

Ethics and integrity assignment

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For now, want to explain the other two concepts of morality and ethics.

Morality is of a broader scope. It refers to the principles and ideologies of good and bad behavior expected by the general society. Ethics, on the other hand, refers to expectations of values a group or organization should uphold. Ethics is an integral value-?? meaning it differs from different social groups to the other. For instance, Catholics might not deem drinking beer as a negative behavior, in fact they might deem it as something worth it for socializing and having fun.

However, in the OLDS church, we deem it unethical to drink beer because of our belief in the Word of Wisdom. I often had that discrimination in the Philippines with my Catholic friends, laughing at the fact that I abstain from alcohol. But I realize from reading this article that it's not their fault to laugh at my beliefs because people have different ethical ideologies. Both morality and integrity, as mentioned in the article, relate to desirable vs.. Undesirable behavior. Integrity is a virtue in the professional world that goes hand in hand with originality.

One can be a man or woman of integrity by making and keeping their word. If they say that they are going to do something, then they exert their best efforts to truly do what they said they would do and end up doing it. The other part of integrity is when after exerting all efforts to fulfill their word but have failed due to some circumstances, then they will communicate to the people they committed to that it wouldn't work out. That means they apologize and they try to correct their shortcomings. This explanation from the article indeed is true.

In my opinion, integrity is an innate virtue that is solidly attached to a person's character and conscience. If you think about it, if one makes a statement saying he would do what he said he would do, the person who received that promise gives you their trust. They trust that you would do what you said you would do, because they believe in your capacity etc. That trust is given because of their belief in your character -that you would do what you said you would do. If you did not fulfill that promise and did not apologize for not fulfilling such, then you and the person you made a promise to, will feel bad.

You will feel guilty and that is your conscience inside of you telling you that you should have done what you said you would do. Guilt and regret will fall upon you if you do not apply integrity. Meanwhile, the person you committed to will either not trust you anymore or will have lowered their expectation of you as a person who can keep their word. They will have a different perception on your character. In the real business world, there are numerous examples of this valued principle of integrity. For example, Nordstrom has been one of those that have stuck with their motto "Returns accepted, Always! Recently I purchased a \$180 dress shoe at Nordstrom. Com. I Was so excited to receive it but to my dismay the shoe was actually too hard on my feet. Since I don't have a car and the semester has already begun, it took me about 6 months for me to return the product. When I went to their store and told them, would like to return the shoe, they said " certainly! " and within just 5 minutes my \$1 80 was returned to my bank account. No questions asked whether I used it. They just totally stuck to their word-?? to always accept returns. This is a good example of integrity.

They stuck to what their corporate belief and motto. Another company that shows integrity is Apple. As you know I am a fan of the company and their products. I had an experience where I just bought a brand new pad 2 from the Apple Store in Downtown Ala Moan. As I was waiting for the city bus number 55, I accidentally dropped my brand new pad and it caused a huge dent on the cosmetic design of the device. Went back immediately to the apple store and requested to have it replaced. They immediately did it without any hesitancy. They truly value customers and they want their utmost satisfaction.

They proved their integrity by sticking to their company values. In contrast, a real world company that has a bad integrity is the former great company called Netling. Netling was known for listening to its consumers and adapting to what the consumers wanted. That is how Netling even began to start by offering DVD rentals without any due dates. However, Reed Hastings who is the CEO of the company, foolishly decided to change the monthly plans and increase it more than 50% of the original price. He also decided to split the business model by introducing Quickstep.

He did all of this without consulting the consumers first. He basically talked with his board of corporate leaders without launching a comprehensive market survey to its current and potential subscribers. As a result the stock valuation of Netling Inc. Decreased significantly and about 1 00, 000 subscribers opt out of the internet movie service provider. Constant criticisms and news stories soon followed. Because of the radical response by the current consumers and the verbal market, Reed Hastings was forced to do several youth videos explaining their strategic plans.

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