

Reverence of Physicians, Esteem of Patients, Health of Society

D. D. Farhud^{1,2}

1.School of Public Health, Tehran University of Medical Sciences, Tehran Iran

2.Tehran Genetic Clinic, Tehran, Iran

Abstract

Background: The ethical relationship between buyers and sellers, office workers and marketers, producers and consumers ..., and also physicians and patients, in recent decade have been severely damaged more or less all over the world, including in our society.

Professions which provide services to the people and society, with no possible material replacement, had eminent values. Physicians, teachers, spiritual leaders, judges, to begin with, all considered as highly esteemed occupations, have special status and holiness with their benefits reflected on the society.

In any society, including home, school, town, city ...violence causes violence and kindness results kindness in return. Investigations have been proved that kindness, as a merited ethical indicator, is effective and has produced positive feedback.

In the society, values such as desire to serve the people, respect, kindness, gartitude, apologetic, ought to be instituted,

In unhealthy and damaged societies, continuously and gradullay, fear from power replaces respect and competence. Hypocrisy, pretence, flattery, lying, opportunisticity, profiteering, with the label of politeness, and complements, replace sincere respect, humbleness, kindness and generosity.

Conclusion: In the present paper, ethical recommendations are aimed at the medical profession, but at the same time necessary reminders to patients, their families and companions, also the society, including government institutions and non governmental organizations that together guarantee a healthy and strong society, as a social capital, for a sustainable development.

Keywords: *Medical ethics, Patients esteems, Society welfare, Sustainable development, Social capital.*

Agent Based Modeling, a New Approach in Modeling Complex Ethical Problems

A. Azar ^{1*}, A. Sadeghi ²

Dept. of Management, Faculty of Management & Economy, Tarbiat Modares University, Tehran, Iran

Abstract

Background: Nowadays, attention to the ethical dimensions of decision-making issues at different levels of national, regional or enterprise has become an undeniable issue. Developments such as globalization, community development, the emergence and development of large multinational companies, financial markets and etc. intertwined interests of the communities that didn't have noticeable influence on each other before. Hence the result of our actions and decisions in different communities affects other communities and also future generations more than ever. Considering the ethical issues in operations research as a powerful tool in decision making, helps policy makers and managers to pay attention to the interests of all stakeholders in their decision.

Methods: In this review paper, after an introduction to concept and dimensions of ethical issues in management science and decision making, necessary prerequisite for modeling problems with ethical dimensions are described and the application of operations research (OR) in modeling these issues explained. And specifically, the Agent Based Modeling (ABM) method as a powerful technique in modeling such problems is introduced.

Results: Most of the classical OR methods commonly used in optimization problems cannot be used for new issues with ethical content and therefore newer methods and tools for modeling and solving such problems should be develop. In this article Agent Based Modeling (ABM) method is suggested for modeling the ethical and social sciences problems

Keywords: *Agent Based Modeling (ABM), Ethics, Management science, Operations research, Simulation*

* Corresponding Author: Email: Azara@modares.ac.ir

From Corporate Social Ethics to Corporate Social Responsiveness An approach for deployment of corporate social responsiveness system in the Iranian public organizations

M. Alvani¹, M. Amiri², K. Ahmadi³

1. Faculty Of Management, Islamic, Azad University, Qazvin Branch, Iran

2. Faculty Of Management, Allame Tabatabaee University, Tehran, Iran

3. Faculty Of Human Science, Islamic, Azad University, Sanandaj Branch, Iran

Abstract

Background: This research is about the survey social dimensions of organization performance and upon on passing of social ethics to corporate social responsiveness, and in order to exit from the semantic uncondensed and structural framework corporate social performance. Research tries to explanation concept of Corporate social responsiveness and to define indexes, components and dimensions of its concept for deployment and enhancement of corporate social responsiveness system in the Iranian organizations.

Methods: Research as goal – based is developmental – application and on the basis of method is correlation via factor analysis that sampling is unrandomly and the collecting of data is done via delphi technique.

Results: This research provides a model for Iranian organizations in order to have an operational system in our country. This model has 5 dimension, 11 component and 35 index

Keywords: *Corporate social responsibility, Corporate social responsiveness, Social ethics, Structural equations*

Analysis of the Impact of Effective Organizational Factors on Work Ethics in Public Organizations

*F.Sharifzadeh**

Dept. of Public Administration, Faculty of Management & Accounting, University of Allameh Tabataba'i, Tehran, Iran

Abstract:

Background: The issue of ethics has been dealt with since the primitive days of establishing society through our technology age. This issue is not the one we can ignore and/ or undermine it. Nowadays, the importance of ethics is more visible, especially regarding those organizations, in addition to organization and stake holders, which have obligation with respect to society. For this reason, the argument for organizational social responsibility has been considered of great importance regarding human- ethical principals in most parts of the world.

Methods: In this research, after reviewing the conceptual framework of ethical work, managerial, psychological and sociological theories, influential factors affecting the improvement of work ethics in Iranian public organizations are analyzed. Conducting this research, the investigator took advantage of both primary and existing data collection methodology. This approach enabled researcher to evaluate data and information collected from survey research regarding work ethics, working obligation, conscience,/ and social responsibility.

Results: research findings suggest that organizational factors, organizational objective environment and organization human work force effectively impact on employees' working relations and ethics. In conclusion, different types of recommendations were made regarding scientific society, applied suggestions for organizations and future investigators.

Keywords: *organizational – work factors- work ethics- working relations and ethics- work ethics and culture.*

* Corresponding Author: Email: sharifzadeh_f@atu.ac.ir

Relationship between Gender and Ethics in Accounting Profession

*R Hejazi**, *J Mosafari*

Dept. of Accounting, Faculty of Social and Economic Sciences, Alzahra University, Tehran, Iran

Abstract

Background: In recent years, women's role increasingly expanded in various social areas, presence of women alongside men. In social activities, create this question that which one could play their role and responsibilities better than the other. Accounting profession is not exception, so it can be said the women which are came to this profession increased and many accounting researcher have considered gender factor and its impact on various topics of accounting. According the solemn responsibility of accounting and their response to various social groups, respecting the ethics in accounting profession is so important.

Methods: This study reviews the influence of gender on ethics standards and the level of accountant's commitment in two groups of male and female. For this purpose a questionnaire that measure people's commitment level to the professional ethics standards was prepared. It was distributed between students and employees in accounting profession.

Results: Research results indicate no significant difference between two groups. Further analysis and review also suggest that no significant linear relationship between professional ethics as the dependent variable and gender as independent variable exists. But when gender is placed alongside age, there is a significant linear relationship so that, some parts of ethics changes are described by these two variables.

Conclusion: The overall results indicate that gender effects on professional ethics at lower age. When age increase, this effect is reduced as far that gender loses self impact on professional ethics.

Keyword: *Ethics, Gender, Professional accountants.*

* Corresponding Author: Email: hejazi33@alzahra.ac.ir

Ethics Components in Education of Faculty Members of Shahed University

M. Farmahini Farahani, L. Behnam Jam*

Dept. of Educational Science, Humanities Faculty, University Of Shahed, Tehran, Iran

Abstract

Background: The aim this study is observance professional ethics components in education among faculty members from students viewpoint. Ethics need to be in every profession, including employment and working conditions. Since the educational environments and especially universities, have critical duty in education and the community development, Observance of professional ethics faculty has doubled, due to its high impact on the future of the students

Methods: This study is a descriptive survey. Statistical community included all students in Shahed university Number 361 were selected as research samples According to formula Krjisy and Morgan The data gathering tool is a researcher made questionnaire. Professionals have confirmed the validity of research instrument and its reliability with Cronbach's alpha coefficient is /87 .In data analysis was used descriptive statistics(mean, frequency, percentage, standard deviation) and inferential statistics(t-test single group, Friedman test)

Results: The findings indicates the importance of professional ethics in education from the perspective of students .Ethics components of the faculty of the highest to the lowest component are: Respect for the students attention, Privacy own students. Failure to provide material benefits in return for giving score to students. Trust and respect of students, having a spirit of tolerance and openness in dealing with students. Attention to appearance and covering appropriately by teachers, avoiding inappropriate humor and jokes .not using the University facilities for personal matters by teachers. The results also indicate differences in the prioritization of the components in the medical and non medical colleges. Professional ethics in medical colleges than non-medical colleges students will be respected. But this is not statistically significant difference

Conclusion: The best strategy to improve professional ethics, is trying to prepare and develop a Code of Ethics, With the help of authorities and experts, and the institutionalization of this subject in university.

Key words: *Education, Ethical components, Faculty, professional ethics , Shaded university, Students*

* **Corresponding Author:** Email: farmahinifar@yahoo. com

The role of ethics in the fraud reduction of insurance companies from customer's point of view (case study: Policy holders of auto insurance department)

S. Sehat¹, G. Ehsanfar, S. Aslebagh

Dept. of Business management, Faculty of Management and Accounting , University of Allame Tabatabaee, Tehran, Iran

Abstract

Background: In our society, extension of ethics in all cultural and socio-economic fields is important. Socializing ethics in organizations, especially insurance companies is a way to improve quantity and quality of products, services, security and safety of employees, customers and society, to prevent from financial and moral corruption, to notice the dignity of individuals and to obey the regulations fairly. In general, socializing of ethics is a way to increase customer satisfaction and quality of community that the organization operates in. Investigating the problem of fraud in insurance has very valuable scientific and practical points too, because of making artificial losses and receiving large amounts of claims from insurance companies causes physical and mental losses to insurance companies.

Methods: In this study in order to investigate the influence of ethics on reducing fraud in customers' point of view, so policy holders of auto insurance department were considered. In this study the sample of 118 respondents has been selected from Iran, Asia and Persian insurance companies, for answering questionnaires.

Results: Findings of this research that are the result of testing hypotheses show the role of ethics in amount of fraud in insurance companies.

Conclusion: After the median test, results showed that following ethical principles by policy holders, insurers and the institutions related to losses influence in reducing insurance fraud. The results of current study help to identify the role of ethics on decreasing insurance company's fraud significantly.

Key words: *Auto insurance, Ethics, Fraud.*

* Corresponding Author: Email: sehat@yahoo.com

Small and Medium Enterprises, Entrepreneurship and Coercion to Rule and Ethic Breaking

*H.Zare Ahmadabadi*¹, *P. Jalili*², *M. R Zare Banadkooki*^{3*}

1. *Dept. of Industrial Management Faculty of Economy, Management and Accounting, Yazd University, Iran*

2. *Dept. of Entrepreneurship Management, Faculty of Management, Shahid Beheshti University, Tehran, Iran*

3. *Dept. of Industrial Engineering, Faculty of Engineering, Yazd University, Iran*

Abstract

Background: Resources munificence, dynamic, complexity, hostility and uncertainty force SMEs to reactions which seem rule and ethic breakings externaly. This article analyses SMEs ethical and moral acivities in entrepreneurial processes.

Methods: Based on stratified sampling of 185 managers-owners of SMEs, a survey accomplished for rule and ethic breaking in corporate entrepreneurial activities. In first step 8 latent factors explorated for SMEs non-moral and ethical activities and analysed effect of size and industrial categoris on them with statistical procedures. Then with regression analysis the relationships between prosecution of non-ethical and moral activities on corporate entrepreneurial practices has been tested. On the basis of Kano's model, non-ethical and moral activities categorized in straight to entepreneurial goals.

Results: SMEs practice all types of non-ethical and moral activities for their entrepreneurial achivements. By firm's enlargement, this conclusion will be more acceptale. Some non-ethical and moral activities such as Consent Engineering and information hide Influences on corporate enetreneurial achivements and embedded in must-be category of Kano's model categorization.

Conclusion: Different priorities and policies planning should be persue related to non-moral and ethical activities and their effects on corporate enetreneurial achivements. Policies that control rule and ethic breaking and extend corporate enetreneurial prosperousness.

KeyWords: *Corporate entrepreneurship, Ethics, Kano model.*

* **Corresponding Author:** Email: mr.zare@gmail.com

Grading Nurses Personal Values

H. Oreyzi, A. Askari, A. Nouri*

Isfahan University of Medical Sciences, Research Center of Social Factor Impact on Health, Iran

Abstract:

Background: Personal values in each organization are the most effective factor in building a culture based of ethics. Nursing is a profession that needs ethical knowledge for guiding behaviors. So this research grading the nurses personal values in Isfahan hospitals and match them with Islamic values.

Methods: A categorical sample of 103 participants was selected. Rokeach Value Survey was used to measure values. The data were analyzed by spss-18.

Results: the findings indicated that the most important terminal values were family security, wellbeing and salvation and the most instrumental values were honesty, capability and ambitious.

Conclusion: By Identifying the values organizations would perceive the nature of ethics in individual levels.

Keywords: *Ethic, Instrumental values, Nurses, Personal values, Terminal values*

* **Corresponding Author:** Email: Azadehaskari4612@yahoo.com