

# CORPORATE GOVERNANCE AND ITS RELATION TO BUSINESS

Neeraj Kumar Sharma

Assistant Professor, Department of Commerce

Raj Narayan Pandey PG College, Garapur, Allahabad, India

## Abstract

Corporate Governance and business has wiled the focus for the 21st century. Corporate governance is well- nigh the way power is exercised over corporate entities . Business will ensure that the way companies are governed upstanding dimensions and power is exercised over them. In other words, business values is inherently part of corporate governance . It is not an optional exercise in corporate citizenship . In today's environment stakeholders have upper expectations that companies should be run in vibrations with good corporate governance practices . As a practical matter, many companies recognize that to encourage positive behaviour and repeat business with their customers , they need to undertake their business in the right way. Companies therefore yank up their values, embed them with their employees , and monitor that they do business equal to them, knowing they will be held to worth if they do not. The values espoused include for example integrity , honesty and openness . However not all companies do this. The questions of what is the "right way to run a business" are inherent in all aspects within corporate governance which will include an upstanding focus. Corporate governance lies at the very heart of the way businesses are run. The extent to which business decisions reflect values and principles is a key to long term success. The vendible focuses on various dimensions and obligations and ultimately looks at variegated elements and stages in relationship to various practices . A focus of Friedman 's theory is moreover provided and ultimately the characteristics of the King Report on Corporate Governance is reflected and discussed .

**Index Terms : Corporate governance , Business**

## Introduction

Business values and standards lie precariously between the forces of the market on the one hand and on the other, the law. Business and government operate in numerous environments , including technological, legal, social, economic, and political dimensions . Business values deals with what is "right and wrong" in organisational decisions, behaviour practices and policies . Business values provides principles and guidelines that squire people in making informed choices that wastefulness economic interests and social responsibilities . Stuff worldly -wise to think of other stakeholders interests can largest inform the moral dimension of your own decision.

## Values, Standards , Laws and Beliefs

The first zone to consider is that of prescribed enforced law where values and standards are written into a legal system. Take, for instance, the behaviour of South African citizens and organisations in South Africa are governed in many ways by the laws of the country. Individuals and organisations must pay taxes, are forced by law not to take an unidentified value of funds out of the country and are required to buy car licenses . On the other hand is the zone of self-ruling nomination where no laws uncontrived the behaviour of individuals or organisations and where there is well- constructed self-rule of behaviour. An individual's nomination to buy a car, or an organisations visualization to requite a Christmas party for members of staff are examples of self-ruling choice. Between these extremes lies the zone of ethics.

In this zone no specific laws govern, yet there are unrepealable standards of conduct, based on shared principles and values well- nigh moral behaviour that guide the individual or organisation . In the zone of self-ruling

nomination the individual and organisation are subject only to themselves. By contrast, in the zone of prescribed law, peccancy is to enforceable laws. Also, for instance, breaking the speed limit to rush your wife (who's in labour) to hospital can be seen as upstanding and illegal [1,2].

Ethical beliefs yo - yo and transpiration as time passes , and as they do so, laws transpiration to reflect the waffly upstanding beliefs of society. Many governmental and regulatory laws and procedures are moreover changing . Since Enron and other corporate scandals , the Sarbanes - Oxley Act of 2002 and the revised 2004 Federal Sentencing Guidelines were created to inspect and constrain corporate executives from tawdry fraudulence on financial statements. Several federal agencies are moreover waffly or ignoring standards for corporations . The U.S Supplies and Drug Administration ( FDA ) for example, speeds the required market clearance time for new drugs sought by patients with life threatening diseases, but lags overdue in taking some unsafe drugs off the market. Uneven regulation of fraudulent and anticompetitive practices affects competition, shareholders and consumers.

Legal questions and issues stupefy all of these environmental dimensions and every stakeholder . Equal to Weiss [3], the questions that need to be asked are:

- “How much power should the government have to supervise laws to protect citizens and ensure business transactions are fair?

- Also, who protects the consumer in a self-ruling market system?”

The law prohibits theft , enforces contracts , sets limits to advertising , and reinforces many moral norms . Equating what is required for business with what is required by law became a user-friendly and easy norm to adopt. It makes well-spoken one's duty and limits what one had to consider. It provided a user-friendly rationale for ignoring moral demands and for living by myth of Amoral Business. However, the view fails to consider the relation law and morality.

- Many laws prohibit immoral practices i.e. socially harmful practices such as murder, stealing , and perjury . One can oppose that a law should be passed in order to eliminate such harmful acts in society. Flipside example is racial favoritism which was immoral surpassing it was made illegal. Also, child labour or sweet-shop conditions; although unethical can only be substantially eliminated when made illegal.

- Law is for the most part reactive for example; one reaction to scandals is to try to prevent similar future scandals from occurring by legislation. There is a definitive wait between the time that society discovers that unrepealable practices are harmful and the reaction time it takes for legislation to be drafted and passed in order to render these practices illegal.

- Not all laws are morally defensible such as laws requiring racial segregation and discrimination. To undergo by the law in practicing favoritism was, in fact, to act immorally . It is dangerous to equate law with what one is morally , as well as legally , required to do considering this denies the possibility of arguing , from a moral point of view, that either a law should be passed or a bad law repeated.

- Also, not everything that is immoral can be made illegal. Plane though it is immoral to lie, this does not midpoint that all lying should be made illegal. Such a law would not beunenforceable , nor would it be worth the time and effort to try to enforce it to any unconfined extent. It would be considered bad business as well as immoral if business people who requirement to be unseat by the law, lie whenever they felt like their shareholder, stakeholders , other business people or the like [1].

- Without a doubt a business cannot operate in a market place without stuff unauthentic by the push and pull forces of the market as well as the laws of that country, the relationship is mutually interlinked , one cannot operate without the other, a business can be at the mercy of both the law and the markets and can moreover be the net gainer from both the law and the markets and can moreover be the net gainer from both, if one fails then it is the responsibility of the business to ensure that some form of middle ground is attained in order to protract to operate ethically .

## **The Upstanding Issues Arising from Growing Globalisation of Business**

The growing globalisation of business has challenged businesses to prefer pearly labour standards to ensure that their products are not manufactured under substandard sweat shop conditions. Well known companies have

been criticized for tolerating wraithlike working conditions in their overseas factories , or those of their contractors .

Many of the upstanding issues and dilemmas in global business are the rationalization of the fact that political systems, law, economic development, and culture differ considerably from country to country. As a result, what is considered normal practice in one nation may be considered as unethical in others. Due to the fact that managers in a multinational firm work for an organisation that transcends national confines and cultures , they need to be particularly sensitive to these differences and be worldly -wise to make upstanding decisions in those conditions where variation wideness society creates the likelihood for upstanding problems. The most worldwide upstanding issues in a multinational corporation involves employment practices , human rights, environmental regulations , corruption, and the moral obligation of multinational corporations [1].

### **Employment Practices**

Many upstanding issues upspring due to employment practices in foreign countries as a result of junior work conditions in a host nation as opposed to those in the home nation. The conditions of trade are unfair to less ripened nations; the trade which has ripened is unquestionably detrimental to the minutiae of the less ripened countries and is in fact exploitation .

### **Human Rights**

Basic human rights are still not respected in many nations. Rights that we take for granted in ripened nations, such as self-rule of association, self-rule of speech, assembly, movement, political repression and so on are by no ways universally accepted. One of the most obvious examples was South Africa during the days of apartheid . Among other things, the apartheid system denied vital political rights to the majority non-white population of South Africa , mandated segregation between whites and non- whites , reserved unrepealable occupations exclusively for whites , and prohibited blacks from stuff placed in positions where they would manage whites . Flipside example is the human rights that child labour and sweat shop employees are denied [3].

### **Environmental Pollution**

The rise in upstanding issues is a result of the junior environmental regulations in host nations as compared to those in the home nation. Many ripened nations have substantial regulations governing the emission of pollutants , the dumping of toxic chemicals, the use of toxic materials in the workplace , and so on, which developing nations often lack. The question to consider here is: Is it moral or right to pollute and proceeds economic wholesomeness in a foreign country or ensure the trueness of standard environmental regulations and pollution tenancy by foreign subsidiaries [4]?

### **Corruption**

Corruption will unchangingly be a problem. There has unchangingly been and unchangingly will be untruthful government officials . Global businesses can proceeds economic advantages by making payments to those officials . In some cases, giving bribes might be the price that needs to be paid in order to do a greater good. Yes, self- indulgence is bad, and yes, it may harm a countries economic development, but yes, there are moreover cases where side payments to government officials can remove the bureaucratic barriers to investments that create jobs . This treatise is that once an individual starts lanugo the road of self- indulgence it may wilt very difficult if not untellable to stop hence strengthening the upstanding specimen for never engaging in corruption. Large corporations make deals with untruthful and dictatorial governments who have no interest in the good of their people but only in their own good. The governments conveniently prevent the minutiae of unions , do not enforce laws versus child labour or sweatshop conditions, and so on, and in return receive support from global corporations and the governments of ripened countries.



## Moral Obligation

Multinational corporations have power that comes from their tenancy over resources and their worthiness to move production from country to country. Although that power is constrained not only by laws and regulations, but moreover the willpower of the market and the competitive process, it is nevertheless substantial. Business people should consider the social consequences of economic department when making business decisions, and there should be a presumption in favour of decisions that have both good economic and social consequences. Multinationals that have longwinded their power for private and personal proceeds are immoral. In the specimen where they have undisputed a moral obligation to use their power to largest social welfare in communities where they do business is a good example [4].

## The measures businesses can take to ensure pearly labour standards

Multinational companies outsource unrepealable aspects of the company's operations in order to proceeds economic wholesomeness by manufacturing or concentrating all or parts of its product abroad. For example China has a significant labour wholesomeness in that the country is worldly -wise to pay increasingly people less money to produce a larger number of goods, thus reducing overheads, which in turn significantly reduce the overall production forfeit per unit, permitting larger companies, to goody significantly by increasing their profit margins. The major tuition versus multinationals is not that outsourcing is unethical but rather that many multinationals engage in unethical practices when they operate in less ripened countries [1].

Slavery is of undertow immoral. Victims of child labour are often paid nothing or are charged increasingly for their room and workbench than they earn, making them bonded servants working long hours in extremely poor conditions. They are in effect slaves. Considering child labour is of many kinds, ranging from slave labour to children brought to work by their mothers to help them, some distinctions are appropriate. Children that are employed full-time and that are deprived of plane vital education, condemning them to impoverished lives, are very poorly paid and forced to work in unsafe conditions or at work that is rabble - rousing to their health are referred to as "child labour". Child labour is a serious issue and employing child labour is unethical. But in dealing with the problem it is important to note that the problem existed in those countries in which it is found surpassing multinationals arrived there [1].

In order to gainsay this problem, large companies should use the resources they have to investigate those with whom they do business. They can inspect the factories or plants. They can set standards that their contractors have to meet in order to protract their contracts. If multinational wishes to use a supplier that uses child labour, one tideway would be for the multinational to insist that the children are fired surpassing any contract is signed. However, multinationals need to ensure that such children do not suffer in order that the visitor can requirement wipe hands with respect to child labour. Some companies have set up schools at the factory for the children of woman workers who traditionally take their young children to work with them; others pay the parents the equivalent of what the children would be paid in wing to their own wages, if the children are sent to school, and still others have established training programmes for the children.

In 1997, the U.S. government placed a ban on the importation of goods made by child labour bondage. As a result increasingly manufacturers started placing labels on their goods, expressly their rugs, indicating that they have not been made by child labour. Whether such labels can be trusted is debated, but nevertheless importers are making special efforts to verify how the goods they sell were made. Part of the solution to child labour is the suppuration of poverty that drives it in less ripened countries. One of the weightier ways to eliminate poverty is through the education of the children who will be trained to do the kind of work required in ripened countries [1].

The problem of sweatshops is in many ways comparable to that of child labour. Both are often found in the same poor, developing countries. "Sweatshops" is a term that is widely used to include a variety of poor working conditions. Typically sweatshops are old buildings, with poor or little ventilation, poor sanitation facilities, and unsafe, unhealthy and crowded working conditions. They pay very low wages for long hours of work and the workers have no rights within them. They receive no benefits, and are often subject to physical

and verbal vituperate and sexual harassment or worse. Sweatshops, however defined, violate the human rights of workers, and hence it is immoral for anyone to run one.

As in the specimen of child labour, the multinationals have the money and power to inspect the suppliers they use and to insist that there be unscratched working conditions and unobjectionable ventilation, that the workers be paid a decent wage, and so on. In wing to this it is essential that part of the workers and of the unstipulated population in the countries concerned be conscious of their human rights. Government intervention will be required in order to pass and enforce towardly legislation. Flipside substantial requirement for sweat shop workers is the minutiae of labour unions that will fight for their rights and for improved working conditions.

As in the specimen of Nike, by publicizing audits of their factories regarding possible sweatshop conditions, including labour and human rights violations led them to establish and winning minimum level of conditions and bounty for their workers ensuring them of a decent living wage, protection of their rights, and the respect and nobility they deserve as human beings [3].

As in the example whilom of apartheid in South Africa, many state pension funds signaled they would no longer hold stock in companies that did business in South Africa, which helped to persuade several companies to divest their South African operations. These disinvestments, coupled with the imposition of economic sanctions from the U.S. and other governments, unsalaried to the zealotry of white minority rule and apartheid in South Africa and the introduction of the democratic elections in 1994. Thus, raising an upstanding stance was argued to have helped modernize human rights in South Africa.

It has been wonted that globalisation is an unavoidable process and will progress forever; however, all businesses should obey to legal and upstanding rules and regulations.

**According to Yucel et al. [5], International business values problems can be solved in five guidelines :**

- “Do not uncontrived intentional harm.
- Produce increasingly good than harm for the host country.
- Respect the rights of employees and of all others unauthentic by ones department or policies .
- To the extent resulting with upstanding norms, respect the local culture and work with and not versus it.
- Multinationals should pay their pearly share of taxes and cooperate with the local governments in developing equitable laws and other preliminaries institutions .”

The Universal Declaration of Human Rights is an important norm which has been ratified by scrutinizingly every country and lays lanugo vital principles that should unchangingly be adhered to irrespective of the culture in which one is doing business. For instance, vendible 23 of this declaration states that:

- “Everyone has the right to work, to self-ruling nomination of employment, to just and favourable conditions of work, and to protection versus employment.
- Everyone without any discrimination, has the right to equal pay for equal work.
- Everyone who works has the right to just and favourable remuneration ensuring for himself and his family and existence worthy of human nobility and supplemented, if necessary by other ways of social protection.
- Everyone has the right to form and to join trade unions for the protection of his interests” [6].

Teleological Reasoning and Deontological Response of Marketers to criticisms of marketing

The response of marketers to criticisms of marketing employs teleological reasoning. Marketers moreover have a deontological response to their critics. Teleological Reasoning- moreover referred to as consequentialism, claims that department are to be judged by their consequences. Equal to this view, department are not good or bad in themselves. Department take on increasingly value only when considered in conjunction with the effects that follow upon them. Behaviour is then upstanding if it produces a greater wastefulness of good over evil than any misogynist alternative.

Deontological Response- moreover referred to as non- consequentialism, holds firm that the right thing must unchangingly be done, plane if doing the wrong thing would do the most good for the most people. This

tideway is based on universal principles , such as justice, rights, fairness , honesty , and respect. Deontologists maintain that department are morally right or wrong self- sustaining of their consequences [1,3].

## **Ethics and Marketing with Particular Reference to**

### **Advertising**

The purpose of razzmatazz is to inform customers well- nigh products and services and to persuade them to purchase them. Deceptive razzmatazz is versus the law. A corporation's upstanding responsibility in razzmatazz is to inform and persuade consumer stakeholders in ways that are not deceitful . This does not unchangingly happen, as the tobacco, diet, and supplies industries, for example, have shown. There are upstanding issues embedded in the practice of advertising . These upstanding issues upspring whenever corporations target ads in manipulative , untruthful , subliminal , and coercive ways to vulnerable buyers such as children and minorities . This spiel (legal) is based on the assumptions that razzmatazz is worthwhile from an economic and social perspective; and that marketers have the right to persuade. On the other hand, there are upstanding issues involving the essence of advertising , their righteousness socially and economically , and their potentially harmful effects on individuals and on society at large. This spiel (moral) makes the stardom between “having a right” and “the right thing to do.” It is not based on the theorizing that persuasion is a right that necessarily should be exercised by advertises . The Federal Trade Commission ( FTC ) Act prohibits unfair or deceptive razzmatazz in any medium.

### **Product obsolescence**

Product obsolescence occurs when an existing product becomes out of stage as a result of the introduction of a new or improved product or individuals preferential changes. Upstanding issues raised well- nigh products often concerns the quality of products and services provided. Products that are of poor quality, that are unsafe, that do not perform well, that do not contain what is promoted , that unhook little benefit, or that go out of style or wilt obsolete surpassing they unquestionably need replacing . Frequent changes in product features or performance, such as those that often occur in the computer industry, make previous models of products obsolete . Producers which transpiration consumer concepts of winning styles (clothing and fashion) are those intentionally holding when lulu or wide functional features , and introducing them later to make the old model obsolete [7].

#### **Marketing research**

Marketing research aids management's understanding of customers , competitors , and the company's marketing activities . It is a vital component of the marketing information system and thereby, marketing visualization making. Much of the sustentation given to the values of marketing research has been prompted by the self-interest concerns of the industry. In particular, there has been the realization that consumer goodwill is vital for most market research; unethical practice lessens the likelihood of consumer cooperation in an worriedness that seldom yields any uncontrived goody to the individual respondent .

Accordingly codes of self- mastery have been ripened and efforts made to “ professionalise ” marketing research. Consumers , however, may view organizations efforts to gather data from them as invading their privacy. They are resistant to requite out personal information that might rationalization them to wilt a marketing target or to receive product sales information. The exaggeration of data to make a selling point, or research questions that are written to obtain a specific result mislead consumers , this is immoral and unethical . Also, the importance of maintaining a consumer's information in a private and confidential manner is extremely crucial in relation to marketing research and ethics. Without self- imposed upstanding standards in the research process, management will likely make decisions on inaccurate information [7].

#### **Marketing to children**

Concern regarding children's television razzmatazz has been the focus of consumer activism since the early 1970's. The four primary concerns :



- “That children were stuff exposed to razzmatazz for products (e.g. heavily sugared cereals ) that could be harmful to them if misused .
- That unrepealable television techniques (e.g. program hosts selling products ) may be deceptive to children lacking the skills to evaluate them properly.
- That razzmatazz to children is de facto bad in that it exploits their vulnerabilities (e.g. naïve conceptions of time and money).
- That long-term cumulative exposure to television razzmatazz may stupefy adversely the minutiae of children’s values, attitudes , and behaviours” [7].

Critics oppose that children lack the conceptual skills required for making consumer decisions. Through commercial messages , advertisers struggle to persuade young children to want and, ultimately, to request their products . Although current voluntary guidelines prohibit advertisers from explicitly instructing children to request that their parents buy advertised products , child- oriented razzmatazz is designed to induce favourable attitudes that result in such requests. Child- oriented advertisements utilize themes and techniques that request particularly to children: animation , clowns , magic, fantasy effects, superheroes , and special musical themes . Usually, they involve such products as cereals , sweets, and toys . The hair-trigger point is to understand child-directed advertising ; however, it is not simply the product, the particular themes and techniques employed , or the sonnet of the regulars viewing the ad, but whether the forerunner intends to sell to or through children.

Researchers have pointed to such harms as parent-child conflicts over refusals to buy requested products , children’s unhappiness and wrongness when their parents deny their product requests, children’s thwarting when advertising - induced expectations are unmet , and unhappiness resulting from children’s exposure to commercials portraying lifestyles increasingly well-off than their own [3].

## **Pricing**

### **Ethical issues that upspring in pricing include:**

- Anticompetitive pricing which is a result of the mismatch between pricing decisions and antitrust law and include price-fixing and other price conspiracies , predatory pricing, and discriminatory pricing.
- Fairness in consumer pricing, focuses on the effects of pricing deportment on the end consumer and include potentially misleading pricing tactics that influence the consumer’s worthiness to understand and compare prices, as well as unit pricing, which is meant to facilitate price comparisons.

Antitrust law in pricing aims in protecting “fair competition,” and, in particular, protecting the small businessperson from stuff “run out of business” by larger competitors i.e. predatory pricing and discriminatory pricing and to protect buyers from stuff treated unfairly by sellers conspiring to fix prices. Deceptive pricing practices rationalization customers to believe that the price they pay for some unit of value in a product or service is lower than it really is. The charade might take the form of making false price comparisons, providing misleading suggested selling pricing, omitting important conditions of the sale, or making very low price offers misogynist only when other items are purchased as well [7].

According to Milton Friedman , the sole responsibility of management is to maximise profits for the shareholders within the law. Friedman believes that very little needs to be washed-up in order for a business to unstrap social problems and fulfill their obligations to society. Friedman explains that “there is one and only one social responsibility of business- to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in unshut and self-ruling competition, without charade or fraud”. Friedman ’s statements are technically correct; however there remains some room for treatise in both directions.

It is not entirely wrong to say that a business’ goal is to make a profit, whilst operating within the confines of the law; however it is most definitely their sole goal.

### **Arguments in Favour of Friedman ’s Theory**

The business must operate within the legal ambits of the country of its adoption, this ways that a business must comply with regulations and ensure that all employees are thus taken superintendency of and that there is no exploitation and vituperate of these services .

The business must exist to make a profit, else what is the point of doing business, a business when born is born completely out of this need, considering someone somewhere is seeking to largest modernize their lives by stuff their own boss, whilst providing a service or product that will meet and surpass all expectation so that a healthy and sustainable profit can be reached.

By remaining within the law and conducting business that is both pearly and lawful Friedman articulates virtually the fact that a business be worldly -wise to conform and manipulate their business dealings to within the requirements of the law, thus ensuring that all dealings and agreements are not only mutually salubrious but socially relevant when it comes to a business's shareholders , in other words there must be a bilateral "pay-off" that can justify why this business is running.

If a business is forced to conform and play the game equal to the rules, then it is often wonted that their profits may increase, which shows no reason to be doubted, this is good business sense and management.

By operating within the legal framework created and ensuring that healthy marrow lines are attained , a business is not expected to engage itself in collusive , corruptive or anti-competitive behaviour at any level within its own framework, therefore making the primary position quite strong that a business must seek as its sole goal, maximum profits.

Social responsibility should not be an issue that a business must comply with, as they are not operating within the law, only from a legal perspective. A business pays heavy taxes and moreover boosts employment in a country which is a government suburbanite to growth. Their impact is large and undoubted and it should in all fairness be the government of that country that must ensure that their people are well taken superintendency off in the social and welfare speciality as they are the uncontrived benefactors of a businesses unfurled success, a business cannot declare its profits without first taking into worth taxes, levies , and other government related operational forfeit [1,8].

#### **Arguments versus Friedman 's Theory**

If a business is made to believe that their sole responsibility is to attain maximum profits, while operating within the legal framework, then many doors are left wide unshut for exploitation - for example: China and many other developing nations do not have laws in place banning the use of child labour, the laws that are in place are very loosely regulated and should a business decide to use this cheaper labour option to make maximum profits, whilst still operating within the law, how does this truly reflect on the business entity , considering technically they are not breaking the law.

The treatise can then be remoter wrenched lanugo into a matter of social relevance and social responsibility, how can a business run its engine with a large staff compliment , whilst not concerning itself with the environment in which it operates . Many businesses expressly in developing nations have plundered ( legally ) the natural resources of the country in which they operate. They have managed to make a profit out of the land solely considering they possess the skills necessary to do this, however their reach must not and cannot stop here, a business irrespective of size and type must be held socially subject to a unrepealable extent for how it goes well- nigh doing this in relation to social relevance and environmental awareness .

No business can simply operate under the knowledge that all they are here to do is derive a profit, when you operate anywhere on our planet. You are socially responsible for the people who work there and the environment virtually you, a business cannot simply dump waste products as long as they are doing so legally and neglect all without superintendency responsibility here, for example if a business is granted a unrepealable value of waste disposal per day, as part of the output from its operations that fall within the legal limits, then it would be pearly to say that their responsibility ends there, however surely a business can then be accused of exploiting the laws of that country, as they have made no struggle to well-spoken their waste in an environmentally friendly way, does this not then wilt their humane and good responsibility to conclude this by safely and hygienically disposing of their waste products , considering sooner this waste will pollute air and waterways that filter and mix with the air and waterways of flipside country, surely this then ways that a business is not simply operating within the law of its own country but moreover indirectly breaking the law of other countries where waste management's may be run on a totally variegated scale.



The treatise versus Friedman can moreover proffer to the fact that a business must be socially involved in empowering and bettering the lives of the people in the polity in which it operates, it should be a law really that a business that is deriving profits from the use of resources and services in a particular country must then moreover ensure that they remain socially apt at leaving a lasting legacy/ footprint of their time here, by training and towers their people to make increasingly from their lives, through skills minutiae and solid resource management [4,8].

### **Discrimination in the Workplace**

Unfair favoritism is specified as “unfair treatment or withholding of normal privileges to persons considering of race, age, sex, nationality, religion or disability. Individuals are hired based upon their qualifications, and people are compensated on the understructure of their relative contributions to the organization. Unfair favoritism occurs when one individual or matriculation is favoured over flipside on the understructure of non-relevant criterion.

Recruiting procedures that are unjust toward unrepealable groups and that do not openly ventilate to minority groups are discriminatory. Screening practices that exclude unrepealable groups and that are use unjust test or qualifications are discriminatory. Promotion procedures that have “glass ceilings” (ie. invisible discriminatory barriers to advancement) for woman and minority groups are discriminatory. Terminating employees on the understructure of sex, age, race or national origin is discriminatory [9].

### **Gender**

Women are flipside group versus whom favoritism in employment has been practiced. During the 19th century and the early part of the 20th century, the man in a household was considered the throne of the family and the breadwinner. Men were paid increasingly than women for the same work considering it was unsupportable that men had to support their families whereas women either had to support only themselves or had to contribute to the support of a family in which the man once worked. The typecasting of pay was based on a combination of both work and need, a yardstick that many people in former times considered appropriate. It can be seen that women who were underpaid for their work were unquestionably stuff discriminated against.

As women joined the workforce in greater numbers, as divorce increased, as increasingly women became heads of households, a movement gradually worked and women demanded equal pay for equal work, equal opportunity for women, and end to favoritism versus women. Old habits die hard, however, and much discrimination, often in subtle forms, continues till present day. Its historical roots are nonetheless important to remember. Tischler [10] says that today’s women are equal to their male counterparts in education, experience, and skills, but women are not as competitive as men, this can be seen as a discriminatory, sexist presumption.

### **Disabilities**

A key rencontre for managers is to promote an environment in which employees needing walk-up finger well-appointed disclosing their needs and, at the same time, to ensure that the accommodations not only enable those with disabilities to powerfully perform their jobs but moreover are perceived to be pearly by those not disabled. Hiring and main streaming qualified disabled workers is increasing in importance considering of the combined effects of the shrinkage and white-haired of the work force. Disabilities are categorized as permanent (for example, physical disabilities), temporary (such as resulting from injury or stress), and progressive (e.g. AIDS, swig and drug addiction, and cancer). It is interesting to note that everybody is just one car wreck away, a diagnosis away, a progressive condition yonder from joining the ranks of the disabled [3].

### **Age**

The white-haired of the population suggests managers need to be vigilant that employees are not discriminated versus considering of age. Moreover, managers need to ensure that the policies and procedures they have in place treat all workers fairly, regardless of their ages. Companies can respond to white-haired and younger employees with fairness by implementing programs to unbend skill training and monitoring. “Reverse mentoring” is occurring in some companies, in which younger, increasingly technically savvy employees work only a few months and then decide they don’t want to work their way up the corporate ladder, while older workers possess unique skills and values that make hiring them a simple matter of rethinking the financing of

upper turnover in a increasingly youthful workforce versus the benefits of wits and mature standards that older workers bring to the mix [1].

Because workers have the right to equal treatment, favoritism on the understructure of non-job-related characteristics when hiring , firing or promoting people is immoral . Companies that discriminate versus individuals are not getting the weightier people possible. To that extent they suffer some harm and wits no benefit. Laws vacated cannot guarantee or equalize employment opportunities , fairness , and justice to members of groups that have been discriminated against. Some salubrious structures must be built that requite at least some bounty for those still suffering from the effects of discrimination.

- In an struggle to transpiration existing conditions, the government has mandated equal employment opportunity for all. Although this is morally proper, some requirement it is not enough.
- Affirmative whoopee can be taken to ensure that members of those groups previously discriminated versus are not remoter ignored by the system.
- Preferential hiring can arguably be implemented to unzip affirmative - whoopee goals without involving reverse favoritism [1].

### **The Relationship between Business Values and Corporate Governance**

Business values and corporate governance are key factors that influence investment decisions and determine wanted outflows globally . This is in part a result of scandals in ripened and developing countries. Good governance is based on moral standards , in an essence corporate governance has an upstanding nature in that its primary intention is to take superintendency of the interests of its stakeholders and shareholders . Corporate governance requires the directors of an organization to have upstanding judgment in implementing moral objectives that in turn protect the company's reputation. Directors need to provide honest reliable information to its shareholders and stockholders that requite a true reflection of what is happening in the organization if requested.

Ethics and upstanding business culture are the heart of the corporate governance framework; however, the two are approached somewhat differently. Corporate governance is well- nigh implementation the cadre values of transparency , responsibility, fairness and peccancy which in turn are moreover key concerns of business ethics, which shows how the two can be seen as directly related. On the other hand, the corporate governance speciality deals with setting up structures through which these values are attained , while values is both a guide for behaviour and a moral set of principles . While a good values system includes the cadre values of responsibility, transperance , fairness , and accountability , it goes into many other dimensions as well. The importance of the tropical link between corporate governance and values ensure that organizations are well-managed and successful [11].

### **The characteristics of Corporate Governance**

In order for workbench members to powerfully tenancy and uncontrived the wires of the business, they first need to make unrepealable that the interest of all shareholders and stakeholders of the visitor are taken superintendency of.

These are the foible of corporate governance :

#### **Discipline**

Corporate willpower refers to the trueness by senior management to internationally recognized , and wonted upstanding behaviour practices . This in turn reflects a company's knowledge, sensation and transferral of senior managers to the fundamental principles of governance .

#### **Transparency**

The workbench of a visitor should unroll necessary information in an accurate, honest and reliable manner, enabling its stakeholders and outsiders to make a meaningful wringer of the company's economic fundamentals , actions , and non-financial aspects , which in turn reflects whether or not the individuals concerned obtain a true picture of what is happening inside the company.

#### **Independence**

In order to eliminate potential conflicts of interest that may exist in a company, policies and procedures need to be implemented . These policies and procedures can range from the appointing of workbench members and

committee members to outside parties , e.g. auditors , however, these policies and procedures still need to be upstanding and objective, and not indulge for unjust influences .

### **Accountability**

The workbench of a visitor needs to be subject for the decisions they make and the department they take on specific issues. Individuals or groups in a company, who make decisions and take department on specific issues, they need to be worldly -wise to explain to their stakeholders why these specific decisions were made if they are asked to do so.

### **Responsibility**

The workbench of a visitor should be held responsible for unethical behaviour and mismanagement of the organization. The workbench needs to be responsible to implement policies and procedures that will set the visitor on the right path.

### **Fairness**

The workbench need respect and uncloze the rights and interests of its stakeholders . Regardless of how many shares an individual in the visitor may have, all shareholders interests must receive equal consideration.

### **Social responsibility**

The workbench need ensure that upstanding standards are met in order for the visitor to be well- managed and successful. They need to rake human rights, corruption, environmental factors and other issues into consideration which in the long-run benefits the company's corporate reputation [2,8].

### **Conclusion**

Interest in corporate governance and business values seems to be at an all-time high. The subject of business values has grown significantly , with interest focusing on corporate citizenship , companies' social responsibilities , and their relations with stakeholders . Increasingly recently, untried credentials and sustainability have been widow to the agenda. But business values is not just well- nigh corporate citizenship : business values are vital to running successful business. With moral dilemmas in business it is often not a matter of right or wrong, but what's weightier for all concerned, both in the visitor and among all those unauthentic by its actions . Management has to recognise issues and make choices . This is a function of corporate governance , which needs to be built on the thrump -cap of business ethics. It seems likely that future codes of corporate governance will find their foundations in values [12,13].

### **References**

1. De George RT (2006) Business Ethics. New Jersey, Pearson Prentice Hall.
2. Rossouw D, Van Vuuren L (2004) Business Ethics. Cape Town, Oxford University Press of South Africa.
3. Weiss JW (2006) Business Ethics: A stakeholder and Issues Management Approach. Australia, Thompson.
4. Hill CWL (2007) International Business: Competing in the Global Marketplace. New York, McGraw Hill.
5. Yucel RH, Elibol, Dagdelen O (2009) "Globalization and International Marketing Ethics Problems." Int ResJ of Financ and Econ 26: 93-104.
6. Regent Business School (2008) Business Ethics and Corporate Governance. Durban.
7. Smith NC, Quelch JA (1993) Ethics in Marketing. Boston, Irwin Incorporated.
8. Brown MT (2005) Corporate Integrity- Rethinking Organizational Ethics and Leadership. New York, Cambridge.
9. Fritzche DC (2005) Business Ethics- A Global and Managerial Perspective. New York, McGraw Hill.
10. Tischler L (2008) Where are the woman? Not in the Corner Office, plane without all these years. Not now. Maybe not overly So what happened? Business Ethics 08/09. New York, McGraw Hill.
11. Sullivan JD (2006) Business Ethics: The Essential Component of Corporate Governance. Economic Reform Feature Service. Washington DC, Centre for International Private Enterprise.



12. Bastien S (2008) Hiring Older Workers: Unique Skills, values come through the wits of age. Business Ethics 08/09. New York, McGraw Hill.
13. Jones GR, George JM (2008) Contemporary Management. New York, McGraw Hill.

