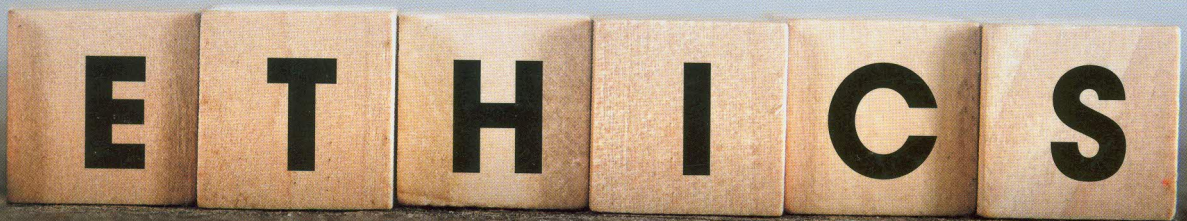


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BUSINESS



Second Edition

Khalidah Khalid Ali

Zulkufly Ramly

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BUSINESS

E T H I C S

Second Edition

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Ethics and Its Conceptualization in Life

LEARNING OUTCOMES

At the end of this chapter, you should be able to:

- ▶ Define and differentiate between ethics and morality
- ▶ Describe how ethics is developed in an individual
- ▶ List and explain the various factors that influence ethical values of an individual
- ▶ Compare and contrast ethics and legality
- ▶ Compare and contrast Western and Eastern perspectives on ethics critically
- ▶ Relate the role of religion as a key contributing factor in shaping ethical values in individuals
- ▶ Identify universally accepted moral values
- ▶ Recognize ethics and its importance in the global business world

BUSINESS ETHICS

Second Edition

This comprehensive second edition caters for undergraduate students pursuing business and accountancy courses at local institutions of higher learning. It is a timely book which offers in-depth discussions on business ethics fundamentals from a local perspective.

Spanning 12 chapters, the book starts off with the key concepts and theories of business ethics, followed by important topics such as ethical leadership and corporate culture, corporate governance, corporate social responsibility (CSR), business ethics and information technology (IT), ethics and the environment, as well as ethics in the global environment. What sets this book apart in the market is the inclusion of uncommonly discussed topics, namely consumer ethics and ethics from Islamic perspectives.

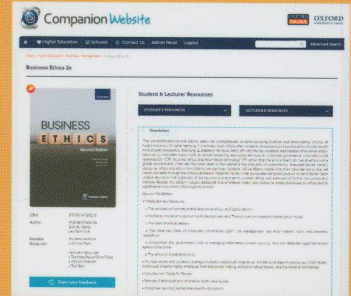
Students will be able to relate what they have learned to the real world with ease through the various, authentic 'Cases for Review' that punctuate the topics covered in the chapters. Each chapter also ends with a glossary of the key concepts and terms covered, along with exercises for further discussions and practice. Besides, this edition includes additional end-of-chapter case studies to create awareness on ethics and its significance in business within a glocal context.

New to This Edition

- Introduces new topics on:
 - The concepts of normative and descriptive ethics, and Confucianism
 - Kohlberg's model of cognitive moral development and Trevino's person-situation interactionist model
 - The traits of ethical leaders
 - The Malaysian Code on Corporate Governance (2017), risk management, key audit matters (KAM), and director's negligence
 - Cybercrime, the government's role in managing information system security, and the Malaysian legal framework against cybercrime
 - The ethics of digital advertising
- Provides added and updated coverage on Kant's categorical imperatives, the Personal Data Protection Act 2010 (PDPA), intellectual property rights, employee theft and insider trading, consumer ethics theory, and the ethics of companies
- Includes new 'Cases for Review'
- Features additional end-of-chapter case studies
- Comprises new and revised exercises for discussion



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