Introduction

Simplistic subjectivism refers to the view that ethics is simply a matter of personal opinion, that there is nothing anyone can say or do to change a person’s mind about ethical issues. Cultural diversity lies in the perception of business ethics and not in the application. Common denominator of people diversity is the primary concern with secondary caring for profit maximization and conservation of wealth. A diverse culture may disregard academic integrity and thus may lack the essence of business ethics to an extent where behaving unethically becomes a normal habit built in culture and in traditions.

Tom Robbins, novelist, reclaims that: “We are our own dragons as well as our own heroes,” and “we have to rescue ourselves from ourselves.” Yet, we are what we learn and perceive and thus we choose what to be. People are not created of the same skills and abilities in life, and they are not raised in the same conditions and cultures. They all sometimes have different perceptions of things and different personal opinions that each one may consider his/her truth based on his/her level of knowledge and understanding. This is one of the major challenges in ethics which is called by Nancy J. Matchett (2009) “simplistic subjectivism”. She explains it saying “Simplistic subjectivism refers to the view that ethics is simply a matter of personal opinion, that there is nothing anyone can say or do to change a person’s mind about ethical issues; indeed, that there is something wrong with trying to” (Matchett, 2009). After all, people have a right to their own opinion, and ethics is just about being true to your core values”. However what if core values and the way that an individual understands something was wrong?

DEFINITIONS

Ethics

Ethics is a way of life that constantly evaluates decisions in a space of moral imagination where every dilemma is settles in full knowledge of rationales and underlying philosophies. As such, ethics creates a space of social integration where every dilemma is settles uniquely in its own circumstances, and actors. Ethics allow the confrontation of choices between right and right, or even between wrong and wrong. The obvious choice between right and wrong is thus automatically settled.
Introduction

Business

Business is a world of activity aiming at satisfying wants and needs through market mechanisms. In the same process wealth is accumulated, invested or redistributed. Government’s role can be helpful or detrimental, business proceeds anyway.

Diversity

In today’s modern world, the global community has become a local village. Communication has brought everyone so close together that differences of culture tradition, language, religion, governance, gender and demographics have become interwoven intrinsically in a global melting pot, the result is a world of diversity where difference is recognized, and must be celebrated.

PERCEPTION OF BUSINESS ETHICS IN CULTURAL DIVERSITY

This book will focus on business ethics sensitivity, perception and awareness among Business people as a diverse society. Researchers showed that Business problem lies in the perception side of business ethics and not in the application. Accordingly, awakening them is an indispensable step since it forbids them from choosing unethical future decisions. Furthermore, a latest survey by a Walker Research of Indianapolis about the perception of ethics exposed that employees show preference to work at corporations which distinguish business practices as ethical prior to work in a financial stable company. (“Business Ethics Research Proposal Sample”, 2008). On the other hand, business people are primary concerned with the theory of profit maximization caring less to the ways that produce money. Most of Business people restrict their selves to power that is generated from money, and thus give it a great importance in their attitudes and behaviors in their everyday life and they refer to it as “the final say. Briberies for example are now becoming a common practice in many diverse cultural settings.

TRENDS

Corporations in general, act as a civilizing agent and play an essential role in the industrial and commercial developments of their mother countries. Although their primary goal is to maximize profit nonetheless; there happen to be more crucial things than ensuring their survivals; which are its ethics. Companies that lack virtues such as honesty and trust must behave ethically in their journey to ensure their permanent success. Being productive and efficient are basics to achieve profits but our study goes beyond this outcome to the essence of success: ethics. Business ethics nowadays is considered a budding segment of ethics and the business world. Kreitner believes that “[e]thics is defined as the study of moral obligation involving the distinction between right and wrong” (1998, p.142). It particularly deals with the perception of business ethics and the behavior revealed upon it. It is set of regulation and laws or even social discipline governing the corporate transactions (Moussawer, 2004).
REFERENCES


KEY TERMS AND DEFINITIONS

**Business**: Is a practice of exchange aiming at raising a profit through providing a product that satisfies a need.

**Diversity**: Celebration of differences in culture, tradition, language, religion and/or other demographics.

**Ethics**: A way of life in a space of moral imagination where ongoing dilemmas are settled in full knowledge of rationales.

**Simplistic Subjectivism**: The view that personal opinion underlies decisions in life.

**Workplace**: Dynamic space where business operations are conducted away from personal individual concerns.
APPENDIX

Learning Objectives

L.O.1: Define business ethics.
L.O.2: Characterize workplace diversity.
L.O.3: Define simplistic subjectivism.

Summary

Define Business Ethics

Objective rational mechanism for settling dilemmas on the go.

Characterize Workplace Diversity

The global human community is quickly becoming a local village where diversity must be celebrated.

Define Simplistic Subjectivism

Simplistic subjectivism refers to the view that ethics is simply a matter of personal opinion, that there is nothing anyone can say or do to change a person’s mind about ethical issues.