

CONSUMERS OF THE WORLD EXCLAIM: "WE WANT SOCIAL RESPONSIBILITY, PUBLIC POLICY AND CORPORATE ETHICS!"

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Abstract: This study is related to public policy issues, such as the ethics of marketing practices and the dynamics of popular culture. Although textbooks often present the consumer as a rational decision maker, often harmful for consumer activities of the individual or society. Often, the consumer's worst enemy is himself. Growth is still important, even morally required, if individuals and society towards improving the living standards of the peoples of the world. Socio-philosophical concept of social justice is an attribute that you should hold shares or individual therapy or groups in society, within the existing social order and moral or desirable. Values govern our actions and personality. Knowledge and understanding of business values gives the company the ability to control and manage in a sustainable manner, its future. Managers should sacrifice their own needs in favor of employee needs, and the last would have to give up their ambitions and needs, to eliminate customer sacrifice. Equality and freedom are two forms of the same fundamental values. Current marketing is a factor of democratization. Companies traded on the market, falling into one of two dichotomous situation: the mission and their action in the service of others, the community, its employees and the environment, or choose the dishonor, deceiving their confidence. Marketing itself is a subject of intense dispute. Today, competitiveness is the productivity growth in the use of resources. All forms of pollution are manifestations of economic waste. Companies that take a code of honor are receiving medals. Lack of Ethics is charged!

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1. INTRODUCTION

Development means transforming people's lives, not just savings. Economists talk about education as about human capital: investment in people ensures a profit, like investments in machinery, but education is more than that. Education facilitates awareness of the idea that change is possible, that there are other ways of organizing production, because it teaches the basic principles of modern science and analytical reasoning items, and stimulates learning ability. For example, education was seen as a means of escape from rural areas, a chance to get a better job in cities today, is also considered a way of improvement, revenue growth, even if those who remain in rural areas.

Former Malaysian Prime Minister, Mahathir bin Mohamad, called the loss a theft of intellectual property in developing countries. Developing countries are poor, representing targets for anyone to lend. Often, it is suspected that the country owes an amount borrowed too much, when in fact, those loans are also guilty of not being carefully considered for repayment of the country. The imbalance between creditor beneficiary less experienced and knowledgeable loan, the maximum. Since international loans very often causes difficulties with their payment, they become the means by which developing countries get acquainted with the dominance of the IMF or other global institutions. Frequently, the country faces two undesirable options: delayed payment of debts, which creates fear of economic collapse, or accepting a new 'support', involving loss of economic sovereignty.

Growth is still important, even morally required, if individuals and society towards improving the living standards of the peoples of the world. In his excellent study on the factors that have contributed, over time, economic growth worldwide, David Landes concludes, "If we learn something of the history of economic development, is this: culture makes a difference." In other words, some countries have grown faster than others because their culture has fostered more growth. The cultural factor is the defining characteristic of entrepreneurial success.

Socio-philosophical concept of social justice is an attribute that you should hold and share the society actions for individual therapy or groups in society, within the existing social order and moral or desirable. For von Hayek, the principles of justice define the crucial constraints which institutions and social activities must be met so that persons involved in them have no reason to object.

Few forces dominate us more than our desire to find a place in this world. We need respect, gratitude and esteem of others. We want to count. People need people, and they feel loyal to the people: we want products and services to the people, not the machine. Loyalty does not come from marketing, but in our selves and personal sacrifices.

2. CONSUMER WELFARE VS. BUSINESS INTERESTS

Values govern our actions and personality. It directs us and they cover the important decisions we make. Similarly, business knowledge and understanding of the values gives the company the ability to control and manage in a sustainable manner their future. We, human beings have the autonomous powers that add value to the world and also extract value from this world. In this context, our moral mission, individually and collectively is to foster understanding, to perform the work which, taking into account the limits of creativity and our ability, we make our world better than we found it when we arrived in it. There are many ways in which we fulfill this mission - building

and maintaining sustainability of our world, namely by: exaltation and glorification of family concerns and endeavors in art, science, government and certainly not least, by means of which transactions are business. Hence we believe that the moral initiative by business requires a balance between practical and moral considerations.

It is estimated that in the near future, the differences between the sellers will have a significant impact on selling the products or services than the differences between traders.

We all agree that business is often a conflict between a market success and the desire to maximize consumer welfare, providing them with safe and effective products. In times of crisis, this conflict can shake the balance and normality.

Managers should sacrifice their own needs in favor of employee needs, and the last would have to give up their ambitions and needs, to eliminate customer sacrifice.

Starting from, the essence of human nature, human attributes should be promoted, thus encouraging maximum fulfillment of individual potential. So any technique, be it marketing or another, which dehumanizes, which is less than a human being, is immoral. Regardless of the political, economic, religious or cultural, we can assume that every person has unique human attributes, worthy of being promoted through communication. Dehumanization is especially prevalent in some rap songs.

Morality requires you, as the law, do not steal, do not lie, do not murder, etc.. But only morality requires you to be generous, altruistic and even noble. It's not good enough to not take another, a man of strong moral conscience accept that it's up to the plentitude of its commitment from those who need and deserve support. It is not enough not to lie, a man feels morally obliged to tell the truth, even if it assumes certain risks. It's not enough not to murder, morality requires you to do all that is in your power to save a life-threatening. Nobody can be called before the judge because he wanted his brother to give his neighbor a sum of money he needed to treat his sick wife or child to send to school. No law can be sentenced for having kept silent when being questioned, did not reveal an injustice or misdeed of which he was aware. Unfortunately, some companies have stopped all further pursue what is morally, using instead what is the legal standard in making the right decisions.

Equality and freedom are two forms of the same fundamental values. A society that puts equality - in terms of equal results - ahead of freedom will end up not having any of these things. Recourse to force to achieve equality will destroy freedom, and strength, used in good purposes, will end up in the hands of individuals who will use the personal interest. A free society stimulates energy and people skills so they can pursue their own objectives. Before 1989, everyone ought to have the same standard of living and income, and everyone would have had to 'finish the race "at the same time. In this context, equality of results is a clear conflict with liberty. This is because every individual is valuable in itself, has inalienable rights that no one can break. Is entitled to pursue their own purposes and not used as a means of promoting the goals of others. Otherwise, we can slip into the situation described by George Orwell in 'Animal Farm: "All animals are equal but some are more equal than others? ". Fairness is a vague concept, difficult to define precisely. Nobody claims that all, regardless of age, sex or physical qualities should have equal ratios of each type of food, clothing, etc. 'A fair part of each "is the motto of modern replaced that of Karl Marx -"Each according to need, from each according to his ability".

The great danger for the consumer is a monopoly, whether private or governmental. Protection was most effective is home free competition and free trade

throughout the world. The term market can be described by several assertions: economists define the market as a sum of bidders and buyers who traded in a temporal and a geographical position; marketers understand that the market is offering buyers a whole company, industry or branch because of the seller's activity. On the other hand, the marketer's mission is to outline the target market as closely as possible. Today, the price works less as an indicator of cost of goods, as the value the buyer attaches to the experience of remembering.

Entrepreneurs have the task of exploring new frontiers of the market, assuming the risks involved. The company had their own equivalent of working 80 hours per week to not have to work 40 hours per week for others. Their goal is to make the money so as to create a new thing. Success, their courage can be seen easily: to create jobs, increase revenues good words about the business community and is spreading rapidly.

Current marketing is a factor of democratization: there are only four ways you can get something you want: to steal it, borrow it, or beg him to give him something in return. Exchange, ie providing something of value voluntarily other side, replacing something as valuable, honest and efficient manner is the practice of marketing.

Companies traded on the market, falling into one of two dichotomous situation: the mission and their action in the service of others, the community, its employees and the environment, or choose the dishonor, deceiving their confidence. The people have chosen the path of honor at Dacia, when thousands of copies of the territory called the automobile, for certain technical problems. President Aro, John Perez had deceived the trust of Romanian community, employees and customers, choosing to push capacity in Campulung-Muscel to the financial meltdown.

Corruption distorts the competitive mechanism, is the antithesis of marketing philosophy aimed at maximizing customer satisfaction and performance in service of people. Therefore, companies should speak reasonable answers to the following questions: What we give back to society in November? What we do for social investment? What support worthy causes? For example, Avon is involved in social causes, "breast cancer", British Airways - "Children suffering" and "General Motors is committed to," Drive safely "What charities enjoy our funds? What social cause market served by our work? What reputation among our customers and our employees?

We all go back to church, because it is searching for meaning of life, a controversial era. Romania captured the moment in 1989 with a surplus balance of payments and loans receivable in progress, and today, after 20 years, we expect the burden of debts and bounty from the IMF, an institution insulted everywhere. Politicians fear of terrorism the world (Islam, in particular), although they have opened Pandora's box, preached ethnic cleansing in almost all areas of the world. Lack of personal identity for many of us and degradation of moral values, are in full swing today.

„World, marked even in the most favorable circumstances for an intense competition, uncertainty and instability, is not a friendly place, and developing countries are not always made their best to ensure their own welfare " said Nobel Laureate in Economics Joseph E. Stiglitz. Advanced industrialized countries, through international organizations such as IMF, WTO World Bank not only did everything possible to help those countries, but sometimes they make it very hard. IMF have aggravated the crisis in East Asia and the 'shock therapy' that were imposed on the former Soviet Union and its satellite countries played an important role in the failures of transition. Stiglitz has described some of the failures of the financial system and its

institutions, demonstrating why it was not for the benefit of globalization to more people as possible and would like to. Globalization is the land which runs some of our major social conflicts, including those relating to fundamental values. Globalization must not harm the environment, increase inequality, to discourage cultural diversity and promote corporate interests at the expense of ordinary citizens' welfare. Detractors point to the number of globalization increasingly more people living in poverty. The world is engaged in a contest between economic growth and population growth, population growth and so far seems to triumph. The World Bank defines poverty by living on less than \$ 2 per day, and absolute or extreme poverty, living on less than a dollar a day.

Note the trenchant attitude of Professor Nicolae Grosu when he considers that the Romanian society is characterized by specific status of the population division, not unity, the specific status of people, so that social relations are of Romanian - even at elite level (authorities managers, doctors, teachers, priests) or in respect there of - of revulsion, derision and fleece, resulting novel is that life, because of the Romanians, and that therefore an endless suffering the worst enemies of the novel are even Romanian and that the anti-Romanian Romanians they have conduct themselves. " Marketing, promoting consumer needs, has a mission stabilizing and renewing. On the other hand, the economy has not achieved these goals and thus has lost social credibility.

3. MARKETING ROLE IN BUSINESS ETHICS

Marketing itself is a subject of intense dispute. Some of the criticisms are justified and others, the most numerous, no. Consumers and institutions that protect, marketing firms accused that prejudice consumers through higher prices, higher distribution costs, exorbitant rates (for example, requiem services, exploiting the emotional confusion of their loved ones, or unjustified charges of garages), high costs of advertising and promotion that have the ultimate effect of added redundant) deceptive practices (in Romania, are still sold, "recipes" for miracle hair growth, potency, weight loss, etc., show contest on TV , and promises like, "Congratulations, you're lucky winner of the saloon X" written in large, and below, tiny, "If we order the following products") manner as for aggressive sales- insistent (American Law obliges the selling door to door agents or phone agents, to announce clearly that it intends to sell a product or service, buyers have three days of meditation, during which period may unilaterally terminate the contract).

Allegations were made negligently manufactured or dangerous products, such as so-called healthy foods (with the logo, "on the packaging) containing E-numbers, services (non-) secure gas suppliers who fail to notify off gas supply in advance to subscribers, planned to wear products, such as constantly changing fashion adolescents increase their share of expenditure in a household, industry produces software innovations so quickly that buyers can not keep up in financial terms. On the other hand, marketers say that the changes of style are liked by young people because they get bored quickly, being the biggest proponents of the new, and that all young people want the most advanced software models.

International trade continued to grow in recent decades as a result of globalization. Some developing countries have benefited from this trend, either because of the abundance of natural resources, either because of a cheap labor force, or both. But the consequences of international trade, measured by their effect on the environment, had no way to go unnoticed. So the embedded emissions in traded goods

were often highlighted as a particular challenge. And consumers in industrialized countries are indirectly responsible for significant pollution brought by China's carbon emissions, an issue worthy of discussion at the next rounds of negotiations on international agreements. In bilateral or multilateral relations of cooperation is needed, since no country can afford to cope with climate change alone, in a world of globalized trade. It is desirable to ensure that we have good intentions and trade-friendly environment and a more equitable balance of costs and benefits.

„(...) We met in 2009 and 2010 to say no way in which economic affairs and DA were then fundamental change of direction. "(...) The economy has a local character rather than global one: why small businesses or farms flourish. (...) Global capitalist system, based on the principle of consumption growth has already been surpassed by a new system of rules that protect innovation unleashes innovation and freedom on this planet. Today, competitiveness is productivity growth in the use of resources. Virtually all forms of pollution are manifestations of economic waste. Corporations should consider improving the environment rather than a regulatory issue, but as an essential component of improving productivity and competitiveness. Regulators need to protect the natural environment is becoming accepted more, but with restraint: increasingly more because everyone wants to quiet on this planet can live with restraint because of the belief that environmental regulations affect competitiveness. The prevailing concept is that there is a inherent constant between ecology and economy. The balance is part of the social benefits they produce strict environmental standards. The other side of the balance of private costs is that firms must take action to prevent pollution and ecology, costs which increase prices and lower competitiveness ... Tilts the balance in a victory party, when in another, depending on the prevailing political trend.

It is time the reality of modern competition to underpin our outlook on the relationship between competitiveness and quality of the natural environment. If pollution usually is usually blamed evil 'business', ie the company that produces goods and services. In fact, those responsible for pollution are consumers, not producers. For example, people who use electricity are responsible for leaving the chimneys smoke-generating plants. Finally, the cost of obtaining water and cleaner air and other elements to be borne by the consumer, given that business is only an intermediary, a way to coordinate the activities of the people as producers and consumers.

It should be made the following remark: there is no simple or known relationship between environmental changes and changes in the economic analysis. For example, during the industrial revolution, economists have adopted reduced revenue law, but ignored the larger sustained increase in output that mankind has ever known.

Companies that take a code of honor are medals. For example, the Reputation Institute and Harris Interactive Organization probe public opinion about companies that are worthy of admiration of peers. According to the institute, the six dimensions of reputation management firm force, are: sales growth, security of talented employees, attracting investor confidence, providing premises for the business, gaining market leadership posture, building partnerships / relationships of trust with investors. All six dimensions refer to emotional relationships, production and attached services, financial performance, social responsibility and workplace atmosphere, and the vision of market leadership.

Business ethics is built from rules of conduct that guide actions in the market - the rules by which most people belonging to the same culture, shows us what is good,

bad, good or harmful. Meet these universal values honesty, loyalty, fairness, respect, justice and integrity, taking responsibility for such business. Lack of Ethics is charged!

But what is ultimately an ethical behavior? We can not always respond quickly to this issue. When we download music from Torrente, Kazaa, Morpheus and other file copy program, is a theft? Producers and publishers of music so stated, and are calling on legislators to help combat piracy over the Internet by now to more rigorous controls and criminalization, theft of electronic shutter."

The notion of 'good' or 'bad' differs from person to person, from companies and cultures. Some companies consider that it is better to use all means to persuade consumers to buy, even at the cost of inserting false information, such as, for large chains in Bucharest, Romania, in early 2010.

Other companies reject what is not strictly honest. Each culture has its own values, beliefs, habits and ethical behavior, define its ethical behavior differently depending on various host areas of the globe. These crop determined for example, if practices such as "wine glass" ("pots-de-vin") are acceptable, the Japanese call 'Kuroi kiri' (thick frost), Germans, schmiergeld "(,ban fat)", Mexicans, mordida, Italians, bustarella" ("little bag"), and all translations in this example is called, bakchich "- the Arabic term that means attention to grease all the money involved in drive shaft transaction. Giving 'gift' in return for orders is common and accessible in many countries but rejected in others. OECD, joined by most industrialized countries, condemns the cup of wine. " Recently, over 800 professionals have been tasked with identifying the countries where this practice is widespread. Most affected are Russia, China, followed by Taiwan and South Korea, and the 'clean' countries are Australia, Sweden, Switzerland, Austria and Canada.

4. CONCLUSIONS

Marketing has been criticized and applauded, discredited and rehabilitated. Its role for the functioning of societies has not been always understood. Today, marketing's functions are being reconsidered for the consumers welfare. Marketing plays a significant role in ensuring the proper functioning of the market, in correcting distorted behaviors, in ensuring business ethics. Marketing has been said to target the poor and unable to defense people but today it has been proven that it can actually help the unprotected categories using social marketing. The role of marketing it is today widely recognized and appreciated. Consumers movements around the world did a lot to ensure this transparency. Consumers are those who demanded that marketing should be used to inform and to persuade or to manipulate.

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