

## **A STUDY ON ORGANIZATION ETHICS WITH REFERENCE TO RENAULT NISSAN AUTOMOTIVE INDIA PRAVITE LIMITED**

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**ABSTRACT** - Organizational ethics refers to the principles and standards guiding behavior within a business or institution. It encompasses values such as integrity, accountability, this study was implemented the simple random sampling of 150 employee's statistics tools such as correction, regression, chi-square and ANOVA the organizational culture and decision-making processes. Ethical practices within organizations promote trust among stakeholders, support compliance with laws and regulations, and contribute to long-term sustainability. This abstract explores the importance of ethical frameworks, the role of leadership in fostering ethical behavior, and the impact of ethics on organizational performance. As global scrutiny and stakeholder expectations rise, the integration of ethics into core business strategies has become essential for maintaining reputation and achieving success

### **INTRODUCION:**

Organizational ethics are important because they embody the values that are most important to an organization and enable all other stakeholders to understand what those values are and what to expect when dealing with that organization.

Research has shown that organizations with a very clear ethical ethos lead to employees making better quality decisions with the subsequent consequence of improved employee morale and increased productivity.

Ethics in organization as become very important in the last three decades, and most of the world's prestigious universities, especially in the faculties of economics and business, try to teach the ethical aspects of trade, business and production to those who will be in charge of enterprises and companies in the future.

Some marketing associations, chambers of commerce, business development organizations and institutions that consider the promotion of business culture as one of their duties or legally and have a responsibility in this field, have developed the rules and published guidelines on business ethics or tips that marketers, manufacturing units, and industry

business and trade in general should follow in their economic activities.

Organizations that are inclined in performing according to ethical standards, Morals and values, have recognized the importance and significance that ethical procedures and Policies are communicated and practiced throughout the entire organization, while at the same time Becoming a priority for the administration of the organization

### **REVIEW OF LITERATURE:**

**Roy, A., (2024).**

A review and agenda for future research. The suggests using validated measures and a wider range of theories. Longitudinal studies are recommended. Group-level data are recommended as well. It explores research possibilities in new organizational forms. Work organization and technology in ethical decision-making are also considered. The review highlights opportunities for empirical extension. Integrating alternative theoretical perspectives could enhance understanding of ethical culture Development and transmission are discussed.

**Ahmed, R. R. (2023).**

This study investigates the impact of business ethics including HR management ethics, corporate governance ethics and sales and marketing ethics on organizational performance. The research collected data from 474 respondents in South Asian countries. Results show ethics in corporate governance. HR management ethics and sales and marketing ethics positively affect business ethics. This leads to improved organizational performance. Human capital structural capital and relational capital also play significant role. Their relationship between these variables and performance is evident. Technological change also moderates the relationship between business ethics and performance in high-tech industry. The study provides theoretical and managerial implications for researchers. Practitioners can also benefit from these findings.

**Onuoha ,E.O. (2023).**

The Federal Republic of Nigeria invests heavily in human resources to achieve educational goals. Work ethics govern employees' performance. They are crucial aspect of organization's code of conduct. Good work ethics fuel individual needs and goals. They promote economic efficiency. This fosters correlation and career growth. Positive work ethics especially in business, build confidence in clients and consumers. They also discourage cutting corners for profit. Staff who emphasize positive work ethics must be absolute in maintaining environment for it to thrive. Good ethical culture in organization provides direction and guidance. It helps build united harmonious and ethical employees. Performance management is often linked with other organizational work ethics.

**Gaur, N. (2023).**

The study aims to assess role of ethics in affecting knowledge sharing in Indian IT organizations. A self-developed questionnaire was used to address employees in IT sector India. The results revealed that PRIMES model has a direct impact on knowledge creation culture. The model also influences knowledge-sharing culture. Additionally, it affects knowledge storage. Knowledge application culture is likewise influenced. Ethical issues negatively impact these constructs. Personality traits and other constructs of PRIMES model cannot be controlled by organizations. However ethical issues can be curbed to enhance knowledge sharing culture.

To promote culture for knowledge creation organizations should provide motivation. They should also offer rewards for creativity. Facilitate seamless communication between top middle and lower hierarchies. Conduct brainstorming sessions. Empower employees to share knowledge and whistle blowing. Top management should have tolerance for honest mistakes.

**NEED OF STUDY**

This study aims to explore the effectiveness of implementing Professional Conduct and a code of ethics among employees in various industries. By investigating how well employees understand and adhere to these standards, the research seeks to identify potential gaps in implementation and strategies for improvement. Through surveys, interviews, and data analysis, the study will assess employees' perceptions, behaviors, and attitudes towards Professional Conduct and ethical guidelines. The findings will provide valuable insights for organizations to enhance their training programs, communication strategies, and enforcement mechanisms, ultimately fostering a culture of professionalism and ethical conduct in the workplace.

**OBJECTIVES OF STUDY****PRIMARY OBJECTIVE**

- A Study On Organization Ethics with Reference to Renault Nissan Automotive India Private Limited

**SECONDARY OBJECTIVES**

- To understand how the ethics are implemented in an organization
- To study how the employee are following the ethics of an organization
- To examine the role of senior leadership in promoting and prioritizing ethical behavior over profitability.
- To recommend strategies to enhance ethical awareness and the support of ethical practices in daily operations
- To evaluate employees' confidence in the organization's commitment to enforcing its code of ethics.

The project was carried out by gathering both the main and additional information. The information that already existed was gathered first. We collected information from different Sources like journals, brochures, policy files, and the internet. The project was done using the data we collected.

This study is descriptive because it aims to find new relationships and understandings. Research design can be changed to look at different parts of the problem being studied.

**Research Design:**

The research design shows what kind of research method was used to gather information for the study. Both descriptive and analytical research designs have been used for the study. The main goal of using descriptive research is to explain how things are right now. This mostly involves asking people questions and finding out information in various ways. Descriptive research I form of research that is used to explain the qualities or traits of a group of people. It collects information to answer different types of questions about a specific group of people, such as what, when, and how things happen to them. Analytical research is being used to analyze facts and information for the research project.

Research Instrument The structured questionnaire is used as the research instrument for the study.

**Questionnaire Design**

The survey for the research study has a set of questions that are already decided before the survey takes place.

**The Tools Used To Measure Or Judge Something Are Listed: -**

- A Likert 5-point scale is a rating system where people can choose from five options to express their level of agreement or disagreement with a statement. The options are: strongly agree, agree, neutral, disagree, and strongly disagree.
- Category scale is a way of organizing and measuring multiple items based on their similarities and differences.

**Sampling Design:**

A sample design is a clear and definite plan for how to get a small group of things from a larger group of things. This is how the researcher chooses items for the sample.

**Sampling Size:**

Sample size refers to the number of participants or observations included in a study. Sample size 150 and population size is 750.

**Sampling Technique:**

Simple random sampling method has been adopted for the study.

**Data Collection:**

Sources and methods

**Primary Data:** Primary data has been collected by the following methods

- Questionnaire

**Secondary Data:** Secondary data has been collected by the following methods

- Websites
- Journal
- Research papers

**STATISTICAL TOOLS: SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCE)**

The purpose of the mean in statistical tools for research is to provide a measure of central tendency. It allows researchers to summarize and understand the average value of a set of data points. The most well-known Statistical tools are the mean, the arithmetical average of numbers, median and mode, Range, dispersion, standard deviation, inter quartile range, coefficient of variation.

The following statistical tools were used in this study.

Percentage  
Correlation  
Regression  
Chi-square  
One-way ANOVA

**Percentage:**

Percentage is a statistical tool used to express relative amounts of increase or decrease in a standardized ratio comparison. It is commonly used in various fields such as education, scientific research, and measurement instruments.

Percentage = Actual number of respondents / Total number of respondents' x 100%

**Correlation:**

A correlation is a statistical measure of the relationship between two variables. The measure is best used in variables that demonstrate a linear relationship between each other. The correlation coefficient is a value that indicates the strength of the relationship between variables. The coefficient can take any values from -1 to 1. The correlation coefficient that indicates the strength of the relationship between two variables can be found using the following Formula

$$r_{xy} = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}}$$

Where,

$r_{xy}$  – the correlation coefficient of the linear relationship between the variables x and y

$x_i$  – the values of the x-variable in a sample

$\bar{x}$  – the mean of the values of the x-variable

$y_i$  – the values of the y-variable in a sample

$\bar{y}$  – the mean of the values of the y-variable

**Regression:**

$$Y = a + bX$$

$$b = \frac{N \sum XY - (\sum X)(\sum Y)}{N \sum X^2 - (\sum X)^2} \quad a = \frac{\sum Y - b \sum X}{N}$$

Regression is a statistical technique that relates a dependent variable to one or more independent variables. A regression model is able to show whether changes observed in the dependent variable are associated with changes in one or more of the independent variables.

Where,

N= number of observations, or years

X= a year index (decade)

Y = population size for given census years

#### Chi-Square:

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Formula For Chi-Square Test

$\chi^2$  chi squared 2 X

$O_i$  = observed value

$E_i$  = expected value

#### One-way ANOVA

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test.

This test is also known as:

One-Factor ANOVA

One-Way Analysis of Variance

Between Subjects ANOVA

The variables used in this test are known as:

Dependent variable

Independent variable (also known as the grouping variable, or factor)

This variable divides cases into two or more mutually exclusive levels, or group

#### CORRELATION RELATIONSHIP BETWEEN THE PERCEPTION OF THE ORGANIZATION OVEREMPHASIZING PROFITABILITY AND EMPLOYEES BELIEF THAT ETHICAL BEHAVIOR IS REWARDED

##### Null Hypothesis (H0):

There is no significant inter relationship between the perception of the organization overemphasizing profitability and employee's belief that ethical behavior is rewarded.

##### Alternative Hypothesis (H1):

There is a significant inter relationship between the perception of the organization overemphasizing profitability and employee's belief that ethical behavior is rewarded.

#### STATISTICAL TEST

Correlation was used in the above hypothesis

Correlations			
		Perception of the organization overemphasizing profitability	Employees belief that ethical behavior is rewarded
Do you feel that your organization over profitability	Pearson Correlation	1	.424**
	Sig. (2-tailed)		<.001
	N	150	150
Do you believe that ethical behavior is rewarded in your organization?	Pearson Correlation	.424**	1
	Sig. (2-tailed)	<.001	
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

#### INTERPRETATION:

From the above table it is observed that there is positive correlation between perception of the organization overemphasizing profitability and employee's belief that ethical behavior is rewarded hence null hypothesis is rejected and alternative hypothesis is accepted.

#### RESULT:

There is a significant inter relationship between the perception of the organization overemphasizing profitability and employee's belief that ethical behavior is rewarded.

#### REGRESSION BETWEEN THE ORGANISATION ETHICAL STANDARDS ARE CLEARLY COMMUNICATED AND THEIR PERCEPTION OF THE ORGANIZATION'S OPENNESS TO FEEDBACK ON ETHICAL PRACTICES

##### Null hypothesis (H0):

There is no significant relationship between the organization ethical standards are clearly communicated and their perception of the organization's openness to feedback on ethical practices

##### Alternative hypothesis (H1):

There is a significant relationship between the organization ethical standards are clearly communicated and their perception of the organization's openness to feedback on ethical practices

#### STATISTICAL TEST

Regression was used in the above hypothesis

##### Variables Entered/ Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	FEEDBACKONETHICALPRACTICESOFTHESRESPONDENTS <sup>a</sup>		Enter

- All requested variables entered.
- Dependent Variable  
ORGANISATIONETHICALSTANDARDSARECLEARLYCOMMUNICATEDOFTHEARESPONDETS

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted	Std. Error
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	R		R Square	of the Estimate
1	.144 <sup>a</sup>	.021	.014	1.27208

- Predictors: (Constant),  
FEEDBACKONETHICALPRACTICESOFTHESRESPONDENTS
- Dependent Variable:  
ORGANISATIONETHICALSTANDARDSARECLEARLYCOMMUNICATEDOFTHEARESPONDETS

##### ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.103	1	5.103	3.153	.078 <sup>a</sup>
	Residual	239.491	148	1.618		
	Total	244.593	149			

- Predictors:(Constant),  
FEEDBACKONETHICALPRACTICESOFTHESRESPONDENTS
- Dependent Variable:  
ORGANISATIONETHICALSTANDARDSARECLEARLYCOMMUNICATEDOFTHEARESPONDETS

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.488	.240		10.353	.000
	FEEDBACKONETHICALPRACTICESOFTHESRESPONDENTS	.130	.073	.144	1.776	.078

- Dependent Variable:  
ORGANISATIONETHICALSTANDARDSARECLEARLYCOMMUNICATEDOFTHEARESPONDETS

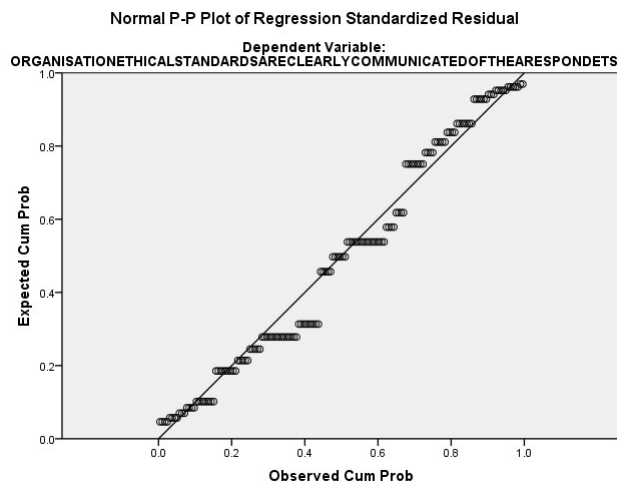
**Residuals Statistics<sup>a</sup>**

	Mini mum	Maxi mum	Mean	Std. Deviation	N
Predicted Value	2.618 5	3.1386	2.873 3	.18506	150
Residual	- 2.138 61	2.3815 4	.0000 0	1.26780	150
Std. Predicted Value	-1.377	1.433	.000	1.000	150
Std. Residual	-1.681	1.872	.000	.997	150

a. Dependent Variable:

ORGANISATIONETHICALSTANDARDSARECLEARLYCOMMUNICATEDOFTHEARESPONDENTS

#### Charts



#### INTERPRETATION:

From the above table shows  $0.078 > 0.05$  hence the null hypothesis is accepted and alternate hypothesis is rejected, hence it is concluded that there is no significant effect on the organization ethical standards are clearly communicated and their perception of the organization's openness to feedback on ethical practices

#### RESULT:

There is no significant effect on the organization ethical standards are clearly communicated and their perception of the organization's openness to feedback on ethical practices

#### CHI-SQUARE BETWEEN THE QUALIFICATION OF THE RESPONSE AND THE PERCEPTION OF HOW WELL THE ORGANIZATION'S CULTURE SUPPORTS ETHICAL BEHAVIOUR.

##### Null hypothesis (H0):

There is no significant relationship between the qualification of the response and the perception of how well the organization's culture supports ethical behavior

##### Alternative hypothesis (H1):

There is a significant relationship between the qualification of the response and the perception of how well the organization's culture supports ethical behavior.

#### STATISTICAL TEST

Chi-Square was used in the above hypothesis

#### Chi-Square

##### QUALIFICATIONOFTHERESPONDENTS

	Observed N	Expected N	Residual
BACHELORS DEGREE	21	40.5	-19.5
MASTERS DEGREE	118	40.5	77.5
DIPLOMA	16	40.5	-24.5
ITI	7	40.5	-33.5
Total	162		

##### PERCEPTIONOFHOWWELLTHEORGANISATI ONSCULTURESUPPORTETHICALBEHAVIORO FTHERESPONDENTS

	Observed N	Expected N	Residual
VERY POOR	29	32.6	-3.6



POOR	44	32.6	11.4
NEUTRAL	36	32.6	3.4
WELL	34	32.6	1.4
VERY WELL	20	32.6	-12.6
Total	163		

### Test Statistics

	QUALIFICATION OF THE RESPONDENTS	PERCEPTION OF HOW WELL THE ORGANISATION'S CULTURE SUPPORTS ETHICAL BEHAVIOR OF THE RESPONDENTS
Chi-square	200.222 <sup>a</sup>	9.669 <sup>b</sup>
Df	3	4
Asymp. Sig.	.000	.046

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.6.

### INTERPRETATION

From the above table,  $0.001 < 0.01$  hence the null hypothesis is rejected and alternate hypothesis is accepted. Hence it is concluded that there is significant association between the qualification of the response and the perception of how well the organization's culture supports ethical behavior

### RESULT

Hence it is concluded that there is significant association between the qualification of the response and the perception of how well the organization's culture supports ethical behavior

### ONE-WAY ANOVA VARIANCE BETWEEN THE AGE OF RESPONDENTS AND HOW OFTEN ETHICAL CONSIDERATIONS ARE FACTORED INTO BUSINESS DECISIONS.

#### Null hypothesis (H0):

There is no significant relationship between the age of respondents and how often ethical considerations are factored into business decisions.

#### Alternative hypothesis (H1):

There is a significant relationship between the age of respondents and how often ethical considerations are factored into business decisions.

### STATISTICAL TEST

One-way ANOVA was used in the above hypothesis

#### ANOVA

how often are ethical  
considerations factored into  
business decisions

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	11.627	4	2.907	1.537	.195
Within Groups	274.267	145	1.891		
Total	285.893	149			

#### Post Hoc Tests

#### Homogenous Subsets

How often are ethical considerations factored into business decisions

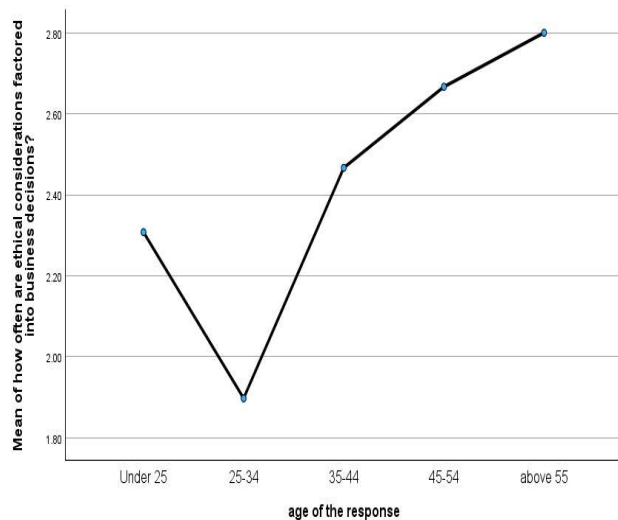
Duncan<sup>a,b</sup>

age of the response	N	Subset for alpha = 0.05 1
25-34	39	1.8974
Under 25	52	2.3077
35-44	30	2.4667
45-54	24	2.6667
above 55	5	2.8000
Sig.		.105

Means for groups in homogenous subsets are displayed.

- Uses Harmonic Mean Sample Size = 15.631.
- The groups size are unequal. The harmonic mean of the group sizes is used. The I error levels are not guaranteed.
- 

#### Means Plots



## INTERPRETATION

Since the p-value is greater than the conventional significance level of 0.05, we accept null hypothesis. Thus There is no significant relationship between the age of respondents and how often ethical considerations are factored into business decisions.

## RESULT

There is no significant relationship between the age of respondents and how often ethical considerations are factored into business decisions.

## 3.1 FINDINGS

57.3% of the respondents are male.

34.7% of the respondents are between the age of Under 25 years.

49.3% of the respondents are arts

54% of the respondents are Unmarried

44% of the respondents Organization's commitment to ethical practices of the respondents are agree

46.67% opinion about organization prioritizes ethical behavior over profitability of the Respondents are strongly agree

47.33% About ethical behavior rewarded in the organization of the respondents are strongly agree

34% The organization's ethical standards are clearly communicated of the Respondents are agree

54.67% senior leadership committed to ethical practices of the respondents is strongly agree 47.33% the feedback on ethical issues of the respondents are strongly agree

52.67 % the leadership communicate the importance of ethic of the respondents are well

39.33% the organization's culture supports ethical behavior of the respondents are well

45.33% often are ethical considerations factored into business decisions of the Respondents is always

52% How often does your organization review and update its code of ethics of the Respondents are every few years

55.33% How often does the organization provide training on ethical behavior and compliance of The respondents are semi annually

50% Level of ethical awareness among employees in the organization of The respondents are high

43.34% the importance of ethics in your day-to-day work Of the respondents are important

58% open is the organization to feedback on its ethical practices of the Respondents is open

42% effectiveness of the organization's ethics training programs of the respondents are effective

56.% clear and accessible of the policies on ethical behavior in the organization of the Respondents are clear

38% confident about the code of ethics are taken seriously of the respondents are very confident

From the above table it is observed that there is positive correlation between perception of the organization overemphasizing profitability and employee's belief that ethical behavior is rewarded hence null hypothesis is rejected and alternative hypothesis is accepted.

From the above table shows  $0.078 > 0.05$  hence the null hypothesis is accepted and alternate hypothesis is rejected, hence it is concluded that there is no significant effect on the organization ethical standards are clearly communicated and their perception of the organization's openness to feedback on ethical practices

From the above table,  $0.001 < 0.01$  hence the null hypothesis is rejected and alternate hypothesis is accepted. Hence it is concluded that there is significant association between the qualification of the response and



the perception of how well the organization's culture supports ethical behavior

Since the p-value is greater than the conventional significance level of 0.05, we accept null hypothesis. Thus There is no significant relationship between the age of respondents and how often ethical considerations are factored into business decisions

### 3.2 SUGGESTION

Increasing a culture that supports ethical behavior of organization by strong commitment from leadership, ensuring that ethical conduct is modeled and communicated clearly. Developing and enforcing a comprehensive code of ethics is crucial, along with offering regular training to help employees navigate ethical dilemmas.

By Increasing communication about the ethics channel within an organization ensures that employees are aware of how to report ethical concerns, understand the resources available to them. Effective communication can involve regular training sessions, clear and accessible channels for reporting, and ongoing reminders about the importance of ethics. This helps promote a culture of transparency and accountability, reinforcing the organization's commitment to ethical behavior.

Ethics policies should indeed be regularly reviewed and updated based on feedback from employees, as well as changes in societal standards, legal requirements, and organizational goals. This ensures that the policies remain relevant, effective, and aligned with the values and needs of the workforce. Regular updates help address new ethical challenges, improve compliance, and foster a culture of integrity and trust within the organization.

### 3.3 CONCLUSION

The study of organizational ethics the complexities involved in ensuring ethical practices are both well-understood and consistently applied across the organization. While the company's ethical framework is established with clear guidelines, the subjective nature of ethics poses a challenge; individuals' interpretations of these guidelines can vary, impacting the uniformity of ethical practices. This subjectivity underscores the importance of continuous training and clear communication to minimize discrepancies

Furthermore, employee honesty in self-reporting their adherence to ethical standards is crucial yet inherently challenging to verify. Social desirability bias may lead some employees to report behaviors or understanding of ethics that align with organizational expectations rather than their true

perspectives. This challenge calls for careful interpretation of survey data and may benefit from a mixed-methods approach that combines qualitative and quantitative insights for a more comprehensive picture.

Access to sensitive information is another critical limitation that affects the study. Due to confidentiality, certain areas related to ethical implementation remain beyond the result, insights drawn from available information provide only a partial view of the organization's ethical landscape.

organizational culture, shaped by unique industry demands and internal dynamics, likely influences employees' ethical perceptions, which may differ from those in other contexts. This cultural influence should be acknowledged when interpreting findings, as it could affect the broader applicability of the study's results to other organizations.

Finally, time constraints presented a limitation in comprehensively examining ethics across all departments. With restricted time, the study focused on select areas and groups within the company, which may not fully represent the organization's ethical practices.

In conclusion, commitment to maintaining ethical standards, these limitations suggest the need for ongoing assessment and refinement of ethical policies. Addressing these challenges, especially in terms of reducing subjectivity and enhancing transparency, will be critical for the organization to foster a strong, consistent ethical culture.

Effective implementation of Professional Conduct and a code of ethics is crucial for fostering a positive work environment, promoting integrity, and ensuring the long-term success of an organization. By communicating expectations clearly, providing adequate training and support, fostering open communication channels, and holding individuals accountable for their actions, organizations can create a culture where employees feel empowered to make ethical decisions and contribute to the overall success of the organization. Continuous evaluation and improvement of these processes are essential to adapt to changing circumstances and maintain alignment with the organization's values and objectives. The effective implementation of Professional Conduct and a code of ethics benefits employees, customers, stakeholders, and the organization as a whole.

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- <https://forbes.ge/en/bhupendra-chaudhary-leads-global-efforts-to-integrate-self-inquiry-into-leadership-development/>