Modeling Business Ethics Using Fuzzy Analytic Network Process

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Abstract

Background: Business ethics refers to what is perceived as good or bad behavior in social scene. Different methods are used for ethical assessment in organizations which victor and cullens work has won acclaim and used all over the world. This article aims to introduce a new method for ethical business assessment.

Methods: We’d surveyed the related literature and interviewed ethics experts. 24 attributes of business ethics were extracted and categorized in 5 main factors. So the hierarchical model was extracted. Considering the large number of factors and also existence of correlation, in this research Fuzzy Analytic Network Process (FANP) method employed in order to analyzing the business ethics model.

Results: Business ethics attributes and factors ranking were determined that in this case the ethical leadership factor was the best and ethical decision making was the weakest factors.

Conclusion: Applied methodology in this research (FANP) has an easy and understandable structure which contains appropriate usefull information for strategic decision makers in ethics field.

Keywords: Business Ethics, Ethical Climate, Ethical Assessment, Fuzzy Analytic Network Process (FANP)

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Effect of Organizational and Personal Factors on Work Ethic of Marketing Managers through Organizational Justice as a Moderating Variable

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Abstract

Background: Considering work ethic is a part of personal and organizational success factors. To improve personal and organizational situations; we need to Take observance of work ethic. Due to this observance we have code al ethics. As a matter of code al ethics; we will see organizational profitability and enhance of personal performance.

Methods: This research is an applied research which uses questionnaire so we call it descriptive method. Data gathers from 217 persons who work as managers and supervisor of marketing department in Tehran. We test our model through structural equation model by LISREL.

Results: Results show organizational factors (0.42) and significant (4.01) effect on work ethic of marketing managers. Personal factors effect on work ethic by standard estimated (0.37) and significant (3.52)

Conclusion: conclusions show both organizational and personal factors effect on work ethics of marketing managers but organizational factors are more effective than personal factors on marketing managers.

Keywords: Work Ethics, Organizational Justice, Organizational Factors, Personal Factors
Study of Farmers, Professional Ethics in Soil Conservation

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Abstract

Background: The soil conservation ethics is an ethic of use, allocation, exploitation, and protection of soil resources. Its primary focus is upon maintaining the soil health with the aim of use the soil for sustainable production.

Methods: This research is aimed in order to identification farmers’ professional ethics in soil conservation in Golestan Province and is done through descriptive and survey method. Using simple random sampling procedure and Krejcie and Morgan table 102 men and 98 women were selected and interviewed using a questionnaire. The data resulted from this procedure was analyzed using SPSS/WIN software. Content and face validity of the instrument were obtained by the faculty members of Department of agricultural extension and education .The reliability analysis was conducted with completing 30 questionnaires and Cronbach’s alpha value was 0.78.

Results: The results obtained from factor analysis indicated that conservation, productive, stewardship, providence, preservation, sustainability and land ethic are most influencing factors of farmers desire towards soil conservation that allocated 58.6 % cumulative variance.

Conclusion: The results showed that conservative factor has more important role in elucidation of farmers’ professional ethics in soil conservation as basis resource for agricultural production. On the other hand, we can tell economical utility of land and land benefit are the most important motivation for soil conservation behavior in farmers.

Keywords: Soil Conservation, Agriculture ethics, Golestan Province

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Evolution Factors Impact on Professional Ethics in Service Organization

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Abstract

**Background:** Ethical or non ethical behaviors and functions of staff can lead to positive and negative outcome in organization. Organization's inattension to this behaviors and ethical principles in communicating with customers may result in problems and decrease the legitimate of organization. Therefore, awareness of current ethical behaviors of staffs and identifying effective factors are critical.

**Methods:** This study is applied research and data gathered by using questionnaire. On the basis of kukran formula, 384 people selected from hospitals, municipalities and economic affairs and finance, in Kurdistan province is selected as a sample.

**Results:** Professional ethic has not efficient condition in mentioned organizations. Thre are effective factors that impact on professional ethics of staff in three levels: Meta organizational, organizational and individually.

**Conclusion:** For enhancement of professional ethics in job-oriented organizations, respect to economical condition of staff, fairness in distributing of revenue and promoting staffs' motivation are very important.

**Keywords:** Individual, Meta Organization, Professional Ethics, Job-Oriented Organizations

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Investigating the effect of consumer's environmental responsibility on their green purchase decision

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Abstract

**Background:** Massive amounts of environmental pollution are the result of human production and daily consumption. Normally, buy carefully and use only products that do not harm the environment can have a significant impact on reducing this pollution. Due to the importance of this issue, the purpose of this study is investigating the effect of consumer's environmental responsibility on their decision to buy environmentally friendly products.

**Methods:** For the present study, the sample consisted of 385 Consumers of dairy products in the city of Shiraz by random method were selected and studied. In order to analyze the data, structural equation modeling techniques were used.

**Results:** Results shows that environmental responsibility has significant and positive effect on consumer's green purchase decision. In addition, reusability, recyclability and packaging of such products is considered the most important factor in purchasing environmentally friendly products. Also Results show that married people than single people take more responsibility towards the environment.

**Conclusions:** Due to the significant impact of environmental responsibility on the consumer's decision to purchase environmentally friendly products and also important Impact of packaging of environmentally friendly products in their decision to buy these products, It is recommended to Companies, that engaged in the production of environment-friendly products, by designing reusable and recyclable packaging satisfy the environmental needs of consumers and also protect the environment.

**Keywords:** green purchase, environmental responsibility, environment, green consumer, consumers purchase decision.

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The Relationship of Ethical Climate with Job Satisfaction, Organizational Commitment and Turnover Intention

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Abstract

Background: Examining the relationships among the ethical climates and employees behaviors is an important research area because ethical climate is one of the factors shaping employees attitudes and having considerable impact on the organizational outcomes. This study was conducted to investigate the relationship of ethical climates (caring, law & code, rules, instrumental and independence climate) with job satisfaction, organizational commitment and turnover intention.

Methods: This research is descriptive and correlation design. Survey participants include 250 employees of the Esfahan Gas Company [NIGC (National Iranian Gas Company)-Esfahan] were selected by simple random method. For data analysis used from pearson correlation, canonical correlation and backward regression method analysis.

Results: Results indicated that all types of ethical climate were correlated with job satisfaction, organizational commitment and turnover intention. Canonical correlation analysis revealed that linear combination of different ethical climate types were correlated with linear combination of job satisfaction, organizational commitment and turnover intention. Moreover, multiple regression analysis revealed that linear combination of different ethical climate types accounts for 45.8 percent of variance of organizational commitment, 30.6 percent of variance of job satisfaction and 28.2 percent of variance of turnover intention.

Conclusion: With regard to these results, all types of ethical work climate are related with important organizational outcomes including job satisfaction, organizational commitment and turnover intention which show the importance of consideration of ethic concept in organizations and work environments.

Keywords: ethical climate, job satisfaction, organizational commitment, turnover intention
The Models of Preventing Unethical Behaviors and Reinforcing Organizational Citizenship Behaviors At Workplaces

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Abstract

Background: This research was conducted with the aim of investigating two models, one for preventing unethical behaviors, and the other for reinforcing organizational citizenship behaviors at workplaces. These two categories of behaviors are very important negative and positive behaviors for workplaces.

Methods: Research statistical population were all the employees (male and female) of an productive Company in the summer of 1389 (360 persons). Among the employees of this company, 263 persons were selected from the employees list, on the basis of stratified sampling, with the use of random method. Instruments which were used in this research were the unethical behaviors questionnaire with 23 items ($\alpha=0.97$), organizational citizenship behaviors questionnaire with 9 items ($\alpha=0.9$), psychological contract questionnaire with 6 items ($\alpha=0.87$), job satisfaction questionnaire with 3 items ($\alpha=0.88$) and organizational commitment with 3 items ($\alpha=0.76$). Data were analyzed using structural equation modeling.

Results: Results of structural equation modeling revealed that, through a series of multilevel relations, firstly psychological contract impact on job satisfaction and organizational commitment, then job satisfaction and organizational commitment, decrease unethical behaviors and increase organizational citizenship behaviors.

Conclusion: On the basis of these research findings, it could be said that, involvement to psychological contract principles, resulted in more satisfaction and commitment among employees. The consequence of this higher satisfaction and commitment are the increase of organization citizenship behaviors and decrease of unethical behaviors.

Keywords: Behaviors, Citizenship Behaviors, Job Satisfaction, Organizational Commitment, Psychological Contract, Unethical Organizational

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Evaluation Ethics: A Conceptual Framework

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Abstract

Background: Evaluation is a systematic activity that some evaluating criteria are assigned for
performing it and some information is provided for describing the current status of a
phenomenon. Then, the current status is compared with these criteria to evaluate the
phenomenon. It is necessary for an evaluator to decide what resources and methods they use
for selecting, collecting and analyzing the evaluating criteria and how to deliver their findings
for improving the situations. As a result, the nature of evaluation makes many conditions
ethically challengeable and problematic for evaluators. This study aimed to provide a
conceptual framework for evaluation ethics in order to propose some codes for evaluators.

Methods: The article proposes a conceptual framework for evaluation ethics by using
analytical-deferential method.

Results: Achieving a unified definition of evaluation is possible only by considering the
components of its different definitions. Regarding the three common components included in
all definitions of evaluation, evaluation ethics can be conceptualized in three areas: 1) methodic
data collection, 2) methodic judgment about findings, and 3) deciding on and
attempting to improve the current status. Each area involves some special ethical
subcomponents and principles.

Conclusion: Evaluation needs evaluators to obey ethical principles due to its multiple natures
and the necessity to achieve reliable output for better deciding to improve the current
situations of organizations and programs. Then, a conceptual framework should be taken into
account for obeying ethical principles in evaluation process.

Keywords: evaluation ethics, methodologic data collection, methodologic judgment, decision
making.

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Protection Mechanisms of Teenagers from Exposure of Internet Pornographic Content

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Abstract

Background: Today, governments and technology-based organizations are supporting the interaction of information. Although it is necessary, Immoral (pornographic) content available on the internet, has been caused great concern. There are pornographic pictures, material and sites that threat to the health of individuals and society.

Methods: This research is a qualitative approach. The data collection is done by semi-structured interviews in-person, telephone and internet. Encoding method is used for data analysis. The study population consisted of subject experts and policy makers, parents, teachers and teenagers and also purposive sampling method was used. Technical literature was used for the coding categories and mechanisms also member checking has been used to validate the findings.

Results: Proposed mechanisms include enhancement of personal control, moral development of teenagers, parents, education, legislation and enforcement, suppliers and providers of hardware, software and ICT services.

Conclusion: Proposed mechanism is effective when all of the above categories are considered simultaneously and national and cultural backgrounds being considered.

Keywords: Ethics, Internet, Teenagers, Pornography

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