

# Ethicality and profit maximization

Business



Business enterprises seek to maximize their profits by ensuring that the legal aspects of profit-making and ethical practices complement one another.

These ethical practices relating to all the stakeholders that influence business operations in one way or another. For instance, a firm that rewards employee performance acts in the interest of both the employees and their own welfare. It is important to note that ethicality in business spreads across internal and external business environments (Hooker, 2003, p. 5). This makes ethicality in profit making a pertinent issue to account for across social and economic business concerns.

Disregarding the ethical part of business operations can be fatal to the performance of any given enterprise. To start with, firms highly rely on markets and consumers for their business success. Customers favor firms that act in their interest alongside pursuing their bid to make profits (Ferrell, Fraedrich, & Ferrell, 2012, p. 276). Secondly, the same process factors in social corporate responsibility among other concerns. Therefore, ethicality and profit maximization can essentially be complementary as opposed to being ‘enemies’ in the business environment.