

CONTEMPORARY ISSUES IN BUSINESS ETHICS: SOUTH EAST ASIAN MANAGERS' PERSPECTIVES



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Contemporary Issues in Business Ethics: South East Asian Managers' Perspectives

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CHAPTER 10

THE ROLE OF CULTURAL VALUES IN BUSINESS ETHICS: THE CASE OF ICT COMPANIES

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ABSTRACT

This chapter aims to obtain views in ICT company regarding the role of cultural values in company performance in terms of customer satisfaction, skills in solving problems and capability in adopting new technologies and its influence to people behaviour in terms of innovativeness and motivation. This paper also contributes to the discussion of cultural values in business ethics. Data are collected through one on one interviewing process with 15 managers. There are two main findings: firstly identified the moderating effects association between cultures in Malaysia with ICT company performance in terms of profit, customer satisfaction and capability in solving problems and adopting new technologies. Secondly, identified interactions among different elements of cultures with it influence with employee behaviour in terms of motivation and innovation. This paper give a views on how various segments of cultural values impact company performance in terms of profit, customer satisfaction and capability in solving problems and adopting new technologies. In addition, it also promotes the discussion in how various cultures affect employee behaviour in terms of motivation and innovation.

Keywords-business ethics, cultural values, ICT company, performance, employee behaviour.

INTRODUCTION

Nowadays, technology and ICT application rise rapidly and gain even more in the economic especially in business sector. This potential impact of ICT companies in influencing employee's performance as well as behaviour. In this context, ICT companies have to lead the company into business ethics environment. The impact of ICT business on society and individuals within this society (Malaysia context) cannot be underestimated in the current economy. Business culture support exceptional company performance and drive people to achieve their desired output Leary-Joyce (2010).

Both manager and employees of ICT companies are confronted with cultural value in working area. Due to the outcome of large failures in the last decade and due to the growing importance of corporate social responsibility (CSR) the attention for cultural value in business ethics is on the rise in the field of ICT companies. Nevertheless it is generally