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ROLE OF ETHICS IN MANAGEMENT OF ORGANIZATION

Hamid Saremi¹ and Behrad moein nezhad²

¹Department of Accounting, Quchan Branch, Islamic Azad University, Quchan, Iran

²Young Researchers and Elite Club, Quchan Branch, Islamic Azad University, Quchan, Iran

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ABSTRACT

Although the relationship between ethics and management organizations since past have been considered more or less, but with entering to information era , considering the ethical aspects of in management for achieving to success are essential. The object of this paper is to show this necessity and to address to some of its aspects that can be effective on the success of today's organizations. Ethic the collection of sentences that determine the truth or falseness judgments of behaviour in a society will be specified. But this kind of sentences varied and sometimes is contradictory and a lot depends on the position and vision dimension. Moreover, although moral transformation of society according to its own dynamics, but cannot be adapted itself to severe changes. Information age means the process of increasing importance to information production process towards the production of goods and energy. In this process, the main source of production is humans and most activities are innovation and creativity and the exchange of information. In addition to the information age makes network communication is obvious that the conditions of its own ethical response also seek de. The important thing is that judging people on things true or false, strongly on their performance as the main factor is the effect of production and exchange information. Communication network and also increase the power of social groups and thus have social expectations of the organizations mentioned above, any activity following organizations lens is placed. Thus, although the main goal over time, the economic efficiency, but managers in the information age should be to achieve success and social expectations of ethical judgments and demonstrate appropriate reactions at best be able to make these expectations with the goals of economic organization are integrated to achieve higher goals are possible. This paper with a view to morality and information age organizations starts and then the Information Age Ethics relations with different aspects of management and organizations in general and then is the information age organization will be studied If we consider the eighteenth and nineteenth centuries as century of scientific innovation and discovery of mankind then the 20th & 21st centuries should be known as applicable centuries of these changes in the filed of business and industry undoubtedly, that the technology and industrial & business advancement of today's world is result of same matter. But the changes quickness in recent century is so speedy that each decade of it should enumerate equivalent to a century ,the study of changes in various decades of twentieth century indicating of that emphasizes in business and industry is changing from hardware to software and quantity to quality or from attention and concentration to machine or tools is focusing to human and also accentuate is going from individual and organizational profitability toward global social benefit .

Attention to human resources is of most important phenomena of recent three decades. In last hundred years we are witness to three process of attention to human i.e. Attention with emphasis to his body abilities, attention with emphasis to his thought and mind, and now attention with emphasis on his moral, ethics and his hearth.

This paper tries to study the role of human and sentiment factors and try for bringing up and active them for increasing mental ability of human resources since if the concepts such as humanity , ethics and hearth tendencies be mingled or mixed with work , business and management the success is certainly is result of such system. Therefore humanity and ethics as collection of should or should not play an important role in effective management of organizations.

*Corresponding author: **Hamid Saremi**

Department of Accounting, Quchan Branch, Islamic Azad University, Quchan, Iran

Working discipline, compassionately, creative society and to plead for justice, consultation, curtsy, faithfulness, truthfulness, constancy, organizational commitment, willingness to serve, compromise and,.... are of methods that in case of their execute and enforce causes for reduction of prejudice, injustice and dissatisfaction and in other side it brings about increases in organizational morale, employees' obligation, humans' growth and elevation and improvement of society.

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INTRODUCTION

The Role of Ethics in Management As responsible adults attempting to carve out our financial existences and storing away funds for what we hope will be a comfortable retirement; we all have to answer the ever-nagging question: "How much money is enough?" In doing so, we are typically also forced to face issues such as the amount of time spent in the workplace rather than at home with our loved ones, as well as trying to differentiate between earning a "good living" and simple greed. We are often told that in order to be truly healthy, we must maintain a balance in our lives. And in order to have that balance, we must draw the proverbial line in the sand, then attempt to achieve our goals without being personally abusive.

The role of ethics in management is also dependent on the level of responsibility the company is willing to take. The pro-active mode would characterize a company that believes strongly in its mission as moral (or at least for the benefit of society). It would respond as a trend setter to some of the ethical dilemmas. The re-active mode, would be the companies though aware of social responsibility, respond to immediate situations rather than anticipating them. The passive mode leads the company to deviant behaviour by refusing responsibility. There are two main extremes found in the corporate world: profit on one side and human safety, which constitute an ethical spectrum.

Managers in organizations face ethical issues every day of their working lives. There is seldom a decision they face that does not have an ethical dimension or facet to it. In addition to facing ethical aspects in their decision making, they confront ethical issues as they carry out their leadership responsibilities. Whether they be engaged in planning, organizing, motivating, communicating, or some other management role, they face the fact that matters of right and wrong, fairness and unfairness, and justice or lack of justice creep into their decisions, actions or behaviours. Furthermore, it does not matter what level of management is under consideration – top, middle, or lower; managers at all levels, and in all functions, face situations wherein ethical considerations play a major role. The topic of ethics in management is a crucial one with which managers today must be informed. Therefore, it is the purpose of this article to survey some of the special topics about management ethics that may help the academic and practitioner alike to be more knowledgeable about this vital topic. In this quest to provide insights into the topic of management ethics, or ethics in management, we shall first provide an overview of the topic, and then discuss a number of important themes such as: why managers should be ethical, ethical issues managers face, models of management morality, ethical.

The different aspects of ethics and morale (in common application) such as professional ethics, organizational ethics, individual ethic and working ethic, are considered special importance along with puzzling mutations area of science and technology. Ever-increasing complicating of organizations and increases extent of unmoral and irresponsible in working environments have focused the attention of managers and view owners to matters of professional ethics and managerial ethics more and more. The words such as ethics have various definitions and its vastness scope is also is very large and we can find track of them in any profession, activity or a formation in all levels of society.

The vastness of ethics matter and its different understanding of its positive or negative aspects are so much that whenever we bring up a talk with someone regarding it he has something to say immediately; even the individuals from low levels of society will do so. What we will turn in to it in this paper is ethic matter in management of working & professional and organizational environments. Many people have defined management as science of managing an organization or institute that managing details of human and pecuniary of resources requires many behaviours and elegance 's intelligence and off course in this regard the ethic and moral actions and its development in organization can be suitable tool in keeping anxious and eagerness of employees and also in encouraging and versatility them and their organizations for granting speed of doing organizational affaires in order to achieve favorite results.

In today's world the managers dealing with much various values in work environment and the presence of ethic as most important of these values has many benefits along itself for leaders and managers, but in recent years we are witness that unfortunately the individuals have turned to matters of professional and working ethic who were not mangers but are philosophers, academia and social criticizer.

This paper tries meanwhile of enumerate result of control and management ethics in organization, pave the way for managers and leaders for entering more serious in to ethics matters.

The role of human resources in ethics

Many large corporations now have formal programs for managing ethical behaviour and legal compliance. But the often minor role of human resources (HR) in companies' ethics management efforts is problematic. This is because ethics management efforts are likely to raise questions of fairness, and trigger a fairness heuristic among employees that can generate important outcomes for the ethics program specifically and the organization generally. Relying on research on fairness in organizations and

corporate ethics practices, we explain why the extensive involvement of HR in corporate ethics programs is important to the perceived fairness, and thus the likely outcomes (e.g., employee commitment), of those programs. The Role of Ethics in Management As responsible adults attempting to carve out our financial existences and storing away funds for what we hope will be a comfortable retirement; we all have to answer the ever-nagging question: "How much money is enough?" In doing so, we are typically also forced to face issues such as the amount of time spent in the workplace rather than at home with our loved ones, as well as trying to differentiate between earning a "good living" and simple greed. We are often told that in order to be truly healthy, we must maintain a balance in our lives. And in order to have that balance, we must draw the proverbial line in the sand, then attempt to achieve our goals without being personally abusive. But what about corporate America? Are there any such moral guidelines set for individuals and boards of directors who oversee our businesses, or have they been left to run rampant, operating as though it is simply not possible to ever make enough money? Should they be accountable for the staggering unemployment figures and loss of investor confidence that have resulted from their actions? Not only do we live in a society that envelops us with constant secular admonitions.

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Professional ethic history

The professional ethics same as many aspects of management science

Has come to existence based on need with birth of movement of social responsibility in 1960 decade, the professional ethic has become mooted as fields of management knowledge. In this aforesaid decade the social movements increased the people's expectations from organizations. The employees are in this belief that their organization should make use of their several and wide facilities for removal of social difficulties such as poverty, roughness, right equality, mental health and etc.

The employees believed that organization benefiting of country's resources for achieving profit and in this way they owe to the country and its people and this debt should be settled for the improvement of social situation. This expectations leaded their organization in direction accepted their employees as their beneficiaries gradually, but they expected that the employees also be sensitive towards goals and benefits of organization mutually so that both achieve their benefits with bilateral accountability (between employees and organization).

With complicating increases of organization in process of time ,the criterions have been created for doing work accurately with a view of morale or ethic and avoiding of doing wrong and injurious works for others that is ethic constitution in enterprises and organizations or is something that we called as ethic character of organization.

Ethic definition

The fact is that providing a comprehensive in areas such as ethic regarding to physical and quantitative science that be admirable by all is very difficult work Because this matter (ethics matters) are mostly provided in the definitions that will use of words such as value, belief, trust, good& bad or honesty and dishonesty and etc. that all are of kind of ethics but the problem is that the aforesaid words themselves need to be define and minuteness. perhaps it can be said that providing a definition of ethic and values and their alike has been converted in to a basic problem in organizations because every organization tries to provide a closer and more satisfying definition regarding its performance and how

often the performance that has been defined an anti ethic be having high position in ethic charter of other organization particularly when the various cultures and nationalities matters is put up for discussions this ambiguity will be more powerful and rich colored . These contradictions every some time are unavoidable .For example in a military organization the sincerity, softness with subordinates, pity and etc. Has no any place but they are part of most evident ethics points in most of organizations this means that in ethic management matter in addition for need of defining its management aspect we should be able to provide acceptable definitions by majority regarding ethics factors considered by managers and leaders . Some of reputed definitions are as follows:

- 1- The ethic is collection of principles and values that specify the goodness or badness of behaviour of individual, group or an organization.
- 2- The ethic is principles and methods that specify the standards of goodness or badness.
- 3- The ethic is method of encounter to bad or good matters with observance of spiritual duties and responsibilities.

What is important that from ethic all have human understanding and admirable, logical and acceptable behaviour?

The necessity of attention to ethic and its management in organizations

We may have heard repeatedly that “society has ethic problem “or “our society’s problem is cultural” or “society has managerial problem”. Propounding of these matters in spite of that it seems correct but it is expressive of this matter that we are faced to discussions that have been provided in form of general and undefined and also we have not any specific solution for its removal for example if we ask how we solve the cultural or moral problem there will not be any answer in most of time or finally we will suffice to this statement that as time pass the situation will be better. This matter is arising of non-execution and providing an ethic model for removal of ethic intricacies. we were much witness that the weakness of scientific structures of management such as weakness of basic principles and regulations and rules, weakness of supervising and evaluating systems , weakness of powerful communicating systems all causes for appearance of anti ethic prospects that are recalled as “official corruption” in popular saying. For sample in conditions of production monopoly of a product and abundance of demand the how much can ethic and beliefs be leaded to supply of goods with high quality? Or what is number of individuals who have been employed in to governmental organizations in reasons and account for ethics or political family and party belonging?

The place that specialization, experience and management science as compare with communication have secondary share and off course this mater is observable in regional researches clearly, the individuals continuing in to immoral futile cycle with use of relation efficiency instate of lawful and self-control society and reply to any

opponent with this sentence that **“any work can be well done with informal communication better”**.

The management is perforce to take decision and decisions execution causes that a group benefiting from and other group be in lost and depending in which groups they belong it , they reveal various reaction from themselves that have finally numerous positive or negative ethic results .

There is no doubt that whatever the matters and values of ethic be used more in structure of an organization there will be less negative result for its owners and managers .if a system be administrating without secreting and honestly the result is that the nature of such system will be less in suspicion and doubt . when working discipline as most important factor of success be constituted from top level of management to lower level it will be obstacle of problem arising such as delay in goals achievement, irregularity in working times, paying wages more than size of work done and,... among the important benefits of ethic management in working environment we can indicate to following cases:

1. Organizing empowered working groups and productivity increase:

The moral programs causes for creation of coordination between employees’ behaviour and values that are preferred by managers. One of the permanent complexities most of organizations is contradiction existence and in coordination among preferable values by managers and the values that reflected by employees in work environment .The continuous attention and discussion regarding values causes in increasing of team work morale, honesty and frankness and employees consider their values conform to values of organization therefore they work with strong motivation and performance.

2. Preventing of relationship system’ abet:

One of most difficulties in organizational society is lack of obligation to law limits and using of informal relationship for removing law obstacles.

It is evident that whenever the wall of law become destroyed regarding a matter or problem by relationship ,it is certain that rights of some whom their communicator and protector in an organization is law and its contexts only will be spoiled .

3. Preventing of bribe taking:

The considerable point is that some have used to ignore and break the law even if law ask them a simple work that to wait for some time for reply or answer or to make ready some shortage documents .At first process such people are looking for connector and if they could not find such person in that organization they will crate a relation with giving bribe.

The management of ethic helps to employees to resist against such relations.

4. Suitable attitude with colleagues and clients.
5. Rough behaviours reduction such as quarrel, rebellion, flattery.
6. Obligation feeling increases and moral of faithfulness to organization.

7. Following the complaints of clients and removal of probable defects.
8. Discipline and regularity increase
9. Intendancy to resistance against to goals of organization.
10. Preventing of hide and obvious easy working.
11. Preventing of appearance of faithfulness feeling to informal and negative groups of organization.
12. Organizational effectiveness and productivity increase.
13. Service useful life increases.
14. Providing a favourite picture of organizations of a country.

Intellectual obstacles of applying ethic Management in Organization

There are wrong ideas about work ethic that their sources are mainly two things, firstly lack of proper perception of ethic concept and secondly the slight perceptions of ethic difficulties in organizations .The following matters can help to understand ethic management correctly:

1. Work ethic is more than management matter and it is religious case, Some people consider the professional ethic as a religious mater and not management whereas the object of ethic program in organizations is not changing the ideas and values of employees but its aim is to recognize and managing the ethics values that helps to organization in way of its success and removes the disputes among them.
2. Managers and leaders' not proceeding in to ethic matter causes that many people think that work ethic and morale matters observance is a motto that is not useful for the facts of administrating of organization and it is a philosophy- religious complex matter, whereas the professional ethic is a full y scientific matter that has abundant scientific application in all area of management science.
3. Our employees have morality hence we do not need to consider the work ethic: a group of managers believe that our employees have morale and they do not need to principles of professional ethic the managers are faced to morale vacillations that are very complicated and to specify such vacillations are not so easy in most of the time and there can not be found the quick solution for their removal. The ethics contrasts exists in following conditions :
 - I. Values contrasts existence among various concerns.
 - II. The existence of different solutions that all are considerable equally.
 - III. The results that will be existed in future should have vital issues for users.
4. Some of people believe that the charters in an organization or ethic principles of work emphases on evident and clear matters only and in fact they consider it unnecessary . They believe that the lists of ethic principles provide the value that any individual is naturally tends to it. For example all people like to avoid of flattery and obsequiousness or discipline observance and having honesty.

But in fact the matter of compilation of ethic charters emphases on values preference with considering the existing conditions in organizations.

For example in an organization where fraud and cheating increase the attention to values such as honesty and truthfulness will be in priority and will take place in ethic charter of organization.

5. The work ethic consists of giving advice to bad people by good persons: The experienced managers know that the good persons also may do wrong things specially at time of stress and at lost to understand .but it should be considered the difficult conditions such as financial crisis, working pressure and etc. may be the reason of arising and appearing the unethical matters in work but they are not accountable.
6. Our organization does not have legal problem , therefore we are ethical:

An individual can act legally and at same time his practices can be unethical meantime that to break law will be begin with inconsideration of ethical behaviours.

Ethic Management Programs

Organizations can control and direct the ethics in work environment. This program includes the completion of ethic and educational codes and decision making methods and practice in ethical uncertainty and evaluating the employees' morality behaviour. The most important step in ethic management is to prepare the list of preferable values of organization that is called ethical charter of organization.

In fact ethical charter of organization include the values collection that as compare with other values is preferable for organization and it should be followed by employees and managers .

The values such as honesty, truthfulness, promise fulfilment, faithfulness, respect, independence, secret preservation, dignity, politeness, compromise , belief, reliance ,respondent , accomplishment, compassion, to consider others favourably, assistance ,benefit sharing, kindness, justice, fairness, impartiality ,opinion consistency, law abidingness , social serving andconsidering all these matters help to have fully favourite level of social prospective of organization, individual &organizational performance of employees, kinds of relations between managers and employees and extent of goals achievement. Most of the organizations try to help to employees as well as managers by compilation of professional ethic's principles and chose the correct way in ethical irresolution and the difficulties such as pressure , tiredness ,heavy and hard work do not be cause for choosing unethical solutions .

The methods and processes of compilation of ethical responsibilities (ethical charter) in organizations

1. How we can compile the ethical responsibilities of organization in form of principles of strategy &rules?
2. Do compilation of ethical regulations are more useful in institutes?
3. Do ethical codes are enough?

4. DO we need to compile the doctrine and ethical charter further than ethical regulations and codes?

To ask of ethical responsibilities of organization is compound question and its answer is dependent to analyze of four basic problems that are as follows:

1. Who do organization and enterprise have ethical responsibility?
2. Whose rights of these individuals & agencies are of preference?
3. What is the responsibility of organization in front of these people?
4. Who should carry the responsibility of organization to do their work?

Before study of the method of compilation of ethical responsibilities in organizations, it is necessary at first explain the **ethical word** that is: the ethical charter of organization is analyzing of ethical obligations in front of internal as well as external environment that will compile according to its executive factors accurate, clear and systematic form. Two actions are needed for compiling an ethical charter in organizations:

1. Analysis and separation, 2. composition and settlement.

At first we should analyze the ethical responsibilities in trinity elements i.e. M.P.R.

M: indicates the group that the ethical responsibilities are on their shoulders.

P: Is group of individuals or institutes that organization is responsible in front of them.

R: Is a collection of necessities and commitments of **M** in front of **P**.

In second step or process we should compile the **R** group according to **M & P**.

In form of Systematic, comprehensive and harmonious in this manner we can compile ethical system or morality charter of organization or institute.

The ethical charter expresses the kind of behaviour of all managers and employees and it is used as measurement for ethical discernment of any action in an organization. With consideration to above said matters the applied steps or processes for ethical charter compilation in an organization are as follows:

1st step: in compiling ethical charter at first the question is in front of whom or what institute do organization is responsible? In other word who have right towards organization? And it is organization 'duty to observe their right'. Here we are faced to group of individuals, institutions and even things. We call this group as **P**. These individuals and groups are like employees, managers, shareholders, clients, credit owners and credits ensures and financial sources, technology owners (owners of license right), the investment acceptable individuals & organizations, citizens, national interests, humanity in global level, environment research & scientific centers, global institutions and ...etc.

2nd step: second step in ethical charter compilation is to make preference of ethical responsibilities according to importance rights of individuals that was determined in

previous process and institution is responsible for them un courtly.

Here some points are considerable i.e.:

First: is to make preference in solution of ethical problems particularly in solving of ethical difficulties has methodological importance.

Second: it reference to making preference of this principle that "**you have right and institution has responsibility**" that is principle which the straightness of professional ethic is based on it.

Third: it has been seen by experiences that to consider the rights of owners and stockholders as last preference and with emphasis not only justice rights has not been ever included the decreasing in shareholders' dividend but also it has been profitable in long term.

Fourth: preference making needs to index and measurement for example you may preferred those who are getting services and goods from institute to those whom the institute gives services and goods to them or alike indexes to be preferred in any how the preference making in ethical responsibilities needs to index and measurement that will be determined according to matters of organization, and tools and methods specialization.

3rd step: the third step in compiling of professional ethic charter of organization or institute is providing these questions that:

- I. What is our responsibility in front of them exactly?
- II. What is obligation of institute in front of managers?
- III. What is responsibility of institute in front of clients?

We are faced in to many groups in answering to these questions, the groups of obligations, obligation of institute in front of stock holders, employees, workers, managers, clients, competitors, environment, credit owners, investors, And we indicate every group by secondary diets i.e. R_1, R_2, R_3, R_4, R_5 .

4th step: evidence fulfillment responsibility of **R** groups is shouldered by individuals. The ethical obligations of organization with all variations that are in **R** group distribute among individuals for examples stockholders and owners are responsible for a part of ethical obligations and necessities of organization. Here also we faced to a group i.e. **m** group which is group of individuals who are shouldered the ethical responsibilities of institute the exact statement of this group is forth step in ethical charter of institute. the group of **M** including members of General Meeting, Managing Directors, Board of Directors, Managers of organization in lower levels, supervisors, employees, workers and...

5th step: the basic question in fifth process of compilation of ethical charter is that who the ethical responsibilities of institute i.e. **R** groups distributes among members of **M** group? In other words what are responsibilities of every member of **M** group in front of members of **P** group? For example what responsibility does General Meeting have in front of Board of Directors? And visa-vis.

The exact answer to this question shapes the ethical charter of institute. These questions are dissoluble in members of **M** group in extent of members of **R** group one

the ways of their answer is to study them. One of the most important evidences of M groups is Bard of Directors or Top Managers. what is the responsibility shouldered by Board of Directors in front of owners, General Meeting , employees, competitors, clients, owners of financial sources and citizens?

With practicability of above fivefold process the ethical charter of organization will be compiled so that the rights of individuals in internal as well as external environments and their claims will be defined and recognized by organization because of this reason “ expectable obligation “ towards ethical charter of organization is more important of any matter. Principles obligation has more importance than principles concept. On-Misfeasance Obligation in to ethical charter in saver of organization in most critical conditions provided that:

Firstly the ethical charter of organization compiled in systematic and complete manner. Secondly, it should be announced in all levels of organization i.e. internal as well external in clear and simple language. Thirdly unexpectable obligation is publicized with emphasis on important and expandable matters.

In other words an ethical charter in organizations should enjoy of six following specifications:

1. To be complete and general towards all elements of environment and dimensions of organization.
2. To be practicable, executive, determinable.
3. The ethic prism should be based on final measurement of ethic in manner that inherent value and its genuine be preserved.
4. Free of uncertainty in language of concepts and structure.
5. Having preference and arrangement in responsibilities.
6. Compatible and consistent.

The last point is that for successful compilation and practice of an ethical charter in an organization, Top Managers have great role and duty more than other active groups.

Peter Drucker regarding the importance of morality of managers especially top managers says that : if manager do not have good morale or be wrong working person he will commit corruption and he corrupts the employees who are most valuable resource of organization and will spoil them and also corrupts their performance and spirit and life of organization.

These conditions is very true regarding top managers of every organization who are the head of the organization because head of organization is spirit and its life, if an organization does not have a good morale it is because of corruption of morality of existing individuals in head of organization and according a English proverb: the death of trees begins from the top branches. Therefore the Top Managers of organizations are enjoying of more ethical responsibilities as compared to other individuals the most ethical responsibilities of Top Managers of an organization are as follows:

1. Morality in personal life
2. Morality in Job.
3. Morality in ideals and goals.

4. To make all professional affairs of organization systemized and regulated.
5. Ethical consideration of professional systems in organization.
6. Ethical performance’s continuous evaluation of organization
7. Mythological confronting to ethical difficulties (problem identification and its solution).
8. Ethical values promotion and training of morality in organization.
9. Awerance on ethical followers of decisions of Board of Directors.
10. Compilation and approval and announcement of ethical charter of organization.
11. Supervising on non- expectable obligation to ethical charter.
12. Advertising the ethical actions of organization.

A study on 12 ethical duties of managers and Board of Directors (Top Mangers) shows their need to specialist of professional ethic.

The achievement of much of aforesaid ethical duties is not possible without having expert counselors in professional ethic knowledge.

The top managers of large organization find cure that to establish the ethic department and to achieve the ethical duties of Board of Directors through this department. The ethic management turns to recognizing the ethical difficulties and its prevention and treatment and change the ethical behaviour. The ethical performance of organization in various dimensions will be measured and evaluated by department of ethic management and this department will advertize the ethical actions of organization and it is also compile the ethic charter and will present to Board of Directors for approval and it is also do ethical decrementing of organization’ goals and all decisions making of organization.

A sample of an organizational ethical charter

The sample of ethical charter of one of organization which has successful practice in ethical charter compilation and its observance those are as follows:

1. Attention to organizational regulations and criteria and its observance.
2. Honesty in words, behaviour and manner.
3. Mysteries protection and avoid of providing secret information of organization to others.
4. Activate participation to organization and preference the organization’s benefit to personal interest.
5. Faithfulness to organization in society and Appling whole effort and ability for doing delegated duties.
6. Defending of organization’s frontage in society and Appling whole effort and ability for doing delegated duties.
7. Avoiding of accusation, backbite, espionage and any other action that enfeebles confidence and heartiness of employees.
8. Observance of Politeness and courtesy in confronting and avoiding of dishonor others.
9. Observance of discipline, merit, regularity and apparent adornment.

10. Observance of matters safety and health in order to protect of our health and others.
11. None prejudice (racial, ethnical, relationship, religious, generic).
12. Not taking any uncommon gift from individuals or companies.
13. Establishing balance and moderation among work and family life.
14. Not using illegally personal of organizational facilities.
15. Mutual respect and confidence among individuals.
16. Prohibition of smoking in working environment and do not use of narcotic substances and alcoholic drinks.
17. Observance of top authorities' orders.
18. Protection of personal frontage and freedom of others.
19. Avoiding of personal business in working environment.
20. Trying for achieving customers satisfaction with extremely regard and politeness, honor, attachment.

Training

Existence and practice of ethic management in an organization is of no use and it takes time unless the employees know that what is this program? How is its performance? And what is their role in this program? This is the behaviour of employees of an organization that will be in exposure of public as result of ethical policy. Therefore employees should be aware of all policies and methods and behave to it accordance, and the complete conformity of employees' activities with ethic policy needs to train them.

Before any matter we should keep in mind that the best training for employees is leaders' behaviour of organization, if behaviour of leaders and high levels managers in organization do not be ethical it will be created pessimism that situation of organization will be worse than case when there was not any formal ethic program. Therefore the managers of organization in addition to consider this mater they should also consider that guide the organization with ethical ambition.

One of the best forms of ethic training to employees is practice of solving difficulties to them and we can dramatizing a real ethical difficulty and ask from employees to provide a solution with use of methods and facilities.

Considering the ethical performance of employees in their evaluation grade also is one of other factor for creating motivation for learning and conformity of professional ethic behaviour.

CONCLUSION

At the end we can conclude such as that consideration and observance of professional ethic can increases the capability of organization's forecasting and same matter causes for authentic, straight and comprehensive confidence of society towards organization. and organization also with reliance to same confidence can be successful in absorbing the financial and credit resources and create constancy and internal motivation

in its employees and managers and observes the human specialist resources and achieve strong place in market and control the negative energy arising of ethical difficulties by organizational culture and refinement and remove the behavioural conflicts. From other side ethical accountability of organization has effective role in increasing productivity and effectiveness. What ever the organization be more ethic is more successful. If any unsucess event comes to organization we consider it's due that of lack of professional ethic as one of important factors in final analysis.

That is why today's is to be said that ethical responsibilities has guiding role in organization. **Fred dived** in his book i.e. strategic management says that "the good ethical principles are of pre condition of good strategic management" and good ethical principles means good organization.

It should not be forgotten our today's performance is our tomorrow's market and if we want market development we should have our apprehension of being ethical.

To practice professionally and be obliged to ethical obligations are two important foundations that grants tomorrow's market.

The last point is that a profession which has meta organizational headstock and also effects and results of meta organization and ethical development in organization and ethical elevation of organizational culture not only creates a mirthful and favorite environment for productivity and yield increase but also further of organization it has effective role in society. The health, hygienic and their further "ethical elevation of society" is affected of society's organizations.

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