

Ethics and globalization



" Ethics and Globalization" Globalization has affected the business and dealings across the world, this has not only influenced the culture and customs of the nation but also the ethics and morals. The present article highlights the ethical issues with respect to the globalization of market and also the decision making policies which are persuaded internationally. Conditions vary in local market, but it is essential to implement global marketing ethics and fundamentals to all the markets. There is a uniform code of ethics formulated by WTO and UN to resolve cultural diversities and to disembark cooperative approaches in international market. Introduction The current eon witnesses globalization. Globalization offers a viewpoint and position in the course of economy, education, society and culture. Globalization empowers an apparition for the entire world setting ethics and norms for the organizations running globally, which is beyond the local marketing trends and there is no space for the uniqueness of nations thereby sharing common platform of development across the world. This is essential to have a uniformity in the working style and for modulating understanding between individuals belonging to different communities and have different upbringing. Marketing Ethics at international level and globalization are inter-related issues. As the globalization augments, so the ethical issues. There is an enormous rise in technologies in the past five decades, especially in transportation, information and communication. Internet is one of the remarkable contribution to this enhanced pace of technological development. Gradually globalization has characteristically predisposed human development all through devised strategies both, nationally and globally. This has considerably inclined in the business environment. It is a common understanding that USA has emerged as a super power and

therefore captivating benefit of administrative and political power of United Nations and other associated organizations including World Bank to procure economic benefits and sustain global command. Under such circumstances the organizations are not able to perform their tasks with liberty, it is therefore the privileges are hampered. It is required to define the business ethics in terms of needs to pursue humanity and stability. The formulation of policies be such that nations are at the liberty of regulating in a particular and congenial manner the world trade and economy. Globalization is a depiction of world-wide announcement. It is a means that bridges financial gap concerning two nations. Globalization has commenced an approach in the international market where developed and developing nations could contest along with sharing their ethics. Conclusion A few past decades have witnessed an amalgamation of nations around the world, where an augmented transport of finished commodities and services, wealth and information and understanding is observed. Globalization on one hand has enhanced the productivity to meet the growing demands on the other hand it has impaired the poor from their livelihood, creating unemployment and poverty. Ethics are directed towards meeting demands but it is essential to re-think how to manage competitive advantage with the business ethics so as to maintain individual corporate and national cultural environment along with ethical globalization in terms of environment, undertakings and approaches. References Ethical Globalization. Available at <http://www.aspenbe.org/documents/Ethical%20Globalization%202008%20FINAL.pdf>. [Accessed on 19th February 2011]. Yucel, R., Elibol, H., Dagdelen, O. (2009). Globalization and International Marketing Ethics Problems. International Research Journal of Finance and Economics, 26.

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