

BUSINESS ETHICS AND ETHICAL BEHAVIOR AT WORKPLACE

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ABSTRACT

Absence of ethical norms in business life causes great damage both to individual organizations and to the overall world economy. In order to determine where the border is, whether something is moral in business or not, business ethics and the relationship between economics and ethics are investigated. Determining the boundaries of business ethics today is a big challenge for every leader and manager, as well as for all employees. It is certainly a matter of personal decision, personal experience of a certain situation, interest, need and motive, a matter of personal moral integrity, but also a matter of cultural heritage, expectations and pressures coming from companies and the environment.

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