In the first case, the moral aspect of activity prevails, in the second - the aesthetic one (AMA, 2005).

Ethical issues in marketing

Marketer's control what they say to clients just as and how and where they say it. At the point when occasions, TV or radio programming, or distributions supported by an advertiser, notwithstanding items or special materials, are seen as hostile, they frequently make solid negative responses. For instance, a few group discover publicizing for all items elevating sexual power to be hostile. Others might be insulted when an advancement utilizes cliché pictures or uses sex as an allure. This is especially evident when an item is being promoted in different nations, where words and pictures may convey unexpected implications in comparison to they do in the host country. (AMA, 2005)

At the point when individuals feel that items or claims are hostile, they may constrain sellers to quit conveying the item. In this way, all limited time messages should be painstakingly screened

and tried, and correspondence media, programming, and article content chose to coordinate with the preferences and interests of focused clients. Past the intended interest group, nonetheless, advertisers ought to comprehend that there are other people who are not clients who may get their offers and see their pictures and be insulted.

Direct showcasing is likewise going through nearer assessment. Shocking practices range from minor aggravations, for example, the circumstance and recurrence of direct mail advertisements or ads, to those that are hostile or even illicit. Among instances of practices that may bring up moral issues are persevering and high-pressure selling, irritating selling calls, and TV advertisements that are too long or run too much of the time. Showcasing bids made to exploit youthful or unpracticed purchasers or senior residents—including commercials, deals requests camouflaged as challenges, garbage mail (counting electronic mail), and the utilization and trade of mailing records—may likewise offer moral conversation starters. As well as being dependent upon shopper security laws and guidelines, the Direct Marketing Association gives a rundown of deliberate moral rules for organizations occupied with direct promoting (Swope, 2015).

Ethical issues in marketing to children

Children are a significant promoting objective for specific items. Since their insight into items, media, and deals procedures is normally not too evolved as that of grown-ups, youngsters are probably going to be more helpless against mental signals and amazing symbolism. In this way, moral inquiries once in a while emerge when they are exposed to problematic promoting strategies and messages. For instance, contemplates connecting the showcasing of tobacco and liquor to youth utilization have prompted expanded public pressing factor that has driven straightforwardly to guideline of the promoting of these items.

The expansion of direct showcasing and the utilization of the Internet to promote kids additionally raises moral concerns. At times, a couple of deceitful advertisers make sites so kids can sidestep grown-up controls or controls, or here and there they present undesirable material to underage shoppers or power them to purchase items or give Mastercard numbers. At the point when this occurs, all things considered, it will prompt prevailing difficulty and ensuing guideline. Similarly, there has been a new spotlight on programs for kids and youth in the media.

Promoting to youngsters is carefully controlled in the United States. Government guidelines place limitations on the sorts of promoting that can be coordinated to kids, and advertising exercises are constrained by the Better Business Bureau, the FTC, shopper and parent gatherings, and broadcast organizations. These rules give advertisers clear headings (Swope, 2015).

Ethical issues in marketing to minorities

The United States is a general public of steadily expanding variety. Markets are broken into sections in which individuals share some comparative qualities. Moral issues emerge when promoting strategies are planned explicitly to misuse or control a minority market section. Hostile practices may appear as negative or cliché portrayals of minorities, partner the utilization of destructive or problematic items with a specific minority fragment, and disparaging depictions of a race or gathering. Moral inquiries may likewise emerge when high-pressure selling is aimed at a gathering, when greater costs are charged for items offered to minorities, or in any event, when stores offer more unfortunate assistance in neighborhoods with a high populace of minority clients. Such practices will probably bring about an awful open picture and lost deals for the advertiser.

Not at all like the legitimate insurances set up to shield kids from unsafe practices, there have been not many endeavors to ensure minority clients. While focusing on minorities, firms should assess whether the focused on populace is helpless to advances in view of their minority status. The firm should survey showcasing endeavors to decide if moral conduct would make them change their advertising rehearses (Swope, 2015).

False advertising scandals and unethical marketing campaign

Volkswagen diesel emissions scandal.

The "diesel scandal" around the German auto giant Volkswagen began in 2015. Then the specialists of the United States Environmental Protection Agency (EPA) developed that software was installed on more than 500 thousand diesel cars, which made it possible to circumvent environmental standards.

As the EPA explained then, the program that installs VW and Audi vehicles provides for the inclusion of the exhaust control system at full power only during the inspection of the car. And during normal operation of the car, when the content of harmful substances in the exhaust is much higher, this system was turned off. As a result, the emission of harmful substances by cars exceeded the established norm by almost 40 times.

In the course of investigations initiated by the US authorities in September 2015, VW was forced to admit its guilt. The German carmaker reached over $ 18 billion in financial and compensation agreements in the United States as part of the scandal.

However, the US Department of Justice did not abandon the prosecution of ex-managers of the auto concern. Michigan's Eastern District Attorney's Office has filed charges against former VW chief Martin Winterkorn. He is charged with conspiring with other executives and employees of the auto concern to defraud the US authorities and American customers. Winterkorn is also accused of violating the United States Clean Air Act. In this regard, the American justice authorities issued an arrest warrant for the former chairman of the VW board.

The investigation into 50 suspects who may be involved in the "dieselgate" was carried out by the prosecutor's office of the German Braunschweig. Former VW CEO Martin Winterkorn and current carmaker Herbert Diess and Supervisory Board Chairman Dieter Poetsch are suspected of "market manipulation" due to the fact that they informed VW shareholders too late about the possible consequences of the diesel scandal ... Winterkorn is also accused of fraud.

On June 13, prosecutors ruled that, following an investigation, Volkswagen should pay a € 1 billion fine to Germany in a case of manipulating diesel engine software. The representatives of the concern refused any further legal steps, admitted their guilt and pledged to transfer the entire amount of the fine to the federal state of Lower Saxony within six weeks from the date of the decision.

In total, Volkswagen has recalled more than 1.5 million VW vehicles in Germany as a result of the "diesel scandal". Were also recalled 2.5 million vehicles of other brands belonging to the Volkswagen concern in Germany and almost 11 million worldwide. The scandal caused a serious crisis, in which the German automaker found itself in financial losses of billions. (Ash, 2018)

This is one of the best and well-known example of an unethical marketing campaign. Through a time Volkswagen group was advertising its cars as the most "green car" on the market referring to the low CO2 emission and other heavy metal parts in their cars. In fact in 2009 Volkswagen Jetta was reworded as the most ecological friendly car.

Ethical brands and marketing behavior

TOMS

TOMS is not simply occupied with corporate generosity to make a fast buck; it's a center piece of the organization's qualities and brand.

TOMS was established by Blake Mycoskie in 2006 after an outing to Argentina. During his visit, Mycoskie saw firsthand how individuals living in ruined territories of Argentina needed to live without shoes, a test that a large number of us probably give little idea. Motivated by his excursion, Mycoskie chose to build up his organization in light of giving.

Since 2006, TOMS' footwear business has given more than 60 million (!) sets of shoes to youngsters in need everywhere on the world. As though that weren't sufficient, TOMS' eyewear division has given in excess of 400,000 sets of glasses to outwardly debilitated individuals who need admittance to ophthalmological care.

The organization has additionally broadened its tasks to incorporate clean water activities through its Coffee business, and its line of packs has encouraged help ventures to extend admittance to birthing units to eager moms in agricultural countries just as preparing for birth chaperons. Until this point, TOMS has assisted more than 25,000 ladies with conveying their infants (Dan, 2020).

EVERLANE

Today, the production of clothing is one of the industries around which scandals constantly flare up. This is largely due to the increased awareness of the use of so-called sweatshops. As a result, the demand for ethical clothing has skyrocketed in recent years. This trend has been a major catalyst for the growth of companies looking to change the way we make and perceive things. Everlane is just one such brand.

Founded in 2010, Everlane is committed to ethical manufacturing. All brand clothing is produced in factories that meet the strictest quality standards - not only for the products themselves, but also for working conditions. And Everlane only partners with manufacturers and suppliers that demonstrate a deep commitment to employee wellbeing.

How does Everlane ethical marketing work? As with other ethical brands, learning about Everlane's values starts with the website. In the About Us section, you can read the history of the brand and find out how it fights for the rights and well-being of workers in its factories.

"What really sets Everlane apart from other companies is its commitment to transparent policies. Usually the cost of a commercial product is carefully hidden. And this is not only due to the fact that such information can reveal the potential profit of the brand from each unit of the product. In principle, companies do not want to share data that will show what desperately low salaries their employees receive and in what terrible conditions they have to work,"- Dmitry Trepolsky, head of the online PR agency PRonline.

It's not enough for Everlane to convince the audience that the brand's products are ethically produced and sold. The company provides consumers with detailed information about all components of the cost of products: the price of materials, human labor, logistics, components and the amount of taxes.

For example, it takes $ 60 to make a jacket, of which $ 27.52 goes for the materials themselves, $ 5.32 for a headset, $ 2 for transportation, $ 22.22 for factory workers, and another $ 3.41 for taxes. The cost of the finished product on the site is $ 128, so the buyer can immediately estimate the margin. With an open policy, Everlane has grown from zero to a $ 100 million company in six years (Dan, 2020).

Dr. Brooner's

The organic trend has also affected household chemicals. And while many companies are following the trend, few can boast a concept as unusual as Dr. Bronner's is the top-selling organic liquid soap brand in the United States.

Dr. Bronner's is another business that started with philosophy. Initially, Emanuel Bronner distributed free soap to those who attended his lectures on the unity of mankind. Excerpts from his

speech are still printed on Dr. Bronner's. Bronner decided to turn soap production into business after realizing that people came to his lectures only to get a free sample.

Ralph Bronner, the son of the company's founder, called the brand's approach to manufacturing "constructive capitalism." The essence of the philosophy boils down to the fact that the company has the responsibility to share the benefits and profits with the workers and the land, which shared the ingredients for production. Today the brand is renowned for its activities in the areas of animal rights protection, increased regulation of GMO production and fair trade. So, in 2018, the company's revenue amounted to $ 122.5 million, of which $ 8.8 million was donated to more than 164 charities and campaigns (Dan, 2020).

How Ethical Marketing Works Dr. Bronner's? Dr. Bronner's brand is actively using the unique opportunity available to it to weave its history of ethical production into marketing strategy. In many ways, the packaging itself, which reflects the company's values, allows consumers to become familiar with its philosophy.

Dr. Bronner's is certified by the B Corporation, which means it meets the criteria of social and environmental efficiency. The company supports initiatives such as raising environmental awareness and social justice; using certified ingredients that meet the principles of fair trade; Formation and maintenance of a system of fair wages, which does not allow senior managers to receive income more than 5 times higher than that of lower-level employees. By comparison, in 2015, Nigel Travis, CEO of Dunkin 'Donuts, said that paying workers a minimum of $ 15 an hour was "totally outrageous," and his income was about $ 4,889 an hour. By the way, the minimum wage at Dr. Bronner's is $ 18.71 per hour for permanent workers, while for the state as a whole, this figure is $ 11 per hour (Dan, 2020).

Conclusion

Ethic in the marketing plays one of the most important role due to the fact that even if all the legal aspects have been fulfilled and the marketing campaign is in the borders of the legal practice. Marketers always have to remember about Ethical issue. They always have to ask themselves whether they will fulfill the need of the customers without manipulating or promoting false information to the clients and customers. Ethic in marketing is all about being honest with your

customers about the information that you are promoting. Also ethical issue in the marketing representing of not abusing black PR and not talking false and bad information about your competitors on the market and keep everything in the truly honest field. Not being hypocritic like with the examples with Volkswagen. (Ash, 2018) Marketing should not abuse sensitive parts of the society life in order to gain pluses in the well-knowns (Forsey, 2020) (Simmons, 2020).

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Ethics in Big Data Systems

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Abstract

While maximizing their operation and utilization of technologies, firms have to remain ethical in their operations to promote internal and external trust. The evolving phenomena of big data analytics in business pose extensive ethical challenges to organizations today. While trying to make the best of big data collected within the organization, companies have to face ethical challenges when seeking to maintain privacy and protection data. This paper aims to analyze the moral concern that arises when organizations seek to utilize big data citing the importance of big data analytics for business entities.

Keywords: Ethics, Digital Marketing, Big data analytics, ethical risks, data governance

Introduction

Development in technology leads to the adoption of approaches that makes use of online platforms to store data. In the contemporary world, government agencies and private service providers shifted their operations from traditional manual systems using paper and digitalized services. Unlike conventional filing systems, today, organizations use digitalized files increasing ease of access when the demand arises. As technological advancement continues to improve each day, the question of data trust, privacy, and security, which (Lee, Zankl, & Chang, 2016) believe to be intertwined, becomes paramount. Business holding crucial consumer data has to ensure that they promote data privacy as lack of confidentiality could result in ethical risks that might significantly affect the business.

Businesses today have shifted towards digital marketing as an approach to reaching the vast population available online. As they focus on achieving this diverse demography, the firms have to collect, analyze, interpret, and draw conclusions from each consumer's data set. In the contemporary world, big companies like Google and Facebook generate massive data per hour. Each time an individual creates a profile online, the data gets recorded on a server as big data. Organizations make use of that data to enhance their operations. Big data analytics occurs due to interaction between organizations, individuals, and society (Someh, Davern, Breidbach, & Shanks, 2019). Big data analytics enhance organizations' ability to collect, store, and extensive process data and sophisticated data sets for the benefit of gaining a competitive advantage (Asadi Someh, Davern, Breidbach, & Shanks, 2016). Big Data analytics formulates trends about the world we live in and helps organizations understand consumers' movements and behavior in their sector. With the rising importance of big data analytics, there is rising concern about data governance, and today organizations dealing with consumer data have to establish robust risk mitigation approaches to prevent access to extensive data systems by attackers.

Understanding big data analytics

Big data refers to massive or overwhelmingly uncontrollable information (Foote, 2017). With the current development of technology and the internet of things (IoT), it becomes easy to access, store, and use data. In the contemporary world, people interact online, and one has to search for the product online before purchase. Each time one searches, search data is stored online as different product providers can access such data. Marketers would focus on individuals who have concerns about an additional item. As humans continue to interact online, they make data cheaply available, accessible. Today, data is available, cheap storage, and organizations have powerful analytical tools to enhance the human condition (Hand, 2018). Dealing with sophisticated information dates back to 1663, when John Grant adopted statistical analysis to deal with massive data. According to (Big Data Frameworks, 2019), the term big data has been used since the 1990s. Today, the generation of data has taken a new wave, and as data sets increase, individuals are coming up with unique data storage and analytical tools to enhance the usage of the data. Growth in big data attributes to the increasing technology usage, which has throbbed marketers to shift their marketing from traditional marketing to adopt current data-based digital marketing. Digital marketing focuses on consumer

behavior concerns, which results in the development of legal terms to mitigate data privacy and security concerns. Holding massive personal data may raise ethical concerns as it requires the protection of personal data based on human rights.

Why Is Big Data Analytics Important for Business?

Almost every organization seeking to retain customers and increase competitive advantage makes use of big data analytics. Big data analytics produces structured trends from massive unstructured data about a given diverse population. With such data, the companies concerned can draw insights that could enhance consumer demands and increase productivity within a given entity. With the digital revolution, data and information are crucial assets for any organization, as argued by the (Institute of Business Ethics, 2016). Big data analytics is occupying an essential part of an organization today as it has myriad benefits. The primary service is that it enhances effective product marketing. With the previous marketing approach, firms did not have accurate data to rely on when carrying out marketing and could market their product to any population. Today, data mining approaches and big data analytics make it easier for firms to identify the right market and promote their product. Whenever a consumer searches a product online, their data may get saved by companies, and with time they carry out analysis to identify the demography which highly consumes the product. With time marketing can focus on such demography interested in consuming the product.

Another benefit of big data analytics is that it creates an avenue for the generation of new revenues. As organizations interact with big data, they develop trends that can predict consumer behavior and open the chance for investment in other areas where consumers are interested. Big data enhances product development and thus results in consumer satisfaction, which translates to consumer retention and attraction (Hinshelwood, 2020). These benefits could raise ethical concerns as each producer would dive into data to make insights that could violate data security and privacy with a hunch of profitability in the long run—these attributes from companies seeking to personalize consumers. Big data analytics enhance operational efficiencies. Big data offers analytics offers insights to manages pertaining decisions made within a given entity. With insightful and data-driven decision-making, companies progress well, increasing competitive advantage.

Data trends from extensive data analysis are crucial in attracting the workforce into a company. When in the benefit of a company, such data could assure employees that they work for a trusted company, and thus they devote themselves to ensuring consumers receive distinguished products (Hand, 2018). Big data analytics offers insights to consumers on how to behave in challenging economic times. By considering previous data during a given pandemic, producers can understand how to readjust their operations in a way that would benefit the company (Van Well & Royakkers, 2004).

The benefits of adopting big data analytics are extensive. With big data analysis, one can earlier identify risks that could affect the company in the long run. A firm can utilize outside insights in making decisions and developing products. The chart below predicts how big data analytics can benefit organizations.

The primary concerns that force organizations to focus on big data analytics are product development, targeted ads, consumer retention, optimization of prices, and informed and insightful decision-making, as explained by (Research Data Alliance, 2019). These factors, which are beneficial to organizations, are the primary sources of big data analytics' ethical and legal concerns. Companies without data may violate data security and privacy issues through unauthorized access or hacking to benefit consumers or targeted populations.

The Ethics in Big Data Analytics

As businesses interact with consumer data, they may face extensive challenges that translate to breaking data privacy requirements. Like every individual's right, data is crucial and requires a high level of security and protection. A consumer will trust a given organization with their data only if they are sure of high-level security and data protection. Big data analytics may force different vendors and organizations to snitch into other agency databases with an ultimate concern of bypassing their security to collect data for their gain. With this concern in mind, ethical rules and situations arise related to data protection and security (Institute of Business Ethics, 2016). They are evading privacy, resulting in security threats (Lee, Zankl, & Chang, 2016). Data privacy concerns rules that govern the use, collection, and access to data concerning data rights. The big data revolution, which is fundamentally about creating awareness (Richards & King, 2014), requires

that organizations develop strategies that govern unethical access, collection, and data usage. Unethical issues within big data analysis arise when data miners use approaches that jeopardize data security and privacy or if the strategies used violate the rights given to the data. The ethical concerns governing big data are explained below.

Transparency- transparency form the primary ethical concern when dealing with big data analytics. Different stakeholders within an organization should update the various data mining levels, including collection, storage, transfer, and processing of data (Saqr, 2017). Based on notice and consent, users should be enlightened on how data will be used and assurance that data will not be sold. If any third-party company gets involved with the analytical process, all stakeholders should agree with the involvement. Transparency is crucial, especially in government agencies, as it enhances different government departments' financing (Richards & King, 2014).

Privacy- privacy is another crucial ethical concern in big data analytics. Privacy can link to respect for personal data and information. Data collection should not be the end to privacy discussion but rather the beginning (Richards & King, 2014). Although big data analytics is crucial to companies, they should maintain high-level data protection and ensure no sniping into consumer behavior. Consumers should remain aware of the privacy of their data. Ethical practices to reduce this behavior include respecting the law, fairness in automation decisions, nullifying high-tech profiling, and protecting consumers from inaccurate data (Institute of Business Ethics, 2016).

Identity – like privacy, it is crucial to protect the identity of individual data. Enhancing privacy means that identity remains covered within an organization. Personal information and uniqueness should be hidden and protected at all costs. For instance, healthcare facilities should ensure that identity of patient data remains highly protected. Leaking identities could affect the security of individuals whose data is leaked.

Informed consent- big data privacy, according to (European Commission, 2018), is linked to autonomy and human dignity. Privacy is a fundamental human right and should be protected at all costs. Data collection should consider explicit consent of the respondent or users. Currently, an organization would use data without the permission of users. By using these approaches, promotional ads get forwarded to consumers since their behavior has been analyzed. Firms should clearly state to users the purpose and objectives of data collection, transfer, or usage.

Conclusion

With the growing concern on ethical issues, firms must adopt big data analytics policies. Although big data analytics is growing daily to revitalize the benefits of access data and improve companies' decision-making, these agencies must identify ethical approaches when interacting with consumer data. Data privacy and security issues, identity protection, transparency, and informed consent should remain at the heart of organizations that capitalize on big data analytics.

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Ethics in E-Learning

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Abstract

The revolution in technology and the use internet has led to outstanding improvements in content access, conversation, and sharing files in a blink of an eye. The disturbing condition COVID-19 pandemic has leveraged the use of technology to deliver academic lectures, most countries have shifted from the conventional method of learning to learn online due to governmental policies of social distancing and restriction of movements in a bid to combat the spread of the virus. E-learning is constantly gaining ground. The question is, how do we provide a system of electronic learning devoid of unethical practices? How can the students study without the watch of the teachers and still maintain ethical conduct? This article will torchlight some scholastic reviews of ethics in e-learning, the ethical issues in e-learning, and proffer recommendations gathered from existing studies.

Keywords: Ethics, E-learning, Teachers, Students, Internet, learning, education

Introduction

The unforeseen appearance of the COVID-19 pandemic has struck the world with an unbelievable effect which has caused lots of damages in almost all spheres of human life. It has remained an unanswered question when the world will recover from the devastating effects of this pandemic. Amongst the inconceivable effects, education has received the highest share of it. Education has faced interruption, affecting nearly 1.6 million students in over 200 countries (Sumitra Pokhrel,

2021). Traditional educational practices of face-to-face class activities have been disrupted by governmental policies of social distancing and restriction of movements. Due to the unpredictable nature of this pandemic, one cannot ascertain the time we will fall back to classroom learning, reopening of schools remains an opaque and unclear vision.

The question is, what is the way forward for education? Are we going to fold our arms and wait until COVID-19 is flushed out of the system, knowing the overwhelming effect of not having the students back to studies? Do we have a plan B? Of course, we do! Electronic learning, popularly known as E-learning or mobile learning, is the answer to bring our education back on track. All thanks to the technological advancements we have witnessed today in our world. The revolution in technology and the use internet has led to outstanding improvements in content access, conversation, and sharing files in a blink of an eye. An instructor can easily teach with the aid of an e-learning framework (Mr. Sanju Mahawar, 2019).

E-learning is an educational system where the trainer and the learner are separated by physical distance due to the means and tools at their disposal brought by technology, they are linked (E, 2003) E-Learning created a new concept in education and learning that has fashioned the possibility of learning in any subject, at any time, and in any place without limitation.

Although drawing a comparison from the traditional and contemporary pedagogy, e-learning provides more flexibility because students can learn at their own pace, provision of study materials with just the use of mobile phones, and zero travel constraints. Some experts agreed that learner self-sufficiency and independence in learning are essential (education., 2003). Also, they think that schooling and distance learning benefit from the separation of technological teachers and students, where learners are free from mobility, travel constraints, and inflexible scheduling (Karen H Frith, 2003).

However, the use of e-learning among educational institutions has been in existence for the developed countries. Nevertheless, it's something new for some underdeveloped countries. Recently, this pedagogy has drastically gained popularity around the globe, and there is a high level of dependence on using electronic technology to deliver lectures for students in a bid to keep education afloat, all thanks to the pandemic.

No doubt the efficacies of e-learning are numerous, despite the benefits, it has heightened the complications of academic malpractices, plagiarism, and privacy violation (Trushell, 2012).In another development, issues such as economic, cultural, equipment failure, destruction from viruses, and academic irregularities are ethical issues that seem to be the significant fears adoption of learning.

It is worthy for us to consider how we can deliver top-notch education without going contrary to the ethical laws of education. This article's remaining part will torchlight some scholastic reviews of ethics in e-learning, the ethical challenges/issues in e-learning, and proffer recommendations gathered from existing studies.

Ethical reviews in e-learning

Ethics refers to well-founded moral values that suggest what humans should do, typically in terms of rights, responsibilities, societal benefits, justice, or particular virtues. For example, ethics refers to the rules that enforce the reasonable duty to refrain from doing anything (Manuel Velasquez, 2010). While e-learning upends conventional limitations, it is subject to legal and ethical constraints. Numerous scholars have shared their perspectives on ethics for an e-learning system. This section will highlight some of the scholastic views about ethics in e-learning.

A study was carried out to pinpoint the ethical issues involving students of computer science and information system programs (Khader, 2012). Khader's study research was polarized into quantitative and qualitative. He concluded that the students are unaware of the rules governing copyright and intellectual property rights (IPR). He further opined that the female students, on the other hand, are more conscious of ethical practices, values, and norms than male students, and they agreed that advanced technology and humans are the key players in ethical issues.

According to a primary analysis by (Al-Shehri, 2017) on the code of ethics of teaching-learning for e-learning system, , students who had previous programming training were more ethical than those who did not. Students and teachers who know how to use a machine have an average of 85.83 percent admiration for ethics. Furthermore, it was discovered that first-year students are not acquainted with the ethical problems related to e-learning. Female students and teachers had an ethics follower rate of 87.08 percent, which was higher than male students.

Gearhart, in his research, likens the use of electronics learning and the conventional method when reviewing ethics. She shared that issues involving internet ethics are associated with psychological distance. According to her, this is because face-to-face interaction between the student and the teacher can be physically monitored, which cannot be said as the same during online classes. During the physical classroom studies, the teacher can monitor and intercept the unethical behavior observed and initiated correction with immediate effect. On the flip side, online learning, the format of distance learning minimizes the degree of communication, while e-learning lacks interpersonal and direct interaction between learners and teachers. Institutions can manage this situation in two ways, according to Gearhart: (1) by establishing a policy that students can obey, and (2) by including technology ethics problems in the curriculum (Gearhart, 2001).

Ethical issues in e-learner environment

As shown in a report by the United States National Institute of Justice on the ethical issues raised by the deployment and implementation of computer technologies in schools, a global trend known as "psychological distance" has emerged. During the traditional method of learning where students are monitored, body languages and other activities have been checkmated by the teacher, any unethical practice by any student would be immediately addressed or face disciplinary panel, on the contrary, the physical distance has presented the students the freedom to behave the way they cherish because nobody is on sight to monitor their activities. This has formed the basics of unethical practices in an e-learning environment.

In another development, it's also essential to realize what causes misconduct, which could range from (i) quest for a good grade, (ii) the environment where the test has been held, (iii) a lack of awareness about the ethical rules of academic, (iv) personality traits, and (v) the growth of moral behavior (Gearhart, 2001). Many college and university handbooks and catalogs, according to (Fass, 1990) do not properly spell out information on cheating. Students who have just graduated from college are unfamiliar with matters of college ethics and academic honesty. R. A. Fass, in a study for the American Council on Education, identified early patterns of inappropriate behavior in eLearning (pages 173-175), which includes:

• Violation of computer ethics

• Misuse of academic source

• Disobeying the ethics of examination

• Non-compliance with copyright and copy-protection laws

• Disregarding the work of others

• Disobedience to academic regulations

• Misuse of sources on papers and projects

• Inadequate protection of human subjects in research

• Writing assistance and incongruous tutoring

Recommendation

This study has been able to establish some of the unethical issues that occur in e-learning, no doubt, undocumented or poorly recorded use of online sources is one of the problems also some students are ignorant of the ethical issues of the internet. Therefore care must be taken by E-teachers and education providers by educating the e-learner regarding the importance of ethical use of the internet. A handbook should be provided to every student to learn and if possible, be present in-person to sign a code of conduct based on his/her understanding of the ethics from the handbook. After establishing these rules and regulations for all the ethical practices to understand the students' understanding, stringent punishment should be me on any student that goes contrary like in case of plagiarism the student should be suspended for some academic period.

 (Alena Bušíková, 2013) in their research made some recommendations on how to limit the students from indulging in academic fraud in online classes, summarized in the table below:

Ethical Misconducts Recommendations

On research papers, case studies, homework, and discussion boards, improper quoting or paraphrasing Increase learner-tutor interaction in group chats, notably through the use of multimedia. Use a powerful academic plagiarism checker to ascertain the originality of the content.

During the online test, students source out answers from the internet or give a third-person access to take the test in place of the student.

To avoid impersonation, students should use on-campus proctored exams or a proficient proctor if the student is far from the school. Also, install software that can enable the teacher to close all the browsers from a remote area, ask the students to leave their web cam's on, move it 360 before the test/exam and at the halfway of the test/exam. Requesting for another person to write the exam, the student ID card must be presented, a higher percentage of exam questions should be based on forum discussion (Alena Bušíková, 2013).

Conclusion

This study has found that E-learning as a mode of pedagogy in its entirety cannot be said to be the complete method of learning but can enhance the effectiveness of learning. Nevertheless, the benefits are numerous. E-learning is a flexible method that can be used for strengthening and promoting teaching and learning processes in universities. It is forming a crucial part of the overall teaching-learning process that can help the students from studying anywhere in the world at their own pace, especially in this period of the pandemic.

However, efforts should be taken to ensure that the students adhere to this pedagogy's ethical standards. Education institutions should provide ethical standards at the tip of their fingers and always make the importance of academic honesty the students' priority.

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Ethics When Starting a Venture Business

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Abstract

Business ethics is the science that focuses on developing good policies and practices during controversial subjects, such as bribery, governance, corporate social responsibility etc. This sets the trust level of the team and gives credibility towards the customers and accountability for each member of the team. The best guidance for any business ethics comes from the law itself as it concerns the public approval. Ethics and morals are the pillars of forming a successful business especially during those times as every business plan was affected by SARS-COV19.

When starting a venture, a proper team is what is going to show the potential of the business during brainstorming sessions. I can't stress enough the importance of team bonding and team effectiveness as a group. Decisions should be always made as a team because it can affect the development of the Gantt Chart and lead do a bad task managing decision. A good business plan is what sets apart a successful business from a failing business, and this can't be done without implementing a good ethical environment for the team.

Keywords: Trust, Responsibility, Choice, Behavior, Morality

Introduction

A proper venture can't be funded without a trustable team that focuses its intentions to creating and organizing a good environment during each and every task that is going to affect the business.

My case study focuses on the development of the team that is going to fund a successful venture based on good ethics and moral policies that guide the development of the business plan.

"If everyone is moving forward together, then success takes care of itself." – Henry Ford

I've chosen this quote because FORD is one of the only two car brands that have never filled bankruptcy in it's whole existence, the second one being TESLA MOTORS.

What is a team?

Groups are guided by quality issues. Group success can be improved by managers who foster a positive work ethic. Even if we are rising in an environment that encourages individual achievement, groups should not allow this to affect overall efficiency, but at the same time, each person should be allowed to make a difference and make a distinction. Leadership is the ability that allows a group to achieve success by sharing a common vision and goals, cultivating compatible skills to succeed at its best.

Why teams?

A team would bring many benefits to the work environment:

• Value, technology and customer service. All of this relies on the complementary skills and experience best enjoyed by the manager.

• Groups provide a better working atmosphere that complements both fun and efficiency.

• People within a group are expected to change the way they behave to be inspired and compensated.

• A team will always deliver better outcomes than a group of individuals who work independently.

• Having a clear goal and goals to match the mission will always make a difference between the group and the client.

In their research, authors divided teams into 3 categories:

1. Groups that are proposing items

2. Teams that make things

3. Teams that manage things

It is well known that not everyone loves teams, and there are many explanations for their cynicism, such as:

• Lack of conviction: time spent on conferences and unproductive jobs

• Individual distress and risk: fear of joining a team that doesn't suit them, fear of making commitments, relying on others or suffer from other people's mistakes. This is the product of our desire to do something as individuals.

• Poor moral quality

Real teams are always the perfect choice to make improvements within an organization, having a major effect on the moral behavior of the individuals around them.

A real team is a small number of people with similar expertise who are committed to a common goal, performance goals and a collectively responsible strategy. Elements such as complementary expertise, common purpose, goals and strategy, collective responsibility describe the group and how it should be handled. The low number of members is certainly an important part of a successful team which varies from 2 to 25 individuals, but the average is less than 10. The number is also connected to the other elements listed above.

To achieve the tasks outlined, the team must include a combination of three types of skills:

• Professional and organizational knowledge

• Problem-solving and decision-making skills

• Interpersonal skills

Research researchers concluded that each team should be focused on the selection of participants to fill the necessary skills, but should not be unrealistic criteria, because teams will always rely on performance to improve and fill the gaps.

High-performing organizations

Organizations that consistently outperform demand over a longer period are high-performance companies. Balanced in their expectations of results. We are tireless in producing superior results to staff, consumers and investors.

Whether it is called "dream," "plan," "strategic goal" or "directional strength," the aim of the organization should represent specific and daunting objectives that will support all of its main players. The intent, sense and quality of dreams should demonstrate to all involved that they will benefit both rationally and emotionally from the success of the company.

High-performance companies obey members who themselves are almost religious in search of performing. By their energy, effort, and other symbolic actions, these leaders demonstrate a constant focus on where the organization is going and an unrelenting contribution to the interaction, participation, evaluation, and creativity necessary to get there.

The attributes of high-performance organizations, "reading," "adaptive," "self-directed," and "eternally green" rely on the critical mass of people who are committed to benefit and to the transformation that winning needs. The members of the organization should share an interest in asking questions, experimenting with new methods, learning from outcomes and accepting responsibility for making improvements.

Firms should always seek and best take advantage of valuable assets, such as access to natural resources, ownership over efficient networks for marketing, reliable brand names and patents and other government permits. Yet core competencies also rely on group competencies. Another team performance difficulty occurs if quality becomes based on the real time mixing of several talents, perspectives, and opinions. So groups are an outstanding jetty for the growth of expertise on the job.

IT is important in terms of high quality. The IT encompasses universal values and standards of conduct that promote open communication and control of information. Organizations never guard alone in the information age.

The leap toward team performance happens when members take chances by trusting one another and working hard to achieve shared responsibility.

Managers should identify their standards of success, but let the team focus on intent and strategy. Managers should provide direction and deliver the team's results based on their reputation.

Investing in team members will always be the right move to develop the necessary abilities, and development will be easily influenced by the outcomes. Strict adherence with rules of conduct,

such as participation, confidentiality and engagement, demonstrates that professionalism governs the group by fostering confidence, transparency and dedication to improving results.

Setting specific conduct guidelines such as participation, anonymity and involvement reveals that compliance governs the group while fostering confidence, transparency and dedication to success. Working together to help team members follow a clear line with success goals. The performance should be steadily improved by making use of the strength of review groups.

Team leaders

The members rarely work "in the group," nor "act on the team" know that it's important to keep the team away or eliminate barriers from outside. They never function "in the team".

Team leaders should be mindful that in order to maintain stability and unity, their responsibilities should be communicated carefully with the group when it is a matter of moving from the future group to a real team.

A director must pay attention to keep the management of his staff in pursuit of appropriate priorities and solutions. A manager must focus on both people and groups to maximize both commitment and trust. That team leader should be the first to take his place in a new scenario or a dirty task.

Teams and major changes

Without question, teams today have to confront and become accustomed to transition to thrive. • Faced with great changes, the number of people who need to change behaviour and the length of time that it takes can be calculated by asking the following questions:

1. Does the manager have an area/skills to improve?

2. Do many members want behavioural changes?

3. Does the company track the effects of the changes?

4. Do representatives understand the importance of transition and how quickly they react?

The positive answer in questions 1, 2 and negative in questions 3 and 4 are the defining element of a major change.

The position of top management

Teams generate concrete goals to accomplish success, but management needs a strong quality ethic. Good leadership should actively support teams, as their dynamism represents the ideals of quality organizations, for example:

• Solid, effective leadership

• Work effectively to allow profitability and understand

• Allow use of the information management system and effective communication by concentrating and developing skills

• Take use of know-how and connectivity

Conclusion

It is very important to communicate with all your team workers. Without them, the business will not have success. Ethics are important in all aspects of life, not only in business, because are essential for the society. A business that has not ethical priciples will fail sooner or later

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Ethical Dilemmas in Dark Tourism

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Abstract

Although the practice of dark tourism is nothing new as it can be tracked way back in history, since the interest on the theme from the research point of view grew, the concept has been positioned under an interrogative light. Not surprisingly, this is due to the fact that such sites or attractions that reunite under the dark tourism category, can easily become subject of moral panic in the media attracting negative attention (Seaton, 2004). In this sense, research has often focused on explaining ethical issues related to dark tourism. Studies have been conducted both in regard to understanding the tourist's behavior in such sites (Sharma, 2020) as well as in regard to the organizations managing dark tourism attractions and their ethical conduct in doing so (Lennon, 2005). Results show that the line separating between what is ethical and what is not can be hard to define, as this one is a very thin and sometimes blurred one. This article will provide an overview on the theme of ethical dilemmas in dark tourism and how it was approached in previous research.

Keywords: Dark Tourism; Ethics; Moral disengagement.

Introduction

Dark tourism is a popular form of tourism that has been practiced since ancient times. In fact, we can think about how ancient Romans were involved in dark leisure when participating to the horrible spectacles of death that were displayed at the Colosseum in Rome. Another example could be pilgrimage during the Middle Ages, when it was typical for worshippers to travel to the sites of religious martyrdom, a practice that actually still exists nowadays (Lennon, 2005). In a simplistic

explanation, dark tourism is a form of tourism that mainly involves the visit of a site or an attraction that stands as a memorial place for a tragedy that occurred there.

However, one can experience this type of tourism in lighter or darker nuances, depending on the history and sometimes also on the level of sufferance associated to the place in question. Therefore, dark tourism attractions may come in various forms such as: ghost tours, historical battlefields, cemeteries, areas where natural disasters took place, a criminal's past residence that may have been re-designed as a museum, jails and, not lastly, places where crimes or even mass murder took place.

Under the premise that there are different degrees of "darkness" in dark tourism, one should keep in mind that this directly goes to influence the ethics sphere associated to a particular site (Stone, 2006). This means that one cannot expect the same results in the level of moral values that should be applied in all dark tourism sites.

The most famous examples of darker sites that can be visited nowadays include the Auschwitz-Birkenau lager in Poland as well as other concentration camps in Europe, Hiroshima and Nagasaki in Japan, Chernobyl in Ukraine, and Ground Zero in New York. It is for sites like these, which are of higher emotional impact as the history behind them is a highly sensitive topic for the general public, that the moral conduct of tourists and tourism organizations managing them can potentially become problematic.

The vilification of the dark tourist

Often, dark tourists have been stereotyped in a negative way. Especially since cases of inappropriate behavior at sensitive places gained wide media attention (Light, 2017). Actually, also the responses themselves to such unethical behaviors of tourists made it to global news. One of the most famous cases in this sense was Yolocaust a project launched in 2017 by Shahak Shapira on the web. The Israeli-German author of the web page created very graphic content by overlapping selfies of tourists (taken at Auschwitz-Birkenau lager and at the Memorial to the Murdered Jews of Europe in Berlin) to historical pictures of dead bodies in the mass graves produced during the actual Holocaust. By doing so, Shapira wanted to put in light the unethical action of some tourists that actually took selfies or posed inappropriately for photos at those sites, posting them on their social media. Of course, the message was clearly that people tend to behave like this without

considering that they are disrespecting the memory of the Millions of victims which the two sites stand to represent. As a result, the authors of those pictures publicly apologized recognizing their wrong deeds and removing the images from their social networks.

Although we may be able to explain, in part, this particular negative behavior as a form of digital narcissism, a common influence on people's moral values in the era we live in, there are many other motivations behind transgressive actions of tourists at dark tourism sites (Sharma, 2020). However, as Sharma stated, there is yet to be a real attempt at understanding the actual psychological process that influences a certain behavior in tourists in delicate environments like dark tourism places. Therefore, at a first glance, it results clear why media over time mostly tended to vilify dark tourists, in a demonstration of moral panic and without actually getting into the positive aspects of dark tourism (Seaton, 2004).

Motivators and the risks implied by moral disengagement

Research on the theme actually deconstructed the stereotype of a mainly negative dark tourist by demonstrating that amongst the many motivations for visiting a dark tourism site, morbid curiosity or voyeurism are actually very limited tendencies (Sharma, 2020). If mere curiosity or voyeurism would be principal motivators for tourists when choosing to visit a place representing a tragedy, of course, major ethical issues such as the media tends to represent would be spread. In fact, those two motivators would imply that there are no respect or emotional ties associated to the site visited and, as a direct consequence, moral values would also cease to be applied in that space.

As it was understood that in the great majority of cases tourists do no not visit such attractions merely out of curiosity or to get a sense of enjoyment in experiencing other people's suffering, researchers turned their interest towards understanding the real motivators behind practicing dark tourism. Stone came to the conclusion that dark tourism mainly offers to tourists the possibility to engage in an educational and meditating experience. As dark sites mainly narrate about human mortality, they can stand for visitors as moral instructors as well as providing a space where one can reflect upon the concept and meaning of death in opposition to life (Stone P. R., 2012). A person visiting a place of tragedy can also gain from that experience a sense of gratitude for the fortune he/she has of not have been present there when it happened. Tourists seek to see with their

own eyes such places as they wish to learn from them the lessons of the past they display. Lennon stated that dark tourism sites are "important testaments to the consistent failure of humanity to temper our worst excesses (…) they can help us learn from the darkest elements of our past" (Lennon, 2005). Being physically present in a space like a dark tourism site can enhance one's capability of imagining being there when the tragedy happened, creating stronger emotional engagement.

In fact, in a site that has a sensitive meaning to it, it becomes important that the visitor will also engage emotionally, more than in other types of tourism destinations. The contrary, disengagement, could easily bring to misbehaving as it implies that a person is not emotionally affected and so does not recognize the importance of what he/she is experiencing during the visit. Disengagement can happen to all people in different situations and also depending on what one considers as his/her own core set of values. However, one should ideally apply his/her will and be in control of his/her actions and adjust his/her moral conduct not to offend both the memory represented at a site as well as other visitors who are emotionally invested in it. As much as one should be able to control is own behavior by actively choosing to act morally, we need to take into consideration also that there are people more subject to moral disengagement than others due to different individual characteristic such as lack of empathy, low self-esteem, fear, anxiety etc. (Sharma, 2020).

Morally detaching oneself from the other can potentially create such psychological distance that the other becomes a less human entity (Opotow, 1990). This psychological process can potentially apply in dark tourism sites and result in negative behavior if tourists regard as inferior or as not so important the culture and past of the community the site represents.

Moral disengagement can also present itself in the form of justifying one's actions based on a group's action or a permission given by an authority. In this case visitors will self-excuse their non-appropriate behaviors by not taking ownership of their actions. On the contrary, they will reflect their actions not as coming from their own will but from taking example from others who did it, the group. Another way to self-excuse one's wrong actions is by giving fault to who allowed him/her to do so (Sharma, 2020).

The implications of chronological and cultural distance

Other factors that can possibly bring to unethical behaviors at a dark tourism site are chronological and cultural distance. The first, implies that visitors actually tend to lower their moral values when visiting a dark site that represents a tragedy very far in the past (Lennon, 2005). In fact, as the sufferance represented at a site took place centuries or even millennia ago, a person tends to perceive it so distantly from his/her own self that consequentially tends to lower the respect or empathy felt towards it. For example, the majority of visitors would not perceive at the same level the site and victims of the Pompeii tragedy compared to the ones associated to the Chernobyl disaster. This is because of the chronological distance factor that differentiates between the two for the visitor. A tragedy closer in time to us will impact our behavior differently, amplifying our moral values.

The other factor that could cause ethical issues in tourists' behavior is cultural distance. A person does not only have his/her own set of moral values, but his/her values are also constructed starting with the culture and society he/she lives in (Sharma, 2020). What is ethical for one culture can be seen as unrespectful for another. That is why when visiting dark tourism sites ethical dilemmas could appear as international tourists will come with their own sets of moral values that may not reflect the culture they are visiting or the other visitors' culture and behavior.

Risks of exploiting dark tourism sites

Ethical dilemmas in dark tourism are not only raised by the behavior of tourists themselves but there are other risks to which these sites are exposed to in the ethics sphere. In fact, also the organizations managing such destinations have been taken into consideration by previous research as they can also potentially be source of unethical acts. Debates around the management of dark tourism sites started with researchers questioning if it would even be morally acceptable for tourism to actually display places of death and trauma for visitors (Clark, 2014) and successively debating if it is ethical to actually profit from this type of tourism (Garcia, 2012).

Lennon attacked the fact that some dark tourism managing organizations end up exploiting the place since they are more interested in the increase of visitation and revenue rather than in representing the tragic history of a place in a complete and authentic manner (Lennon, 2005). In

his view, this especially happens in the case of organized tours at dark tourism sites, where the experience is wrapped up in just a matter of maybe a couple of hours. That means that the tourists are shown the site in a limited and selective way and he doubts that they really end up comprehending the impact and meaning of such place.

Pre-Information as an essential tool

When considering especially darker attractions, management should understand its great moral responsibility towards the site and act as a guardian of the place and moral guide for the visitors (Lennon, 2005). To help in this intent, pre-informing potential visitors becomes an essential tool. In particular, through a website, organizations managing dark tourism sites should create the right expectations for the interested tourists. Not only they should provide actual information on the place but also instill in the possible visitors the right motivators to visit and signal them appropriate behaviors to be kept during the visit, even if not explicitly, at least by communicating them through images and written content (Krisjanous, 2016). Pre-informing visitors is an essential tool in tourism in general, but it becomes even more important when a highly sensitive place is involved. In fact, this can be an efficient way to help avoid unproper behaviors of tourists and it can also be a tool to ensure that both the victims' memory as well as other visitors' ethical values will be respected during the visit.

Conclusions

Speaking about dark tourism can potentially become complicated especially when trying to explain its relationship with ethics. In fact, ethical dilemmas can easily appear on different levels when considering tourism in places that hold a highly sensitive meaning, such as sites where a tragedy occurred.

It is true that not all dark tourism sites have the same nuances as some destinations can be lighter than others depending on the story behind them. In addition to this, one should also keep in mind that not all visitors are capable to perceive at the same moral level such places. Moral behavior of tourists is determined by their individual characteristics and also by the values their cultural background provides them. However, misbehaving and morally disengaging can create moral panic

in the media as it is viewed as highly unethical, especially at destinations of darker nuances such as a concentration camp. Tourists should have the right moral motivation when deciding to visit a place of darker past and should be able to emotionally engage and appreciate the significance of such site in order to behave respectfully.

Motivations to visit dark tourism places should never be pure curiosity or voyeurism but self-education, memorialization and meditation over the tragedy displayed at the site. Dark tourism sites stand as testimonials of the dark moments of humanity and by touring them every visitor should ideally come back to his/her life morally enriched.

Chronological and cultural distance can affect ethical behaviors among tourists also, that is why pre-informing them becomes essential in avoiding unethical behaviors. By understanding before the actual visit the history, culture, and moral conduct expected, visitors should be able to fully experience a dark tourism site in the right ethical way. This results in respecting both the memory of victims the place stands for and other visitors who highly value the site.

Finally, management should be the moral guide and assume full responsibility in representing a dark tourism site in the most correct and respectful way, leaving aside mere exploitation.

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Ethics in Human Resource Management: Notes on Relevance and the Business Case

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Abstract

When it comes to human resource management in a company, ethics are always at stake. Do the employees participate appropriately in the added value through their remuneration? Are employees treated with respect and fairness? How can fair assessment systems be implemented in the company? And what do appropriate working conditions look like - especially in the international business chain? Time and again, scandals highlight the explosive nature of the topic: At Lidl, employees were monitored without their knowledge, in the textile industry there are regular reports on the horrific working conditions in countries like Bangladesh, and entire sectors such as parcel delivery companies are criticized for their minimal wages and poor working conditions. Executives and HR managers are therefore regularly confronted with ethical issues.

Keywords: human resources, ethics

Introduction

Human Resource (HR) managers and executives often feel uncomfortable, but are unable to find ethically correct and economically sensible solutions, especially in cases in which there are no simple solutions (e.g. because laws that are obviously unethical were disregarded). Personnel managers in particular often see themselves in a field of tension between a clear business focus on personnel work, which is often regarded as "soft", and a focus on the interests of employees.

This article takes these challenges as a starting point and discusses the importance of ethics in human resource management. We focus primarily on the profession of personnel management, and thus especially the personnel managers in companies - even if the statements can usually also be transferred to other actors in personnel management (executives, works councils, etc.). Overall, the interested reader should be given an overview of the subject of "Ethics in Personnel Management". In the second chapter we will discuss why many HR managers reject the discussion about ethics, but which practical challenges mean that the topic of ethics is currently on the agenda of HR managers.

Personal ethics as a design field and research question

Ethics in Human Resource Management: Reactance or Acceptance?

HR managers have been fighting for reputation for years. Historically, personnel management has developed from payroll accounting and has therefore always had a high administrative share. Starting in the 80s, HR professionals increasingly claim a strategic claim for their profession. In fact, issues such as the shortage of skilled workers, diversity, Generation Y, globalization and the increasing knowledge intensity of products and services mean that the field of "personnel management" - and with it that of personnel ethics - are becoming increasingly important. After a phase in which it actually looked as if the profession of HR manager was slowly but steadily gaining more recognition in companies, disillusionment is currently spreading again.

Ethics as a permanent topic: what's new?

Ethical questions of personnel management have always been discussed. Frederick Taylor, to give an example, addresses the issue of fair wages in his influential treatise the Principles of Scientific Management. He states that "it is just and fair that men of the same general grade ... should be paid about the same wages when they are all working to the best of their abilities". Given the negative impact that Scientific Management's considerations had on working conditions, it is surprising that Taylor had such questions in mind. In human relations, too, which are generally seen as a counter-movement to Taylorism, questions of personal ethics are discussed. However, the representatives of human relations are more likely to have discovered the importance of the social (teamwork,

communication) than to explicitly ask questions of personal ethics. In the various theoretical currents that have influenced personnel management, ethics was touched on, but hardly discussed explicitly.

In recent years, however, the critical public and self-confident employees have increasingly asked companies to account for how they deal with ethically sensitive issues. Since there are still practical problems in human resource management that require ethical reflection, questions of personal ethics are increasingly coming into focus. Certainly: Compared to the times of Taylorism, the world of work today, at least in the industrialized countries, has become better and therefore morally more valuable. However, new ethical problems and dilemma situations have arisen in the modern world of work - while many "old" problems have not disappeared.

Globalization, for example, raises the question of the extent to which the "strong" or "powerful" actors in the value chain are responsible for the working conditions in supplier companies. After the sports and clothing industry (keyword: children sew soccer balls and sneakers) attracted public attention a long time ago, high-tech companies later came into focus.

But questions also arise directly in our "western" world of work: Is it ethically justified that some companies not only allow the self-exploitation of employees, but even actively promote it and praise it as part of their "superior" corporate culture (such as in some management consultancies)? What ethical problems do the new forms of employment (temporary work, freelancers) pose? How can companies deal with difficult employees in an ethically correct manner? How do companies manage to prevent unethical behavior by their employees? Is it possible that the ethical competencies of the employees can already be determined when hiring staff and form a basis for the selection of staff? What contribution can human resources management make to the perception of the company's social responsibility? And how can the issue of fair wages be dealt with? And both with a view to exorbitant bonus payments and with regard to the wages that are still available, which only enable a life at or below the social subsistence level?

Economic approach versus "real" ethics

If you deal with ethics in personnel management, you almost inevitably come across two perspectives of (corporate) ethics: the instrumental and the normative. From the instrumental

perspective, ethics represents a competitive factor and is a prerequisite for the sustainable success of HR managers. Ethics is then, as it were, economized and turned into a business case. A strategic use of ethics is not enough, however. Because in order to actually turn ethics into a business case, HR managers need an ethical background knowledge that on the one hand goes beyond the pure instrumentalization of ethics, but on the other hand avoids socially romantic ideas. Ultimately, this is about the normative assessment and weighing of highly complex ethical issues that successful HR managers should be able to handle. In addition, not everything that is ethically correct actually has an impact on economic success. Therefore, ethics must only be taken as ethics if it costs.

Ethics as a Business case

Studies have shown that high corporate social performance (CSP) - the ethical and social character of a company - has a positive influence on financial performance. Ethics - i.e. the observance of ethically legitimized norms - consequently generates values in the company. The CSP includes environmental and sustainability-oriented measures, but also dealing with employees. The effects that fair and equitable dealings with employees have on financial performance are the increase in employee motivation, employer branding and the company's reputation.

Employees who perceive their working conditions to be just and fair identify more strongly with their company, are ready to take on responsibility and are generally more satisfied with their work. This increases the loyalty, commitment and motivation of employees, while the risk of organizational misbehavior, i.e. active damage to the company by employees, decreases. Ultimately, compliance with ethics in personnel management increases labor productivity and thus the company's corporate financial performance. HR managers are therefore required to design the remuneration systems fairly, to establish management cultures that take employees seriously, to establish transparent career and promotion policies in the company and to develop an appropriate culture of separation in the event of layoffs. Highly qualified workers in particular value meaningful activities. They therefore rate companies not only according to their earnings and career opportunities, but also according to their compliance with moral standards. HR managers therefore have an original interest in a morally credible external presentation of their company. This includes treating employees fairly, which is expressed, among other things, in employer rankings.

Society, and in particular customers, are reacting increasingly critically and sensitively to immoral behavior by companies. As a result, every termination, even the one that is economically necessary, becomes a potential PR disaster.

If you want to be a successful business partner, you have to be able to deal with ethical issues - but without becoming a nagging "social apostle". From this perspective, the keyword "ethics as a business case" sounds intuitively good. However, it usually does not work when HR managers specifically instrumentalize ethics and want to make a contribution to the creation of value in HR management. On the one hand, this is due to the fact that the effects of ethically high-quality behavior, similar to human resource management measures, are difficult to prove.

However, HR managers should be able to cope with this, as they have the same problems in the actual core area of their work. On the other hand, however, credibility suffers if the company's social skills are advertised in brochures and presentations as part of employer branding, but the company's unethical practices are denounced in internet forums.

Take ethics as ethics

If ethics pays off, the question may be asked, why are the worlds of work not thoroughly ethical? On the one hand, this is because it is difficult to measure the effectiveness of ethics. But it is also particularly due to the fact that ethics do not always pay off. Many business models provoke human resource management practices that tend to be described as unethical (e.g. low-wage industries). Nevertheless, companies with such business models must also be expected to treat their employees fairly and to adhere to ethical standards. Ethical requirements apply without fail, i.e. always even if they are not economically viable. While ethics and economics can be combined in a win-win situation in the case of the business case, ethics and economics face each other in conflict cases. There are different positions on how to proceed in such cases. Homann and Blome-Drees and Milton Friedman, for example, have argued that in such cases there is a need for legal regulation, that is, the "framework" has to be adapted. If companies then operate within the applicable laws, they do not have to give ethics priority over economic interests. Since legal requirements always leave room for interpretation and can easily be circumvented, there is always a morally indefinite freedom within the framework. This means that every HR manager is required not only to adhere

to the applicable laws, but also to what is ethically correct. This inevitably leads to conflicting roles and tensions that HR managers have to face.

Conclusion

Ethics matters! This insight leads to two demands for HR managers: comprehensive management skills and a high level of ethical competence. This has an impact on the professional self-image of HR managers. Ultimately, HR managers in the company will only have sustained success if they manage to generate added value while taking into account the social and societal effects of HR management.

The interpretation of an entrepreneurially minded HR manager who, as a business partner, has the added value contribution in mind and asserts the interests of the company even against resistance from employees, is a significantly shortened one. This shortened interpretation is not the currently prevailing interpretation of the role of personnel management. Nevertheless, HR managers should and could in future - for example in magazines, at conferences and congresses - argue more about the ethical foundations of the profession. This would be an important contribution to the professionalization of personnel management.

Ethics in Business and Management

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Abstract

Throughout the years, there have been increasing levels of interest in the ethics that are or should be behind various practices in business especially, but not limited to, the area of management. In the age of globalization, balancing expectations, obligations and moral duty has proven to be a challenge to managers on all levels.

While the sheer amount of factors that must be taken into account in order to deliver an analysis that is as accurate as possible is most of the time overwhelming and simply not accessible to most individuals, the spread of Internet access has at least helped recognize that ethics is not as black-and-white as it might seem at first glance.

Key words: ethics, management, business

Introduction

"Ethics, also called moral philosophy, the discipline concerned with what is morally good and bad and morally right and wrong. The term is also applied to any system or theory of moral values or principles" (britannica, 2021).

Throughout the years, there have been increasing levels of interest in the ethics that are or should be behind various practices in business especially, but not limited to, the area of management. In the age of globalization, balancing expectations, obligations and moral duty has proven to be a challenge to managers on all levels.

While the sheer number of factors that must be taken into account in order to deliver an analysis that is as accurate as possible, is most of the time overwhelming and simply not accessible to most individuals, the spread of Internet access has at least helped recognize that ethics is not as black-and-white as it might seem at first glance. It has also helped expand the options to conduct research on the subject, be it through networking or sheer access to larger amounts of global information.

According to Investopedia, in business, ethics serve the purpose of studying and perfecting the practices and policies already in place, regarding subjects which can be considered as controversial, such as insider trading, corporate governance, discrimination and corporate social responsibility. While some of these matters are subject to laws meant to guide and enforce the accepted practices, there are instances in which business ethics merely act as a guideline that companies can choose to follow in order to improve their image and gain public approval (Twin, 2021).

While ethics in business is a subject meant to focus on the way that an organization chooses to deal with various situations in which they are faced with making moral decisions, managements ethics is handling the human aspects of the matter. This involves the idea that managers must act as leaders who, while acting in the best interest of the company, need to also protect and watch the best interests of their employees, customers, and even society (Southeastern Oklahoma State University, 2016).

As various nations and regions in the world have formed different cultures and fostered a multitude of approaches to how a business should be ran, and how a manager is expected to act, there is no one-size-fits-all option in place for universal best practices. However, there are common traits cultures share and which can and should be implemented to make the first steps in leading with morality, such as respect for the employees, customers, or the environment. Cultural differences appear in implementing these ideals, as there are factors such as power distance that need to be considered when trying to find the best management approach that is also ethical.

Theories

As Peter F. Drucker points out in his book, "Management's New Paradigms", one set of assumptions underlines the discipline of management, and the other deals with the practice of management.

On the discipline of management:

1. Management is Business Management.

2. There is — or there must be — one right organization structure.

3. There is — or there must be— one right way to manage people.

On the practice of management:

1. Technologies, markets and end-uses are given.

2. Management's scope is legally defined.

3. Management is internally focused.

4. The economy as defined by national boundaries is the "ecology" of enterprise and management. (Drucker, 1999)

In the attempt to convince managers and businesspeople that ethics can prove to be profitable and the best option in the long run, the maxim saying that "good ethics is good business" has been repeated over the years. Granted, many agree with this view, and it has been an idea that receives a lot of support. However, a strong counter-argument is that, while sacrificing the short-term advantage has been proven to be favorable in order to help gain long-term profit, there is always the constant appeal of choosing the short-term gain and disregard the future implications of it (Melé, 2012).

Another thing to note is that, even though talking about management ethics may lead one to think solely of the private sector, this branch of ethics also applies to the public sector. Thus, good practices (or their lack) is an important element that can impact everyday citizens in ways one might not realize at first glance.

Through history

As Richard T. De George points out in his book, "Values and Ethics for the 21st Century", the notion of ethics in business is far from being a modern concept. It has been observed throughout the years, since the earliest forms of bantering that humans engaged in, it has been examined through Aristotle's concept of justice, all the way to Marx's "Kapital" (De George, 2012). De

George also points out how, after the anti-big business protest groups formed in the United States in the 1970s, this subject has turned into an academic field which, in turn, helped create a legislative background that helped business and management ethics be reflected in the companies' long-term strategies, values, and codes of conduct.

Throughout history, the form in which management ethics has been approached reflect a multitude of aspects of each time, from the evolving norms of each period, to how businesses and managers chose to interact with employees, customers, and society, and lastly helps paint a better picture on how these social norms have evolved though time and space.

As previously mentioned, the concept of ethics in business and management (be it modern management related to corporate titles and hierarchy, or just based on the hierarchical authority that certain individuals have had since the dawn of trade, lacking the modern "management" terminology albeit being of the same essence), goes back in time as far as both business and the practice of ethics. In "Nicomachean Ethics", Aristotle provides the first recorded definition of justice and fair treatment and presents these ethical issues through the lens of justice, with the latter being defined by a fair and equal exchange. (Aristotle) He makes judgements about greed or the unnatural use of one's abilities, in the pursuit of wealth (Ferrell & Ferrell) and has discussed, in his work, topics such as economic activities, commerce, and trade. Later on, in the 1600s, John Locke argued that, based on the labor one puts in in order to be able to acquire certain goods, private property should be a natural right.

Adam Smith also wrote about the existence – or lack of – ethics in conducting business, in his work titled "A Theory of Moral Sentiments". Among others to touch on this subject, David Hume and John Stuart Mill, wrote on the morality of the then-developing free-enterprise economic syste (De George, 2012).

"Business Ethics", the first managerial textbook on business ethics in the world, was published in 1937 by Frank Chapman Sharp and Phillip D. Fox, and presented ethical decision making from both a micro and macro perspective. As it is mentioned in the preface, "this book deals with the right and wrong of the transactions that take place in the competitive business world" (Ferrell & Ferrell).

Studies

In a 1992 study conducted by Barry Z. Posner and Warren H. Schmidt, there have been observed a total of seven ethical activities that managers can perform, as follows:

1. The first objective of managers is to make their companies viable.

2. Profit boost and stakeholders' interests were not the focal objectives of the managers who participated in the study.

3. Customer satisfaction was viewed as significant.

4. Among all levels of management, integrity was the most highly appreciated characteristic.

5. Strain to adjust to organizational standards was viewed as high.

6. Spouses are significant in aiding their mates wrestle with moral problems.

7. Most supervisors look for the guidance of others in dealing with moral problems (Tanuja, n.d.).

These results bring forth the previously mentioned care managements must show towards society, especially customers, but also how much organizational pressure can weigh on those in positions of leadership, who are compelled to conform. And, of course, a manager conforming means that their team is also conforming.

This study fails to bring forth the consideration managers should show towards their own employees and seems to shed light on how the main things they focus on are profit maximization, ensuring that stakeholders' interests are properly protected and also caring for customer satisfaction. While this study's results address the managers' own levels of stress, how they appreciate integrity and honesty in their employees, and how they are likely to rely on their significant others in order to be able to overcome the pressure they face in the workplace, there is no mention in the first 7 points on how they should treat their own employees, nor about how said employees might perceive the organizational pressure themselves.

This comes as a confirmation of the theory presented earlier which pointed out that, while long-term approaches are generally viewed as the best practices, it's the shorter-term option that seems to have the most appeal.

While aspects such as profit maximization and customer satisfaction are important, in the long run it would be more effective to focus on creating a good environment for the employees, which would, in turn, boost productivity, profit, and create a more favorable image for the company.

Challenges

As shown by the previous study, manager's inclination to focus on their own view of organizational situations and on the shorter-term opportunities, rather than fostering a true set of company values and morals which can be shared by their employees, leading to improvements in performance, is a challenge that is both old and new, both known and unexpected. The insidious call of short-term success rather than the challenge of putting in constant work to build a better organizational environment that can bring general benefit, is a challenge that needs to be overcome.

Another challenge that is faced to varying degrees in both the public and private sector is corruption. Broadly defined as "abuse of entrusted power for private gain" (Transparency International, n.d.), corruption "erodes trust, weakens democracy, hampers economic development and further exacerbates inequality, poverty, social division and the environmental crisis". It can happen anywhere and involve anyone. In business and management, it is the duty of the manager to behave ethically, to reject corruption and be aware of possible forms it might take, and to select their employees in such a way to prevent as much as possible the addition of a team member who might jeopardize the team's work or even the company's image. This is just as important in the public sector, where addition of people who show integrity is needed in order to ensure that the state institutions are functioning properly.

A third challenge would be the necessity to adapt to globalization. In order for a manager to ensure they are conducting good practices, there is now not only the need to consider the employees' and society's needs, but also the requirement to adapt to the needs of employees and customers who come from cultural backgrounds that can differ starkly from his or her own. Not only does this imply expanding their knowledge, to be able to accommodate the differences, but it also widens the communication gap for the managers who fail to check in with their team members who share similar backgrounds.

A fourth important challenge to be overcome is conflict of interests. This has become one of the more prevalent unethical practices nowadays, as the past decades' developments required more and more collaboration between numerous stakeholders from different sectors, and the boundaries between these sectors get blurred, and private interests may interfere with official duties (Snellman, 2015).

Conclusions

As we move forward towards a global society and can think of ourselves as global citizens, there is no denying the need to show ethical, diplomatic, and adaptable behaviors. The more power, responsibility, and interaction one has, the more we can see the need to display good practices in management.

While it may be more challenging for a company to build, through it's management, a good environment for both executives and employees, it is definitely the best option should said company be looking to be able to thrive in the long run. Managers need to adapt to the new paradigms and improve their past shortcomings.

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Ethics in Hijacking Dopamine Receptors

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Abstract

We're living difficult times. The pandemic has changed the way we use entertainment, socialize and work. It's shouldn't come as a surprise therefore that data is more valuable than oil and has been so for years already (The Economist, 2017). While the scope of gathering data differs from one company to another, the main reasoning is helping the providers of a service to improve said service. However, access to our data also comes with costs. The most common one being privacy. Another cost that comes from the usage of data is that companies are given access to information regarding how to effectively fine tune their services so that we love them – by playing with our dopamine receptors. In the following pages, I am going to analyze how various media – apps, games, video – are playing with our neurotransmitters in order to get us addicted, analyzing what role ethics has in this and if companies can improve by using ethical principles.

Keywords: ethics, dopamine, data, social media, games, apps, video, youtube

Introduction

Dopamine is a neurotransmitter involved in the reward, motivation and addictions loops of the brain (Cherry, 2020). While dopamine is produced by only 0.0005% of our brain cells, the research suggests they have a significant impact on the way we behave (Lieberman & Long, 2019).

Social networks are known to be engineered so that they work much in the way a drug works – triggering all the right chemicals at the right time in an attempt to get their users hooked. Facebook,

for example does this by ensuring users are getting constant dopamine and oxytocin loops (Ritvo, 2012).

Research suggests that human beings have been benefitting from dopamine since starting their migration from Africa to other corners of the world. There are two theories:

1. Dopamine genes have caused humans to need to move and find new land that offers a maximization of resources, increasing their chances to live a longer life

2. Something else caused humans to leave their lands initially but dopamine genes helped some of them survive and reproduce more successfully than others (Lieberman & Long, 2019)

Humanity needs dopamine in order to evolve and we've been using, and selling, it in our benefit for as long as imaginable. A study from 2019 found that dopamine is even released in higher doses when we listen to music we love (Dolan, 2019).

Social networks, apps, games and even YouTube personas act as researchers – receiving your data and using it in order to offer a better service and maximize profits and there's nothing wrong with this, given the way societies work in modern days. However, in their quality of researchers, there are two ethical principles that I believe most of them don't respect:

1. Informed consent

2. Favorable risk-benefit ratio

Media is hijacking our dopamine receptors

I'm referring to media as an ensemble that includes the above mentioned: social media, apps, games, videos and more.

The main goal of video games, for example, is the same as for music and movies – to entertain people. However, with more access to internet also came a new business model for the gaming industry – Free to Play. This model simply states that anyone can play the game for as long as they want without having to pay for anything.

It is simple to see why such a model generates a need to hold the attention of the user and companies quickly figured out that operant conditioning is the best way to achieve this result (McLeod, 2018).

Before analyzing in more detail how games & other media sources are doing this, we first need to understand how dopamine is triggered (see below how this loop works for people with eating disorders).

Figure 1 – Food disorders dopamine loop

(Brewer, et al., 2018)
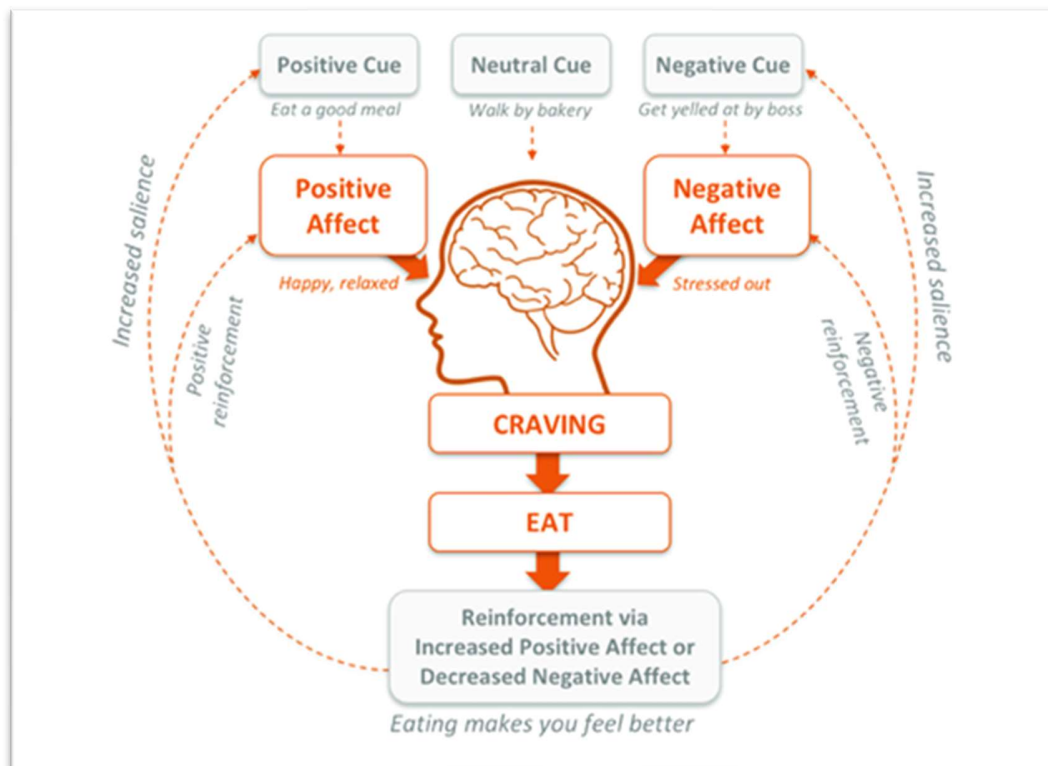
What's interesting to observe in Figure 1 is that your brain has a complete disregard of the cue that causes the craving – it can be positive, neutral or negative.

Going back to free to play games, the best example for use of operant conditioning would be the worldwide phenomenon Candy Crush Saga. The way the game is designed is that every 10 or more levels, users reach a gate which is a level of increased difficulty designed to have the user playing longer or making an in-app purchase in order to proceed further. Gates work well thanks to the design of this genre of games which allows creators to prepare multiple variants for every level

which then are dynamically selected based on how fast or slow users are going. What this does in turn, specifically for gate level is that it creates a randomness factor which keeps users playing in the hope that the next time, the level will prove to be easier by sheer luck. This is one of the reasons why Candy Crush has been proven to cause addiction (Chen & Leung, 2016).

Some YouTube content creators, use the same dopamine loop in order to keep people engaged while looking at their content. A good example of this is MrBeast which has been one of the fastest growing YouTube channel of 2019. The way he structures his videos ensured that we get all the right cues at the right time (Galloway, 2019):

1. Intro Hook – he uses the first 30 seconds of any video to show his audience exactly what he did (the end result) – this in turn, has 2 effects on the viewers – they know it's exactly what they clicked on and they're curious to understand how the youtuber ended up doing this

2. Video Length – while multiple articles suggest that people have a lower attention span than ever before and it's only going down, MrBeast successfully creates videos in the 10-to-20-minute time span that are watched tens of millions of times

3. Retention Tactics – like any good movie, the youtuber has figured out that in order to keep viewers engaged for longer periods of times, he needs to generate curiosity about what's next every couple of minutes

Instagram uses a complex notification algorithm in order to capitalize on operator conditioning. Research suggests that if the brain learns to expect a reward after a cue, the dopamine reward will soon disappear. Which is why this system does is keep notifications from the platform in a queue until there are multiple notifications to show – this in turn means that there is no way for your brain to expect the reward as it comes at seemingly random intervals.

Apps also use various interface design tricks to keep users hooked to their phones and two of the most prevalent ones are (Cummins, 2018):

1. Pull to refresh

2. Infinite scroll

Figure 2 – Dopamine cue-reward effect

(Haynes & Clements, 2018)
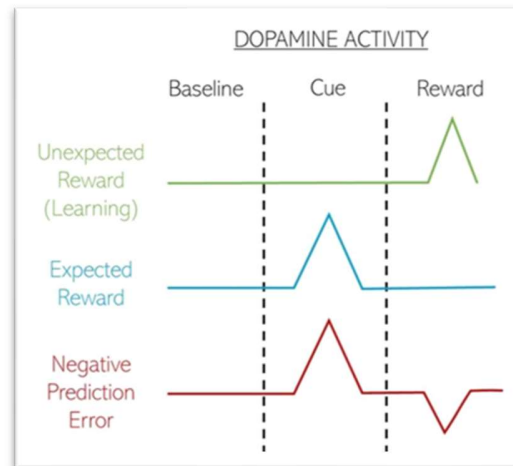
Based on what we've gone through with Figure 2, one would expect that pull to refresh would work a couple of times before the brain adapts and the dopamine reward is no longer given. In reality, pull to refresh keeps our brain hooked on dopamine. While the action of pulling down to refresh a page, our e-mail or other app's content is repetitive, the result is not – we always receive random information and our brain in reality doesn't know what to expect. In a way, it acts similar to slot machines where users pull a level and wait for the images to align on the screen to see if they won or not.

The infinite scroll has a very similar end result as pull to refresh – it acts like a slot machine – our brains are constantly trying to make sense of what will come next but in reality that's impossible when scrolling our social media pages or other similar websites (Eyal, 2012). This turns into a habit of which one side effect is that we are no longer allowing ourselves to realize what's going on and remain hooked.

While all entertainment uses similar mechanics, the danger with apps, games and social media is through the concepts of infinite scroll, content or anything else. While movies can be just as rewarding, dopamine-wise, they are finite – movies have a clear end while most apps nowadays don't.

Figure 3 – Social media dopamine loop

(Ruslan)
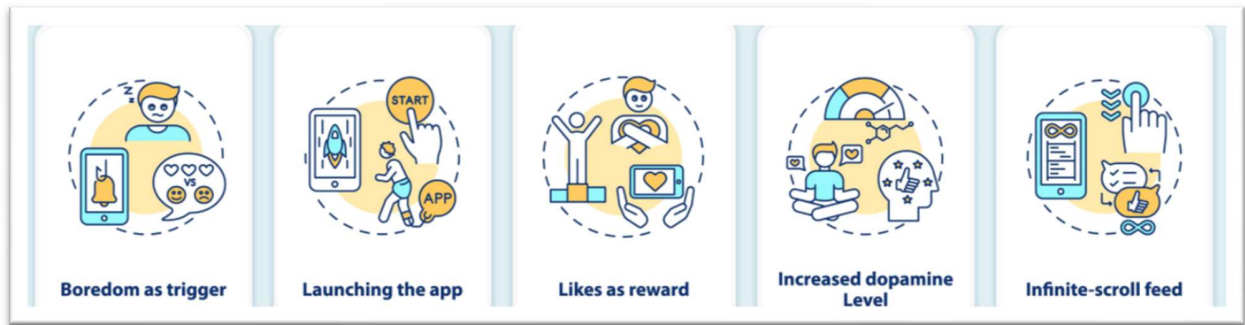
Analyzed mediums should respect research ethical principles

Cambridge dictionary defines research as „a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding" (Cambridge Dictionary, n.d.).

The way apps, games, youtubers and social media have been working for the past decade, means they require user data in order to make decisions – in this regard, they study:

- When users use, play or watch content

- How users use, play or watch content

- Where users use, play or watch content

This data is needed because the creators of these medium need to always get their content stick with the users, have them spend more time and, ideally, money on their platform.

It's also clear that this collection of data and using it to better service has worked – people are spending more time on social media (and likely on other apps and games) every year since 2012 – see Figure 4.

Figure 4 – Time spent on social media 2012 – 2019
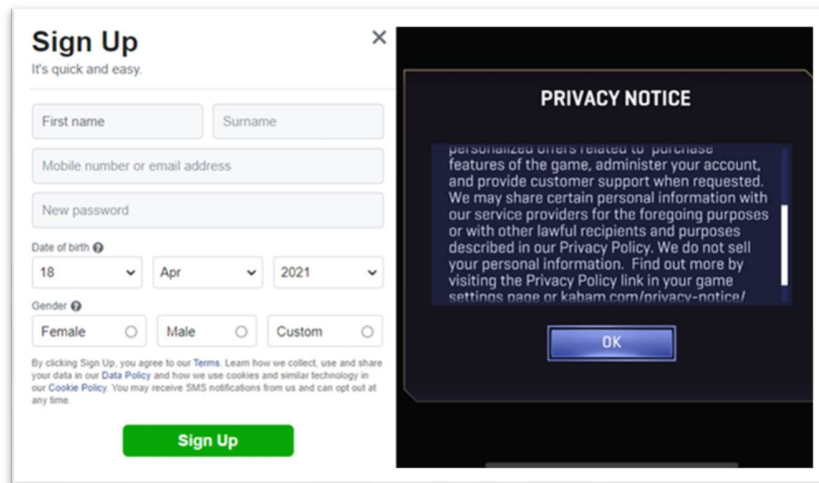
(Broadband Search, 2020)
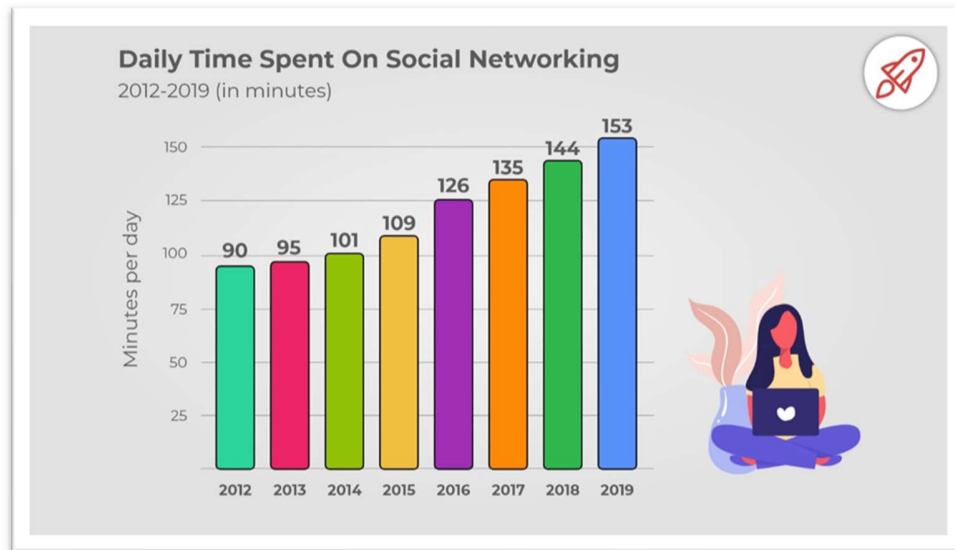
Taking all of these into consideration, it's clear that these content providers act as researchers – some of them also state this in their privacy policies. Facebook for example mentions that they collect the following data to improve their services (Facebook, n.d.):

- Things that you and others do and provide – this includes but is not limited to created content and interactions, photo location, context analysis, religious & political views, what you are interested in, health

- Networks and connections – information about people, pages, products, groups you interact with

- Usage – type of content you view, how long you view it, what actions you take

- Transaction information – in case you purchase anything from Facebook

- Things others do and provide about you – when you are being tagged in messages, comments, photos

- Device information – type of device, location, battery, operating system, wifi information, bluetooth information

Figure 5 highlights what these mediums understand through the informed consent principle:

Figure 5 – Facebook & Kabam privacy policies

(Facebook; Kabam. Modified by the author)

According to the Information Commissioner's Office: „It must be obvious that the individual has consented, and what they have consented to. This requires more than just a confirmation that they have read terms and conditions – there must be a clear signal that they agree. If there is any room for doubt, it is not valid consent" (Information Commissioner's Office, n.d.).

It's clear that neither Facebook nor Kabam respect the informed consent principle of ethical research in their current format.

The second principle that none of these mediums respect is the favorable risk-benefit action. In this case, one could argue that being able to offer better service is enough to consider any research done on users favorable in terms of the risk-benefit ratio. However, as we have seen, these providers play with our neuroceptors and influence our behaviors on a deep level. Since dopamine has been linked to addiction, it's easy to understand why simply offering better service is not enough for the benefits to outweigh the risks. A testament to this is an older research paper which found that those who played video games with a higher frequency also had a higher chance of gambling in a blackjack task devised by the researchers (Gupta & Derevensky, 1996). Additionally it looks like playing with dopamine in a way that increases ones „wanting" of a certain thing has higher chances of creating addictive pathways in the brain (Berridge, Robinson, & Aldrige, 2009).

Conclusions

It is true that ethics rarely finds its way in the areas of apps, games, youtubers and other media but this may also be linked to the fact that entertainment has considerably evolved in the past decade. At the same time, people living in developed countries have the benefit of more free time than ever before in the past 200 years – see Figure 6. This means that people naturally need something to fill their remaining time with. To add to the benefits of these mediums, we have access to more information, we're able to see more creative content and learn more.

Companies and personalities that use these techniques to get us hooked should be more aware of the pitfalls of dopamine hijacking and what implications this has on the lives of others.

Not allowing users to „confirm" having read the privacy policy without them reaching the end of the privacy policy page is one way to raise the possibility of users actually granting informed consent. At the same time, suggesting „break" times and offering tangible rewards (even real-world rewards) for participating in research would yield a better risk-benefit ratio.

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Ethical Issues Surrounding the Marketing of Gambling-like Elements in Video Games

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Abstract

Video games have become an easily accessible leisure activity for more and more people and children around the world, thanks to how accessible smartphones are. One aspect that has rapidly become a common business model within most video games available on smartphones and desktops are loot boxes. These can be won in game or bought with real money and when opened, they offer varying random virtual items. This business model has been marketed by game companies as a safe and fun activity, but many concerns regarding the similarity of loot boxes with gambling have come to light throughout the recent years. This paper aims to analyze the ethical issues that have emerged from this business and marketing model as more and more governments are looking into the matter.

Keywords: Video Games, loot boxes, gambling, microtransactions, marketing

Introduction

The main focus of this paper is to analyze the ethical nature of randomized rewards, called loot boxes, which can be bought with real money. These have become a popular business model for many video games both on mobile and desktop.

There has been increasing discussion over the last years regarding the similarity of the randomized and addictive nature of this business model with gambling activities. Moreover, several of this video games are being marketed safe for children and young teenagers which can provide

additional ethical issues. As such, it is important to analyze the literature review on this matter as well as what these loot boxes are to their core. As more and more children are being exposed to this business model, it is important for parents to acknowledge this similarity between loot boxes and gambling.

As this is a relatively new subject that is continuously researched, I plan to approach this theme firstly by explaining what loot boxes are and what may be the similarities between this business model and gambling. Afterwards, I will analyze from an ethical perspective the issues of gambling and promoting something that resembles gambling to everyone through online video games. Lastly, a case study will be conducted over one of the biggest game companies in the world, Electronic Arts, which has suffered of many controversies in the past regarding the unethical use of loot boxes.

This paper aims to offer new light upon the dangers of being able to buy rewards of random matter with real money. In order to do that, a literature review will be conducted.

The resemblance of loot boxes with gambling

The so-called loot boxes, mainly because they often take the shape of a box, are virtual items present in many video games that can be paid for with real money and offer, when opened, in-game items that can vary in rarity and value. There rewards are given randomly, with the rarest rewards having incredibly low rate of being obtained (bellow 1% in many cases).

The price of these loot boxes varies from game to game, but it is estimated that in 2020 consumers worldwide have spent around 15 billion American dollars on loot boxes alone across all video games that have them (Clement, 2021).

The number of people that play video games has been increasing steadily year by year. In 2020 there have been 2.69 billion active video gamers worldwide and the number is projected to surpass 3 billion people by 2023 (Clement, 2020). Smartphones are the main platform people use to play video games, due to how accessible they are and to the wide variety of games that are available (Entertainment Software Association, 2020).

As the price of buying a loot box is way cheaper than some of the possible in game rewards it can give, it creates a sense of hope for the person that is trying to obtain one of the rarest rewards there is to offer. However, the chance of obtaining a common reward is significantly higher than that of

the rarest ones. Because of this big difference regarding the chance of obtaining rewards, people tend to open as many loot boxes as they can in hopes of obtaining the rarest reward that is valuable to them (King & Delfabbro, 2018). This can easily lead to addiction and serious financial problems.

This random rewards nature of loot boxes has led to many controversies regarding the similarities they may have with gambling (Brooks & Clark, 2019): Contents may either be rare or ultra-rare, or they may be common or worthless and the consumer puts at skate a sum of money with the risk of losing that money.

Taking into consideration everything noted above about loot boxes, one more similarity can be the fact that the players cannot possibly know the exact item that they will get prior to 'opening' loot boxes (Griffiths, 2018).

As more and more psychological and structural similarities between loot boxes and gambling have been unveiled, it has been found that the main category of people that is at risk of becoming problem gamblers are male adolescents and young people in general (Zendle, 2020) (Li, Mills, & Nower, 2019). Furthermore, a large-scale study has been conducted using the Problem Gambling Severity Index (PGSI) which found further links between spending high amounts of money on loot boxes and problem gambling. (Zendle & Cairns, 2019).

Problem gambling happens when a person in constantly, and often involuntarily, involving in gambling activities so much that it affects the individual's personal, financial, and professional lives (Raylu & Oei, 2004).

Problem gamblers are some of the biggest spenders when it comes to loot boxes. For instance, one game that had removed the loot box system from their business model is Heroes of the Storm, developed by Blizzard entertainment. After the removal of the loot boxes, a correlational study discovered that significantly less money was spent in game by problem gamblers (Zendle, 2019).

The ethical issue of loot boxes is further complicated by the fact that some games offer the possibility of selling the items on secondary markets for real money. One game that offers such possibility is Counter Strike: Global Offensive. In this game, players can buy 'keys' to open loot boxes that offer customizable items called 'weapon skins'. These skins have monetary value outside of the game through different trading and betting websites available to everyone online. While most of these skins are extremely common and worthless, some of the weapon skins

available for sale are actually quite expensive. One of the most expensive skin ever sold was priced at 150 thousand American dollars (Kotwani, 2021).

Regulation around loot boxes has proven to be quite difficult as well. China, Japan, South Korea, Belgium and the Netherlands have imposed some form of regulations regarding the buying of loot boxes in their countries, but they have not proven to be very efficient. In the case of China, Japan and South Korea, the regulations have not proven to be very great as game companies have found ways of continuing to sell and promote loot boxes (Close & Lloyd, 2021). One such mean is in-game currencies which can be bought and used for a wider variety of in game goods but also for purchasing loot boxes. However, in the case of Belgium and the Netherlands where loot boxes have been prohibited entirely in some of the most controversial games, much dissatisfaction from both parts, the gamers and the game companies has appeared.

Two of the main reasons why loot boxes are not considered to be gambling, by definition, are, firstly, because the players always get something in return for the money spent on the specific loot box and, lastly, because the virtual items are not considered to be something of value outside the digital boundaries of the game.

Ethical issues regarding loot boxes

Because loot boxes are a relatively new phenomenon, everything surrounding this subject is highly unregulated. Therefore, it is up to each and every game company that have this business model implemented in their games to make use of it as ethically as possible.

Game companies may see loot boxes as ethical and as an optional form of further enhancing gaming experience, but they have failed to make data surrounding loot box spending public for researchers and regulators (Xiao, 2020). This way it is hard to determine if loot boxes are being utilized ethically.

Furthermore, this data could be proven useful in helping the customers, gamers at risk, children and their parents realize that loot boxes can cause addiction and financial problems. Thus, hiding this data can be deemed unethical.

It is, however, important to note that loot boxes share many psychological similarities with gambling (Drummond & Sauer, 2018). The fact that loot boxes are not regulated as such, can cause

big game companies to abuse the customers at risk, for example problem gamblers and children, for their own monetary gain. Furthermore, game companies can hide what are the chances of obtaining something of value and can trick players in believing that they can obtain something of value if they keep on opening loot boxes (King & Delfabbro, 2018).

To have some form of transparency regarding unethical use of loot boxes the player needs to be very well informed. The chances of each item that can be obtained through loot boxes need to be properly displayed so that the player knows what chances he has of getting the item that he wants. In some cases, if the spending habits are often, the buying process should be made a little harder by displaying how much money they have spent in the last month and needing to confirm twice that they wish to make the purchase. Likewise, selling items obtained through loot boxes should be strictly prohibited and the age rating agencies should inform players if loot boxes are part of the game.

Ethical issues regarding the marketing of loot boxes

Loot boxes have become predominant in many online multiplayer games both on mobile and on desktop. As such, there are many games that offer the base gaming experience for free or for a fixed amount and offer additional means of premium content which players can use to further enhance their gaming experience.

Regarding the reason why customers engage with buying loot boxes, there is very little academic research available. As many psychological similarities with gambling are being researched, it can be said that the most important aspect that customers take into consideration when buying loot boxes are excitement, escaping from stress, the intrinsic enjoyment of getting something valuable and the sense of competitiveness (Zendle, Meyer, & Over, 2019).

When it comes to how loot boxes are promoted, there are many aspects taken into consideration in order to make the players wishing for more (D'Anastasio, 2017). Everything, from color to the different animations and visual effects that take place when the loot box is opened, is designed in so as to offer excitement and a thrilling overall feeling of anticipation.

Other marketing means of promoting loot boxes are rare, limited-time items. These items are added to the standard pool of items, but the odds are skewed in such a way that it is easier to get the

limited-time item. Doing so, the items available within a time period gain significant value and represent the most important call-to-action.

The main ethical issue of marketing and promoting loot boxes comes from their similarities with gambling as well as from the predatory schemes monetization surrounding them (King & Delfabbro, 2018). Such schemes play an important role in subtly making the customer, both willingly and unwillingly, continue to buy loot boxes. One such scheme is the belief that one may have invested too much money to quit.

As loot boxes cost relatively low compared to the most expensive thing they can offer, it is very easy for a player to spend daily or weekly small amount of money, not taking into consideration the big picture and how much money they have spent overall.

Another very important aspect that contributes to the publicity of loot boxes, especially to children, are the videos of other people opening loot boxes on social media. Many people find these loot box opening videos quite entertaining and seeing how they get valuable rewards on camera can lead to urges among viewers to buy and open loot boxes as well.

Taking all of this into consideration, loot boxes should be advertised with caution as there they can easily lead to addiction and gambling problems, especially among teenagers. Marketing loot boxes as safe and fun to use without offering some kind of protection against overspending can be considered unethical (Kelling & Tham, 2021).

Case study: Electronic Arts

Electronic Arts (EA) is one of the biggest game companies in Americas and Europe, and the publisher of many popular video games, such as the SIMS franchise, the Need for Speed franchise, Star Wars Battlefront and Star Wars Battlefront II, and the FIFA franchise.

In recent years, however, EA has been at the center of many controversies and criticism because of their predatory and unethical use of loot boxes. Even though loot boxes can be used to give players cosmetical items that do not affect the gameplay, EA has used loot boxes to give players items that can affect the gameplay by giving them means of progressing more quickly than those who do not open loot boxes. It is also important to note that there are no limitations whatsoever when it comes to how much a player can spend on loot boxes and that is because, out of all loot

box spending about 5% of players generate around half of the entire revenue (Close & Lloyd, 2021).

Such games are the FIFA franchise, starting from FIFA 18 and continuing to FIFA 21 and Star Wars Battlefront II, which was released in 2017. The latter however was the start of all criticism towards EA. That was because, even though the game costs 60 American dollars, the game experience was very banal and, without spending more dollars on loot boxes, players felt like they were left behind compared to those who purchased loot boxes and received something valuable in-game.

A burst of outrage from players has led to the loot box system being removed from Star Wars Battlefront II (Needleman & Fritz, 2017). Disney, the owner of Star Wars has played a big part in the removal of the system as well, because of concerns over gambling similarities.

This outrage caught the attention of several governments which started to evaluate whether or not the loot box system can be seen as potential gambling. It was the start that led to Belgium and the Netherlands to banning loot boxes altogether.

Each year, EA releases a new version of the popular football game that is heavily based on collecting different footballers in order to make one's team stronger. Surely, these can be obtained through progression by playing the game, but it is significantly easier to buy and open loot boxes. Because EA has continued to rely on loot boxes to monetize the past version of the game, FIFA 20, the game company was fined in the Netherlands for breaking the gambling law of the country (Chalk, 2020).

However, EA has not chased utilizing the loot box system and has proceeded to market them as ethical mechanics that are meant to bring joy to the player. Even more criticism soon followed because, without limiting the amount of money one can spend on loot boxes, it can easily lead to addiction and financial problems, just like gambling.

But this unethical use and marketing of loot boxes continues in present days as well with FIFA 21. It contains a competitive game mode which is heavily relying on obtaining rare players that could give an in-game advantage from loot boxes. This version of the popular football game also contains a player versus AI mode, but if EA decides to focus more on the competitive game mode than on the single player mode, then whoever has the best players will have a better chance of winning.

Thus, players will be incentivized to try and obtain a powerful player by spending money on opening loot boxes.

Conclusions

Over the years, video games have gathered numerous controversies and one such controversy involve the random and addictive nature of loot boxes. These can be bought with real life money and offer varying random virtual content. However, many psychological and structural similarities with gambling have been unveiled.

At the same time, loot boxes fall under a big ethical problem because they are a new phenomenon that is highly unregulated. During the time of writing this paper, there have been no limitations and very few warnings regarding the amount of money a player can spend on loot boxes.

Due to this, video game companies can promote loot boxes to certain people at risk, like problem gamblers, adolescents and children, which can easily become addicted to spending money on loot boxes. Sequentially, this can clearly lead to serious psychological, financial and personal problems.

Moreover, in many recent video games, loot boxes have been promoted as optional means of helping players progress faster and enhancing their overall gaming experience. But throughout gameplay they are directly and indirectly promoted to players.

Without proper limitations and transparency, loot boxes can be used unethically by game companies. At the same time, loot boxes cannot be entirely removed from every game as they have proven to be very profitable, and their removal could bring significant losses for the companies and their investors.

In such conditions, the best way to make sure companies utilize loot boxes ethically is by offering full transparency and limitations to players. They should be informed correctly what are the rates of obtaining each item present in loot boxes and how many tries are needed to get each one. Furthermore, in order to protect people at risk, a spending limit should be enforced. This should show how much that player has spent in the past and make them confirm that they really want to make the purchase. Likewise, loot boxes should not contain items that give a significant difference to those who buy compared to those who do not.

It is clear, however that loot boxes posses some features similar to gambling but there still are many aspects that need to be researched in order to show the full benefits and risks of loot boxes.

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Ethics and Women in Business

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Abstract

This study aims to evaluate women in the environment of business and their ethical traits. The research starts with an introduction giving an overview of how females are involved in various corporations' roles. It also gives brief examples of the most successful women investors. The first concept focuses on ladies in business in the U.S and Europe. The percentage of firms owned by females in the mentioned two regions is also taken into account.

Additionally, the study highlights the impact women have had on big corporations that entrust them with managerial roles. Another area that the paper analyzes is the challenges that female entrepreneurs face. Concept two describes the ethical traits of females in business. It focuses on how women behave at work. Moreover, the section identifies the ethical traits that senior female workers have brought to organizations. The second concept also examines whether men or women exemplify better behaviors in the business world. Lastly, the analysis ends with a conclusion that briefly summarizes what has been discussed in the introduction and concepts one and two.

Keywords: Women, women-owned businesses, women entrepreneurs, female executives, ethics, ethical behavior

Introduction

These days, women are involved in industrial and commercial activities that generate revenue. Their efforts contribute to firms' cashflow and sales by utilizing a combination of financial, human, physical, and intellectual capital. Some ladies are business owners, high-level executives, majority

shareholders, or founders of enterprises. Women are also involved in upper management roles in companies, corporations, agencies, and organizations (Peris et al. 349).

Several ladies have made many accomplishments in becoming the most successful women entrepreneurs. For instance, Oprah Winfrey, born in Mississippi in a low-income family, turned her life into a billionaire. She has her magazine and a TV network. Another successful lady is Gisele Bundchen, who grew up in Brazil. She was constantly teased for being skinny and tall. However, the two features assisted her in starting a modeling career. For the past 20 years, Bundchen has been among the best-paid models worldwide. She also founded Sejaa Skincare firm, which produces face creams and mud masks (Kelly et al. 342).

Sheryl Sandberg is another successful American executive in the technology sector. Sandberg's success started at a tender age. For example, she was a member of the National Honor Society. Sandberg has worked with Facebook as COO, Google as vice president of online sales and operation, and the New York Times. Among other successful women in business is J.K. Rowling. She was born in England but moved to Portugal as a teacher. Rowling is known for Harry Potter books, which she first wrote to raise money for supporting her daughter after a divorce. Her intelligence and creativity in writing earned her more than $54 million each year, turning her into a billionaire (Kelly et al. 342).

Women in Business

Ladies have always owned businesses. In the last few decades, their participation, impact, and leadership in the corporate world have increased. Women-owned organizations have risen by one and half times in the United States since 2001. Currently, they account for more than 30% of all businesses. Since 2008, women-owned firms have increased employment opportunities in America. According to reports, ladies' enterprises added 175,000 jobs in the U.S. in 2013. Studies have also shown that women-owned businesses were stable during the Great Recession period (Robbins et al. 49).

One of the reasons for a boom in ladies-owned firms is that they start new businesses that trade unique products. Most of these women entrepreneurs are usually corporate executives and other professionals who choose to start their microenterprises. They contribute to the 1099 economy, a

U.S. tax reference that requires self-employed persons to report their annual income (Robbins et al. 51).

It is estimated that 90% of women-owned businesses have the owner as the sole employee. Only 2% of such firms have more than ten workers. Research has shown that women face more significant challenges in scaling up businesses than men. Most grown females' businesses are in technology, science, and the service industry (Robbins et al. 56).

According to Dow Jones Venture's research, 1.3% of privately owned firms have a female founder, 20% have women as senior executives, and 6.5% have a CEO who is a lady. The study also states that almost 61% of start-ups with more than five employees of the mentioned gender are successful. From the research above, it is evident that women can prosper in business even beyond microenterprises with support directed to gear them up by the government and financial institutions (Radović 72).

Female-owned businesses are making a significant contribution to the U.S. economy. The government should try to understand the enterprises and create policies that help women scale up their firms to serve both national and international markets. As more ladies are venturing by themselves, some are driven by the desire for independence, flexibility, and financial and personal necessity. Additionally, some women start their own business as self-employment, the primary source of income, or the need to work for an unincorporated entity (Radović 74).

The number of women-owned businesses increased in 2000 but reduced during the Great Recession after suffering huge losses. However, over the years, the number of female enterprises has increased. Self-employed women were 10 million in 2013, a growth that was two times faster than the incorporated businesses (Radović 74).

About 32 million women are self-employed on a part-time basis. They do not consider the business as their primary source of income. Other ladies are partners in ventures such as financial institutions, real estate, and energy firms. Besides, women are involved in income generation businesses, including building and maintenance, computer programming, and design (Radović 76).

According to a study, the number of independent women contractors and enterprises has increased tremendously since 2007. Additionally, 20% of females who work in the above businesses hold finance and management roles. The percentage of women working by themselves has risen from

28% in 2005 to 60% in 2020. Additionally, ten million independent female workers make 7.6% of the national labor force. They account for $624 billion in income each year. Today more than 10 million American women depend on self-employment as their income source (Plambeck et al. 125).

According to research, small women enterprises with no payroll make more than 30% of the United States' 27 million firms with a yearly sale of more than $887 billion. Self-employment for some time has been seen as a last-ditch effort by employees who are unable to find work or have been laid off. It has also been viewed as non-beneficial for the economy and as a low-paying job. However, evidence has shown that self-employment is profitable, especially after many women have grown businesses from thousand dollars to multi-million enterprises. Additionally, it has helped reduce poverty among the ladies and their families (Plambeck et al. 127).

The Guardian has projected that women-owned businesses could create 7 to 7.5 million new jobs by 2023 across the U.S. It also stated that ladies accounted for all new firms that generated one-third of jobs projected by the Bureau of Labor and Statistics in 2018. According to a study by American Express, about 7.8 million workers were employed by United States' women-owned businesses in 2013. Female entrepreneurs created nearly 15.9 million new jobs in 2014 in the U.S. (Plambeck et al. 131).

Many female retirees are choosing to start their firms. A study has shown that most people aged between 55 and 64 who start new businesses are women. Another research by the Global Entrepreneurship Monitor showed that 10% of female retirees start micro-enterprises than 7.5% of men. However, the study also revealed that only 27% of American women see entrepreneurship as an excellent employment opportunity. Nonetheless, more than half of females aged between 55 and 60 believe they can start new businesses due to their experience from the years of service (Macdonald 17).

Based on statistics in 2013, most self-employed persons were men. Women accounted for 38% of employees who had their businesses. However, ladies across the U.S. are approaching a balance like their counterparts in the Western States, where 45% of adult females are self-employed. For instance, in Oregon, 45.4% of the women own both micro and macro enterprises. Besides, in Florida, 39.8% of adult females are self-employed (Macdonald 41).

The European population is made up of 52% females. In 2012, 29% of the total women population were active entrepreneurs. The top five countries with ladies-owned businesses were Italy, Greece, Croatia, Portugal, and Albania. In 2019, research was conducted in Europe to evaluate the best women entrepreneurs on that continent. Ladies who topped the list include Alice Bentinck from London. She is the co-founder of one of the leading building firms globally. She also started 'First: Girls', a part-time course for female students. The second lady on the list was Alice Zagury, the CEO of 'The Family' in Paris. The firm empowers entrepreneurs. The last influential woman is Alisee de Tonnac. She is the co-founder and the CEO of Seedstars World (Macdonald 71).

Currently, the labor participation of women globally is 49.5% and 76% for men. Between 2004 and 2016, the number of female employees increased from 52% to 53.2% in Eastern Europe. Since 2000, women's participation in the labor force has improved further in 17 countries in the above continent. Albania and Belarus topped the list. The two nations had 73% and 88% women labor participation, respectively. Russia was the third with 63.5% (Macdonald 82).

Eastern Europe is the worldwide leader in terms of females in top business management positions. In recent years, many countries in the mentioned region have experienced positive economic change after entrusting women with senior positions. Currently, they have grown moderately with the medium-rise in their GDP. The countries in Eastern Europe were shaped by the increasing number of women in the labor force during the Soviet rule (Ryan et al. 186).

According to research, if women are given equal workforce opportunities with men, the global GDP could rise by $28 trillion. The boost could be at $1.1 trillion in Eastern Europe, which is equivalent to 23%. Therefore, an additional economic gain will be increased if women are added to high productive institutions as both junior and senior managers (Ryan et al. 186).

Eastern Europe has expanded into the export of high-value goods such as aerospace, automobile, and medical products after reducing women's underrepresentation in businesses. Compared to other policies in the nation that were implemented to grow GDP, including labor, market, and education, the approach of trying to attain gender equality had the most substantial positive impact on the economy (Rosener, 26). Statistics indicate that by 2050, improving male and female equality in Europe could lead to a $4.15 trillion increase in GDP. The impact is anticipated to be even more significant in Croatia, Hungary, and Poland (Rosener 27).

In Poland's research, the firms with at least one female director had higher returns on price and equity than those without it. A worldwide survey on 21,980 corporations in 91 countries indicated a correlation between female leaders' presence and the firms' performance. The results showed that companies with women in executive positions gain a 1% increase in their net income than those who did not involve them in their activities. Reaching the one-third target of the total number of female employees in corporate management creates an opportunity for the firm to reap the benefits of gender diversity (Radović et al. 83).

Well-educated and productive females bring value to the enterprises they work in. They also contribute significantly to the growth of any economy globally. To attract more female workers, organizations should embrace and adopt extra working arrangements. For instance, using technology makes it easier for women to work. They can complete their tasks even from home (Radović et al. 101).

Women are currently running 30% of the world's largest businesses. They have a significant influence on spending and financial decisions. Additionally, hiring more ladies and increasing their leadership positions will enhance the organizations' product preference by customers due to gender diversity. Between 1880 and 1920, there was a surge in women's involvement in business either as managers or staff. They also worked as clerks and laborers in different firms, especially in the United States. The period played a vital role in transforming the U.S. into the economy it is today. The history is evidence that women play vital roles in businesses' success (Mládková 246).

Occasionally, women establish businesses and take managerial roles. They like starting enterprises that focus on female products and services. In the past half of the decade, there has been a drastic shift in the women taskforce worldwide. American organizations have been promoting females in managerial roles. This effort has increased ladies' business ownership. They gather skills and knowledge, and after some years, they resign to start their firms (Kelly 342).

Nowadays, more women are pursuing business courses in college. This has increased their knowledge of running enterprises. Ladies with higher education in the mentioned field currently occupy 52% of middle management positions in the U.S. In the past, female salaries in many organizations were lower than those of men. However, due to increased skills and education among women, the gap is inexistent. Female workers are currently receiving equal or higher salaries than men (Radovic et al. 114).

Women in managerial and executive roles have shown that ladies are charismatic leaders. They are democratic and encourage employee's participation in the corporation's decision-making. Besides, they are cautious with how they treat their workers. Women understand more than men that employees are the main facilitators of success in a firm (Radovic et al. 114).

Women executives in businesses form teamwork as a long-term strategy for the operation of a firm. They are more vicious than men. Female managers take risks that are beneficial to the organization and bring high returns. Additionally, they are sensitive to their workers and their abilities. Lastly, female executives are courageous, which encourages their employees' dedication (Rosener 37).

According to research, most women managers have demonstrated skills in communication and humility. This has attracted skilled laborers to their firms, making the organization successful. Female leaders initiate risk mitigation policies. The latter protects the businesses from huge losses resulting from future uncertainty (Rosener 43).

Female business executives have also been shown to be respectful. They become servants to their shareholders. Their traits enhance firms' marketability, thus, increasing stockholders' wealth. Other characteristics that women executives have shown are being visionary, sensitive to their employers' needs, and risk-takers (Plambeck et al. 155).

Most successful women leaders in business have been linked with accomplishment in using straightforward communication. Additionally, they comfortably work with a diverse staff and see potential in their workers. Female leaders do not work with a hierarchical management style. They prefer leading at the center of the corporation. Lastly, successful women in the business world are believed to see the organizations in a bigger picture by understanding the best steps to attain the firms' goals (Plambeck et al. 156).

According to research, ladies have a different attitude compared to men. They can constructively exercise their power, encouraging creativity and mobilizing human resources. Additionally, they see beyond the routine activities of the firm. There are some characteristics of women which make them better in business and leadership compared to men. For instance, they are helpful, affectionate, gentle, and interpersonally sensitive, while men are controlling, assertive, and have a tendency of confidence. Additionally, women do not draw attention to themselves. They speak attentively and can easily handle conflicts (Plambeck et al. 157).

Globally, the level of females in senior business roles has risen by 3% since 2016. It is expected that by 2060, worldwide gender parity will have been achieved. Most businesses without a woman in senior management remain static. Yet, one-third of companies in the globe have no female executives. Women have demonstrated attributes of good leadership. Hence, they deserve the opportunities. The most affected areas in the world are the Arab countries. They continue to operate using the traditional alpha male approaches. Such strategies do not attract female leaders (Radović et al. 133).

However, the United States has made slight progress. The proportion of the executive roles held by ladies in U.S. organizations rose from 21% in 2007 to 23% in 2015. Businesswomen have shown to possess qualities that increase their success. Currently, the "ladies' opinion" is sought more frequently by corporations because they are business experts (Radović et al. 136).

Women entrepreneurs face various challenges. Defying social expectations is one of them. Successful female business owners have stated that they always attend business seminars that are only crowded by men. The women talk only to male executives and are unlikely to be heard. They also feel as if they need to adopt male attitudes such as aggressiveness and being harsh as well as competitive in their business. The second challenge is accessing funding. Raising capital has been a difficult task for women when starting their businesses. According to a study by Babson College, less than 3% of lending firms had female CEOs. Such ventures invest in start-ups run by people they know, especially men (Peris et al. 401).

Additionally, women entrepreneurs struggle to be taken seriously. Most female senior business leaders find themselves in a male-dominated industry where their leadership role is not acknowledged. Earning respect is a struggle, especially for women who inherited the business from their parents or grandparents. The male executives believe that such ladies are who they are because of their families' reputations (Peris et al. 402).

Another challenge is building a support network which is crucial for entrepreneurial success. Most female executives lack valuable advisors. This limits their professional growth. Finding the right support network is also not easy for women. Moreover, balancing business and family life is a challenge to many ladies. It gets harder for them to find time to balance between both duties and achieving work equilibrium. The last aspect is coping with the fear of failure. Women are

sometimes insecure, which prevents them from being ambitious. They use failure as an excuse for abandoning their entrepreneurial goal (Peris et al. 402).

Ethical Behaviors of Women in Business

Ladies see ethical decisions beyond business. They believe in potential creativity to change policies. Women leaders understand that maximizing stockholders' value is the primary goal of every business. However, they also know that doing business in a manner that compromises morals is dangerous for every organization (Vanessa et al. 1).

Research has suggested that men have lower ethical standards than women. They often negotiate to prove their power. The study adds that the only way to counter such behavior would be for the men to embrace the ladies and use them as advisers. A business that supports women makes ethical choices. Females also help males become better thinkers (Vanessa et al. 1).

Research by Pennsylvania University has shown that females are unlikely to sacrifice their ethical values for social status. The only way for businesses to retain women is by being more ethical in their operations (Vanessa et al.1).

Women are less interested in jobs where there is no ethics. They don't like sacrificing their value for an employment opportunity. They believe they will end up struggling with the unethical acts required of them by the job (McCabe et al.108).

Research has shown that most women figure out the ethos of a corporation before asking for a job. Several studies have also revealed that most females prefer a business that values ethics. Additionally, ladies have a moral reservation, but some organizations force them to suppress it. Besides, women have ingrained behaviors and beliefs which create high ethical standards (McCabe et al. 109).

Female executives are believed to be highly ethical. They recognize the difference between right and wrong more quickly than men. Additionally, they consistently struggle to set an example of good conduct to junior workers. Women are known to apply the principle of fairness in their relationships with clients and co-workers. They make an effort to treat every employee how they would prefer other people to treat them (McCabe et al. 109).

Women have shown expertise in building client's loyalty. They don't take advantage of their customers because they know it would damage the firm in the long run. Ideally, they understand that building loyalty would not only retain clients but also attract new ones. Secondly, female executive enhances a firm's reputation through ethical behaviors. This helps create a positive image in society, increasing the market for the organization's product. Women understand that a reputation for unethical activities is dangerous for an entity because it reduces the chances of getting new customers (McCabe et al. 110).

Female executives also treat their employees empathetically and compensate them for their dedication and work. This has helped many women-owned businesses retain their experienced laborers and reduce turnover. Such organizations have a conducive working environment. The employees can do their jobs, and their quality of works is rewarded without favors. Additionally, women leaders ensure that their laborers are ethical. They make certain that employees are honest through interviews on potential candidates' experiences and capabilities. With an ethical group, a woman executive easily forms teamwork which is crucial to any business. On the other hand, junior female workers are believed to be more honest than men with their supervisors. They know that lies could damage their chances of getting senior positions (McCabe et al.112).

According to the research, female business leaders avoid using shortcuts, such as not complying with labor laws, environmental regulations and ignoring safety to gain more profits. They prefer following the right process to avoid legal cases, which could cause the firm to lose a lot of money in terms of legal fines and fees. Additionally, they fear that the unethical acts could damage the business reputations reducing their customers (Fisher 75).

Studies have shown that women in senior business management are keener about the organization's reputation than men. They always emphasize ethical measures. Females understand more than males that a firm's behavior motivates employees, leading to the organizations' success. They also clearly know that the news of an entity's unethical behavior on national TV headlines is the beginning of the organization's failure even before the law enforcement team approaches the institution (Fisher 78).

Most female-controlled businesses encourage and promote ethics in their routine activities. Currently, the risk of destroying a firm's reputation due to social media is very high. Unethical behavior is recorded and shared online, which brings massive damage to the organization. Most

women are scared of such incidences. They fear it would destroy their lives and those of their families who depend on them (Fisher 82).

The increased ethical quest by female executives has enhanced success in women-owned businesses around the globe. The good behaviors in their firms have improved their workers' performance. Hence, they easily meet the market demand for their goods. The other benefit is job satisfaction, which has helped them retain experienced employees, increase trust from their clients, and attract new customers. All these factors have improved their business outcomes (Fisher 96).

Conclusion

In summary, women have been successful in the business world. Currently, there are many female-owned enterprises in the U.S., Europe, and the globe. Women have shown exemplary leadership skills, with the organization managed by females indicating more success than those that don't involve them in their activities. Besides, women value ethical behavior more than men. They are ready to sacrifice a job opportunity to keep their reputation.

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