

IMPLEMENTING BUSINESS ETHICS: RIGHT VS WRONG (УПРОВАДЖЕННЯ ДІЛОВОЇ ЕТИКИ: ЗА І ПРОТИ)

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У роботі йдеться про сучасні підходи до впровадження ділової етики на підприємствах, що вимагає деяких змін організаційних складових у структурі бізнесу починаючи з кодексу працівника і закінчуючи аудитом етичності взагалі.

Most organizations have learned that it is not enough to have a well-designed corporate strategy in place. Equally important is to be able to implement this strategy. Corporate codes have long been viewed as the major organizational structure in which to implement ethical policy. However, codes of conduct continue to be criticized as being too general, containing too many platitudes, serving purely as public relations ploys or being designed strictly to avoid legal problems. Corporate codes should be specific. Employees need guidance in interpreting their actions. Finally, codes should be revised periodically. Ethics committees, training and conferences are a second structural method for implementing ethical business policies. Another structural suggestion for implementing business ethics is an ethical audit. Just as financial and marketing audits seek to gain information about these functions; an ethical audit would pose questions about manufacturing practices, personnel policies, dealings with suppliers, financial reporting and sales techniques to find out if ethical abuses may be occurring. The informal organization or corporate culture is the second component of the organizational dimension of ethics implementation. The informal organization creates the culture and formal policies are then a reflection of that culture. It is not enough to have the structure and culture that support ethical decision making. Most of the students have never really thought about business ethics because they have never been faced it. Businesses increasingly view ethics as an investment vs. cost – not as an afterthought or a frill, but fundamental to the organization. Ethics play an important role in developing good relationships with customers, stockholders, employees and suppliers. Also the companies want to avoid a payment for bad behavior as penalties, sanctions and loss of reputation; therefore they try to adjust themselves that there was no governmental intervention – which always results in more regulation, bureaucracy.

To clarify whether an issue is an ethics problem, ask yourself the following: Are my actions fair? Have I considered how my decision will affect others? Would I be comfortable reading about this decision in the newspaper? Is it legal? If you can't answer on these questions, you have some ethics problems!

FAMILY OR WORK? A MATTER OF PRIORITIES (СІМ'Я ЧИ РОБОТА? ПРОБЛЕМИ ПРІОРИТЕТНОСТІ)

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З появою нових технологій та прагнення кар'єрного росту поширюється проблема розмежування сімейного та корпоративного життя службовців компанії. З цього приводу видатні менеджери пропонують впровадження різноманітних соціальних програм, які допоможуть службовцям здійснити це розмежування.

In the past, the interests of labor and management frequently collided over these issues, with key workers in small companies often bowing to the needs of their employers. In the future, though, this likely will be reversed. Because of the complexity of modern life and changing interfamilial expectations, employees are finding an increasing variety of family-based reasons for being absent from work or requesting alternate schedules. It is equally important for employees to understand that a financially healthy company should care about its workers, but that financial health is based on the firm's ability to achieve quality productivity in every facet of its operation. At the same time that technology frees us to have greater flexibility and autonomy, work/family issues are in a time warp. When it comes to work/family balance, corporate cultures are largely inflexible. People don't believe they can take leave or use flex time without jeopardizing their careers. The work/family field is expanding. Today's work force requires synchronicity between home- and job-life. A changing work force means that organizations must help people manage their multiple responsibilities. Most often, large companies lead the way in developing work/family policies. Programs should exist for all ages and for people at all income brackets. If companies offer flexible work arrangements and family supports to help employees cope during difficult phases of their lives, people would take advantages of them. Flexibility gives people a sense of control and autonomy. Every segment of society must address the challenges of balancing work and family issues. Some experts say we need to evaluate not only the way people work but the amount of time people work. They agree that the work/family field remains fragmented. Everything - policies, programs, benefits, and communications training – should fit together. So we need:

- to train employees to work in new ways;
- to invest in the technology that allows people to work in different ways;
- to provide more basic support of people throughout their life transitions, regardless of their status of white- or blue-collar workers.