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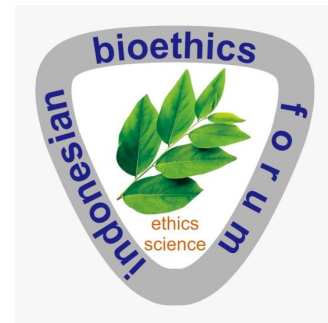
Source: Google Picture 2023

# Business Ethics

*Peter Johannes Manoppo*

*Bioethicist*

*Indonesian Bioethics Forum*



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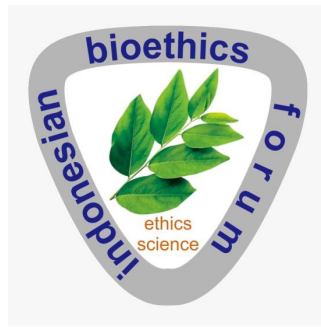
# Disclosure



*Butterfly Pea*

- No financial relationship.
- No competing interest.

FKKRMMK UGM 2022

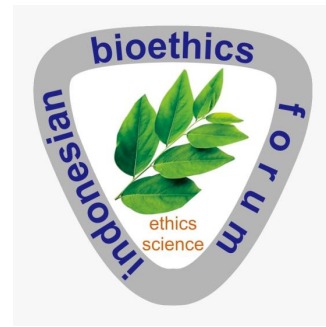


(Bio)ethics: multi, inter, transdiscipline.



Leuven University, Belgium, 2017 (Advanced Masters of Bioethics)





# Outlines

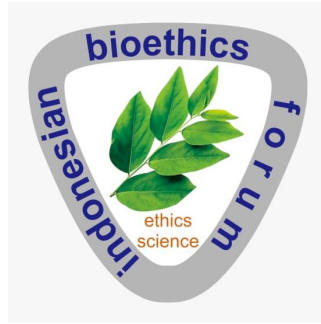
- Background.
- Objectives.
- Methods.
- 4 Pillars of management.
- Entrepreneurship.
- Ethical concerns in business.
- Business ethics.
- Concluding remarks.



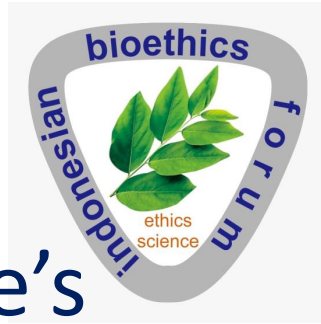
Lily



# Further reading



- Indeed Editorial Team, What Are the 4 Pillars of Management, 2022.
- K Bertens, Pengantar Etika Bisnis, Gramedia Pustaka Utama, 2022.
- Harvard Business Review, Measuring the Return on Character, 2015.
- Alison Taylor, How Companies Can Create an Ethics Program for a New Era, The Wall Street Journal, 2020.
- Ben Shabat, 8 Common Ethical Issues Facing Businesses, 2020.
- IMF Staff Ethics, Financial Disclosure, and Resolution of Staff Disputes: Annual Reports, 2021.
- Tom Byers, Entrepreneurship and Ethics, Stanford University, 2020.

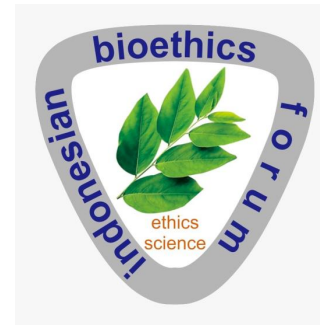


# Background

- Business: the practice of making one's living (money, products, services).
- 4 pillars of business: leadership, management, communication, execution--> ethical concerns.
- Increasing population on limited human & natural resources in quality & quantity--> tight competition--> ethical concerns.



Source: Google Picture 2023



# UNDP Global Goals



- 17 SDGS (sustainable development goals).
- related to business ethics: no poverty, decent work & economic growth, industry-innovation-infrastructure, reduced inequalities, responsible consumption & production, partnerships for the goals.
- Universal call--> peace & prosperity for all by the year 2030.



# Objectives



Source: Google Picture 2013

- Doing business appropriately based on ethical business guidance.
- Respecting all business stakeholders (management, workforce, customer, suppliers, competitors, regulator, other corporate citizens, society).



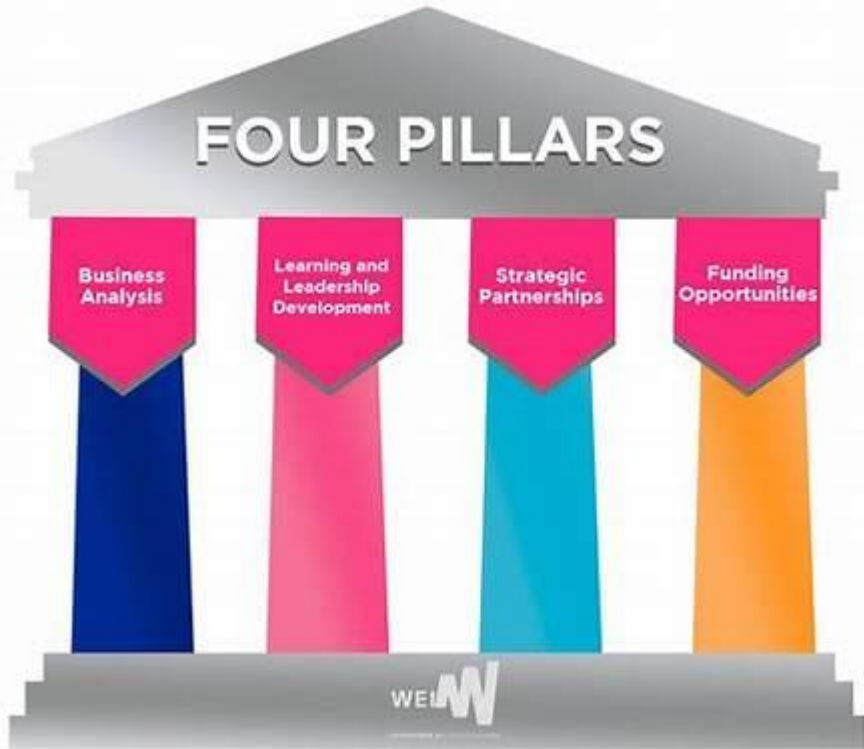
# Methods



Source: Google Picture 2023

- Implementing appropriate business policies & practices ethically.
- Good corporate governance & trading.
- Law & public approval based guidelines.
- Corporate ethics committee, supervisory board.

# 4 Pillars of Business Management



Source: Google Picture 2023

- Management leadership.
- Market operational analysis.
- Funding opportunities.
- Human resources partnership.
- Those need proper ethical ground.

- 
- Indeed Editorial Team, What Are the 4 Pillars of Management, 2022.

# Ethics & entrepreneurship



Source: Google Picture 2023

- Innovation.
- Creativity
- Novelty.
- Value
- Execution.
- Pioneering.
- Ethical ground.
- Business empowering.

# Ethical concerns in business



Source: Google Picture 2023

- Sexual harassment.
- Diversity & discrimination.
- Bullying.
- Health & safety.
- Environmental protection, 3R.
- Accounting practices.
- Data privacy.
- Theft.



# Business ethics

## Principles:

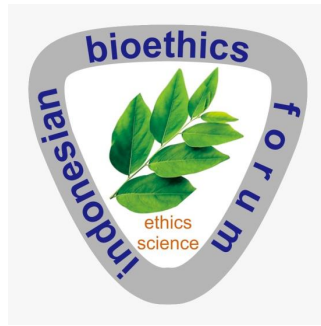


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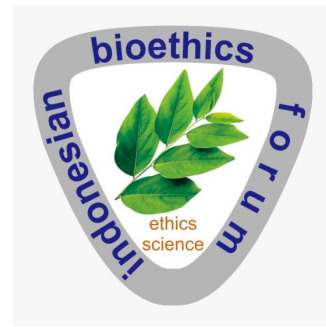
- Utilitarianism: the greatest happiness for the greatest numbers (John Stuart Mill 1806).
- Deontology ethics: categorical imperative on duty (Immanuel Kant 1724).
- Principlism: autonomy, nonmaleficence, beneficence, justice (Beauchamp et al 2001).



# Concluding remarks



- Business should improve the human welfare & prosperity by good business governance based on proper 4 pillars of business management.
- UNDP universal call for SDGs might enhance the ethical business.
- Competing or conflict of interest in business should be avoided by all business stakeholders.
- Entrepreneurship in business needs proper ethical ground.
- Business social responsibility is important as the morality of business, internally & externally.



# Acknowledgement



Begonia

I would like to express my gratitude to all my colleagues in business issues for inspiring me to write this article.

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Thank You

