Analyzing The Professional And Ethical Code

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Abstract: I want to analyze the Professional and ethical code. Here, we explained the purposes of code, the code will help to understand well and communicate well all the member of the organization. Professional association has a code of conduct which is maintained in good order and come from sectoral body. The code of conduct that is developed in business is extremely demanding in organisational climate. The benefit of code must be examined to find out how they are used in practice and how do they address to different problems. Every code is not applicable to all problems. For the benefit of the company, the code of ethics must be explicitly recognized. Managers do not have the right to enforce moral standard on their employees. It is only through the enforcement of code that the ethical culture of the company can be brought. Whatever it may be, some advantage will be gained by exploring the enforcement of codes.

Keywords: Professional, Ethics, code, climate, conduct, employee, culture, quality, fruits, purpose…etc.

I. INTRODUCTION

I would like to discuss on analyzing professional and ethical code**.** Here, we explained the purposes of code, the code will help to understand well and communicate well all the member of the organization. Professional association has a code of conduct which is maintained in good order and come from sectoral body. The code of conduct that is developed in business is extremely demanding in organizational climate. The benefit of code must be examined to find out how they are used in practice and how do they address to different problems. Every code is not applicable to all problems. For the benefit of the company, the code of ethics must be explicitly recognized. Managers do not have the right to enforce moral standard on their employees. It is only through the enforcement of code that the ethical culture of the company can be brought. Whatever it may be, some advantage will be gained by exploring the enforcement of codes.

II. THE PURPOSES OF CODES

In our earlier discussion, we have mentioned about professional and ethical code, we would now like to discuss systematically about the purpose of professional code as well as ethical code for management and organization. First of all let us explain why code of ethics is required? and what is its importance? Ethical codes within any organizations are not artificially created. They come out of certain needs but it is found out that they do not fulfill the needs out of which they arose? The existence of a code of ethics indicates our concern and effort to ensure good conduct in organization. In fact, in any organization and particularly in many global organizations ethical codes are introduced by their leaders who wish to maintain or improve standards of behaviour apart from maintaining the law. A Code of ethics may be very effective in setting the agenda for a company, but enough priority is not given in its application in day today functioning of the organization. This is evident from the text of the code where the issue involving how to apply the code is rather left unclear. Formulating a code of ethics in all probability is likely to be proved unfruitful if it is found that the rules constituting that cannot be applied to all situations. Company codes of ethics are by and large focus attention upon the misconduct of isolated individuals and are not much concerned with how moral problems arise in the first place.

Ethical codes simply cannot capture the complexities involved in modern business life. Ethical codes of practice can be adopted by organisations to set out what they consider to be their social responsibilities and also to establish standards of

good conduct for their employees. These codes may have many advantages in terms of both public relations and creating the healthy environment in which the ethical concerns of employees can be raised openly.

The content of professional codes falls broadly under the two categories: the universal and the stakeholder. Under the universal the majority of codes appear independent of profession. In all professions, it is commonly observed that codes are explicitly directed to the maintenance of high standards of professionalism. It is simply assumed that by the high standard of professionalism everyone knows what it means. No doubt this is true in a very general sense. But this is not adequate. The notion of standard must be articulated in the light of the definition provided by institute of management that guides professional practice. The organizations that follow such standard procedure will be benefited in pursuing their professionals to maintain high moral standards. A professional is the one who claims to provide an expert service of value to society and who accepts the duties entailed by that claim:

✓ The attainment and maintenance of high standards of quality education, training, and practical judgment, and
✓ Honouring the special trust reposed by customers, employers, colleagues and general public.

It is generally agreed that it is the presence of ethical values that will characterise a true professional. Among the values that occupy a high place are integrity, honesty, loyalty and fairness. These are the values which encourage professionals to be active in creating the competence of their subordinate staffs along this line. There are also of values which point out that professionals have obligation towards their subordinator. They are accountable to their subordinates for providing proper supervision. Except few, each professional code talks about its own profession and not other professions.

In every profession people follow such code knowingly or unknowingly. But modern society is burdened with science and information technology, and no special effort is given to the development of professional codes. The virtue like confidentiality, explanation, and justification are taken to be the most cherished values for modern professionals. It is further maintained that conflicts among parties must be brought to open discussion and better handle them with integrity. In the same way it is stated as the part of the professional code that those who are professionally incompetent may be dropped from the organizations but this entire procedure must be conceived and carried out impartially. Some of the professional bodies explicitly call the members to take positive steps to maintain their professional competence. Most professional codes make specific mention of bribery. Regarding the questions concerning the permissibility of business gifts and hospitality, it is viewed that the issue is a complex one and a variety of approaches have been taken on this issue. By and large the issue is viewed by various professions in the following terms:

✓ The consequences of a gift, that is, to see whether or not it leads to undue influence or unfair treatment, and
✓ The intention of a gift is designed to get undue advantages from customers. In the light of these we can raise the issue regarding how many organizations that have a code

to deal with such problems. It has been observed that at least sixty percent of organisations are having professional codes. If there are number of existing codes in an organization, it is difficult to identify which specific code to follow. This will lead to some sort of confusion. Typical professional specialists or managers may have signed half a dozen different codes while joining in their profession. Usually there are number of professional codes available in an organization. Some of the codes are to be specifically considered. But it has been noticed that professionals either knowingly or unknowingly ignore the ethical code due to the availability of general codes which may not be applicable to certains issues.

It is possible to develop a code of conduct at the top level of the organization and then to impose it. Such a process, however, is unlikely to get the best results if considered in terms of commitment. The process used for developing a code requires observing the following things.

First of all, one must know and understand the basic awareness of the need to have a code and be prepared to invest time for the organization. This is not a craze but we need to meet the demands of professionals because they themselves want a code to regulate our conduct. Advance research can be an effective way of creating awareness as well as of identifying the topics relevant for inclusion in the code. We can identify many issues like opinions and attitude of people coming from different backgrounds and perspectives. We can identify the anxieties and worries of people which they carry back from home.

Value statements and ethical code are too often formulated by group of senior managers and specialists. Make sure that you consult widely during the period when the code is developed. Find honest, sincere, and efficient people from different sectors and levels of the organization who will be enthusiastic and convincing about this exercise. Remember to take account of the view of the people in all the countries where your companies operate and where an international code is existing. In this connection, it is also necessary to consider whether you wish to establish common values or to impose standard practices. This means whether you want a document which only gives general principles or something which deals explicitly with the actual problems and dilemmas faced by people in your organization.

III. PROFESSIONAL CODE

Every respective professional association has a code of conduct. Many of these associations are maintained in good orders. There exists a wide variety of professional code which we consider. Code generally comes from sectoral bodies. For example, the national management service has jointly published code of conduct and code of accountability. This could be described as a corporate code. It has degree of independence, trust and authority. It also has some of the characteristics of a general industry code. A code consists of many issues but also there are codes which consist of single issues. For example, there is International chamber of commerce code on corruption. In addition there are codes from a wide variety of national and International bodies

related to business. Probably the best known and most widely respected code is produced by the international group called international voluntary group of top business people known as the cause principle.

The code of conduct that is developed in business is extremely demanding in 56rganization56l climate. To live up to these codes is a difficult challenge particularly when sufficient thought is not given on code. If one takes seriously these entire codes only then 56rganization will have allegiance toward certain values. In developing or revising a corporate code for organization we need to spell out a structure of excellence to be represented in the code. This will be done for the betterment of organization. To summarize, the core constituting the structure, there are some major points to be illustrated. The first is the fundamental corporate values which provide the primary structures of excellence. Each value statement is followed by a few concise sentences explaining what they mean in practice. Second we have to impress people to have the aspiration to do their assigned work according to the norms and codes. Value structure like honesty and integrity are exhibited through relationships with co-workers, customers, suppliers and neighboring organizations. Our goal is to attain truth in all relationships. Stakeholder Structure explains that suppliers will use our purchasing power fairly, and will administer contract procedures in good faith and pay promptly as agreed. Potential Malpractice Structure says that when the professional travelson company work for its business employees must adhere to each country's law regarding, declaration and importation of money, negotiable and also involves in instruments and goods.

IV. STYLE OF PROFESSIONAL CODE

In view of above explanation we would now like to understand and explain various concepts of professional code. Let us go into the details of some of the professional codes .Many of such codes are so difficult to disentangle that some codes read like detailed rule books while others are statements of core values for the profession. And another aspect of style is the degree to which the code expressed in positive terms rather than as a series of cohabitations. To updating professional code of conduct, we should keep in mind the practical need, we should be clear about the purpose of code and formal status of the code .Further such a code needs to be taught carefully. A code may be developed at different levels. The following are the main alternatives in the light of which professional codes may be developed:

✓ A concise ethical values or principles statement
✓ The members face ethical problems due to difficulty in following high standard ethical code, and
✓ A detailed rule book. The difficulty posed at the second level is most common. This calls for additional practical guidelines to help members to apply the principles in their real life. But in our view formulating a detailed rule book is rarely appropriate.

Finally, a professional body when it tries to work out a new code it should think of adequate means of how to establish it. For that it must participate in discussion, and the drafts prepared must be debated. Moreover, people involved in

this work should not see the task as another piece of administrative work. As a professional manager, I dedicate my professional knowledge to the advancement of human welfare and to pursue this, I have to do the following things:

✓ To perform in the best possible way in my organisation,
✓ To participate as honest professional,
✓ To live and work according to the human values and ethics.
✓ To put one's service sincerely before thinking of earning profit. In this respect one should keep in mind that it is not personal advantage but honour of the profession and public welfare that should come over all other considerations. Personal advantage and public welfare must be above all the considerations.

It is found that there are some members in the organization who never think of their personal gains and identity. In this stand to think positively and to demand for hard work from other members when there are difficult situations is regarded as absolute requirement. In this respect, it may be mentioned that the most influential professional associations have felt the need for a more detailed guidance for their members.

A major development in this direction is found in some of the countries like India and the USA which encourage the rise of different professions through professional councils. Professional council developed professional codes for organizations and provide smooth functioning of the code for achieving greater ends. Professional councils and code have played a major role in the ethical revival. Respect for codes as an ethical value is not a new trend. It is nurtured by human civilization.

V. THE BENEFITS OF CODE

It is no doubt that company's reputation is fundamentally important for increasing consumer awareness. A great deal of evidence shows that people become sensitive to the moral issues of everyday business. This is because of the reason for the enhanced interest in ethical codes. But these codes of ethics must be examined to find out how they are used in practice and how do they address to different problems. Our attempt is to bring out the most relevant issues which are involved when implementing such codes which have both moral and pragmatic nature. Let us first start with codes and then we will go into the discussion of the issues emerging from the application of the codes.

✓ A code will be examined in terms of their various benefits, such as their effects and public relations and the role they play in putting ethical concerns on the business agenda.
✓ The process of implementing such codes must be examined for practical purpose. In this context we must look into the question of who are the people involved in the formulation of these codes and how they might reasonably enforce.
✓ Every code is not applicable to all problems.

The most relevant company code of ethics concerns with public relation. A company which promotes the code of ethics may have great effect on professionals. Companies for the

purpose of marketing of their services usually appeal to moral sensibilities of consumers. Companies i.e., all share and stake holders have restriction not to show all the aspects of the code to their top managers. For the benefit of the company, the code of ethics must be explicitly recognized. Stakeholders are also interested in having a code of ethics because they are conscious of their responsibilities to customer, supplier…etc.

Company code of ethics may be developed by sincere people. However, there are employees who are not interested in the code of ethics. But manager have the responsibility to introduce the code even when employees show their resistance to it. The employees must be encouraged to adopt the code and to follow it in their day-to-day practice. Greater participation of employees in running the organization will have practical advantages in formulation and enforcement of code. Commitment towards a code will benefit employees in terms of getting better opportunities in the company. It may be noted that multiplicity of codes cannot properly enforce any strict discipline in the organization. On the other hand, managers do not have the right to enforce moral standard on their employees. It is only through the enforcement of code that the ethical culture of the company can be brought. Whatever it may be, some advantage will be gained by exploring the enforcement of codes.

VI. CONCLUSION

Professional behavior may be defined in terms of four essential attributes, a high degree of generalized and systematic knowledge, a primary concern to the community interest rather than to individual self-interest, a high degree of self-control of behavior through codes of ethics internalized in the process of work performed socially and through voluntary associations organized and operated by the specialists themselves, and a system of rewards, which is primarily a set of symbols of work achievements that constitute ends in them, rather than means to some individual self-interest. Now coming to profession, management plays an important role in carrying out a profession successfully. The success of a profession, to a great extent, depends on managerial skills. Demand for management ability may arise in a number of ways. A managerial practice must be guided by ethics and values, all management skills require that they must meet the customer satisfaction. Professional assignments involve the application of knowledge of skill and this requires good planning, systematic coordination and dynamic control, and the organization or profession must fulfill the employer's objectives and thus managerial skills and abilities are goal oriented. But it is realized that to find out the best way of getting things done is not sufficient. If the main task of professionals is to ensure customers well being then something more is needed. Every respective professional association has a code of conduct. Many of these associations are maintained in good orders. There exists a wide variety of professional code which we consider. Code generally comes from sectoral bodies. The code of conduct that is developed in business is extremely demanding in organizational climate.

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