

Business Ethics and Corporate Governance
Lecture 5
Corporate Social Responsibility
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Understanding Ethics and Morality

- When people talk about ethics, they often use the word morality as if it means the same thing. In many books and conversations, these words are used together, even though they might have slightly different meanings. Some people believe morality is personal. It is about what you feel is right or wrong based on your own beliefs, religion, or experiences. Others think that ethics is about how we apply those ideas in larger groups like workplaces, schools, or professional fields.
- For example, someone may feel that helping a stranger is the right thing to do. That would be a personal moral belief. But if a business sets a rule for all employees to treat customers kindly, that is part of its ethics. Even though the words morality and ethics can mean different things, they often aim to answer the same question. What is the right thing to do?
- Some experts say morality is the topic we study, and ethics is the way we study and understand it. In this way, ethics helps us decide what actions are right or wrong in different situations. Ethics can be applied in many areas, such as business, journalism, healthcare, or education. Each of these fields has its own set of ethical rules or standards to guide people in doing the right thing.
- Even though there are some small differences, many people use the words ethics and morality as if they are the same. In this lesson, we will use both terms to mean the same idea, which is about doing what is right and fair.

Responsibility in Individuals and Organizations

- We often talk about ethics when we describe individuals. We say things like she is a good person or he always does the right thing. These are judgments about someone's moral character. But we also hear people say that a company or a government is unethical or corrupt. This can be more complicated.
- People have feelings, thoughts, and a conscience to help them understand what is right and wrong. Companies and governments are made up of people, but they do not have emotions or a personal conscience. Still, we often judge their actions as moral or immoral.
- For example, if a company lies to its customers or treats its workers unfairly, many people will say the company is unethical. If a government treats its people badly or breaks international laws, we might say that country is corrupt or even evil. These are moral judgments, even though they are not about one single person.
- Let us take an example from history. In the early 2000s, companies like Enron and WorldCom were involved in major scandals. They were dishonest about their money and tricked investors. Many people said these companies acted unethically. Even

though individuals made the decisions, the companies as a whole were judged. This shows that we hold both people and groups responsible for their actions.

What Does “Good” Really Mean

- Another word that often confuses people is good. When we say something or someone is good, we may not always be talking about ethics. For example, if someone says Microsoft is a good company, they might mean it is successful, makes a lot of money, or is strong in the market. These are positive qualities, but they are not about ethics.
- On the other hand, if someone says Microsoft treats its workers well and helps local communities, they are talking about the company’s moral values. This is the ethical meaning of the word good. So the same word can mean different things depending on the context.
- Let us look at a more personal example. If I say Daniel is a good guy, you might ask if he is fun, smart, good-looking, or rich. I could say yes to all of that, but those are not moral qualities. They tell you what kind of person he is socially, not ethically. But if I say Daniel is honest, kind, hardworking, and volunteers to help others, then you may think of him as someone with good moral values.
- The way we describe people can show whether we are talking about their behavior or their ethics. Saying someone is smart or successful does not mean they are ethical. But saying someone is fair, respectful, and helpful does tell us about their moral character.

How People Understand Ethics

- Even though people come from different backgrounds, religions, and cultures, most of us agree on basic moral ideas. For example, most people believe that it is wrong to lie, steal, cheat, or harm others. We also respect people who are honest, fair, and responsible. These are values that many people around the world share.
- Being around ethical people feels good. We feel safe, respected, and trusted. Whether in personal life or at work, people want to be surrounded by others who do the right thing. Trust is built on good moral behavior.
- It is also important to remember that following the law is not the same as being ethical. A person or a company can obey the law but still act in ways that are unfair or hurt others. The law tells us the minimum standard, but ethics asks us to go further and do what is right, even when no one is watching.
- For example, a business might follow all legal rules but still treat employees badly. Or it may follow safety laws but not care about the environment. In these cases, we can say the business is legal but not ethical.

The Challenge of Acting Ethically

- Even when we know what is right, it can be hard to do it. Recognizing an ethical problem is not always easy. Sometimes, people do not even realize they are in a situation that needs a moral decision. Other times, people know what is right but are

afraid to speak up or take action. They may fear losing their job, being judged, or facing conflict. Doing the right thing often takes bravery and strength.

- In a business setting, acting ethically becomes even more difficult. Every employee has different goals, ideas, and pressures. Some may focus on making money, while others care more about honesty and fairness. It can be hard to agree on what is right.
- Companies need strong leaders who set a good example. If top managers act honestly and fairly, others in the company are more likely to do the same. The behavior of leaders influences the behavior of everyone else.
- It also helps if employees feel safe to share their opinions and concerns. When people feel respected and valued, they are more likely to speak up when something feels wrong. A healthy work environment supports ethical behavior by making it clear that doing the right thing matters.

How Do Law and Ethics Differ

- Law and ethics are closely related, but they are not the same. A law is a rule made by the government that people must follow. Ethics is about doing what is right based on values and principles, not just what is written in legal rules. Just because something is legal does not always mean it is ethical, and just because something is ethical does not always mean it is legal.
- Imagine going to a doctor or hiring a lawyer. You would not choose them just because they follow all the laws. You would want someone who is honest, kind, and truly cares about helping you. This is because being ethical means doing more than just following rules. It means doing what is right, fair, and good even when no one is watching.
- In many professions, people follow special codes of ethics. Doctors, teachers, accountants, and business leaders all have rules that help them act in the best interest of others. These codes exist because the law cannot cover every detail of what it means to do an excellent job or to serve others well. The law gives us the basic requirements, but ethics pushes us to do better.

Ethics Goes Beyond Legal Requirements

- Many business experts have talked about the relationship between law and ethics for years. One thing they often say is this: just because a business action is legal does not mean it is ethical. In the same way, some actions that are clearly ethical might still be against the law.
- For example, a company might use legal tricks or loopholes to avoid paying taxes. They may not break any law, but people may still feel the company is not acting fairly. The phrase legal loophole itself suggests that something might be allowed by the law but still feels wrong to many people.
- Sometimes people do the right thing even if it is not required by law. For instance, a business might go out of its way to protect the environment, even when there is no law forcing them to do so. That shows strong ethical values. On the other hand, if a company pollutes a river but avoids punishment by following weak environmental laws, it may still be viewed as unethical by the public.

Reputation Matters for People and Organizations

- Both individuals and organizations are judged by others based on how they behave. A person's moral reputation is usually based on how others see their character. Are they honest? Do they treat people fairly? Are they responsible and caring? These are the things that make someone trustworthy and respected.
- Organizations also have reputations. Even though a business or a government is not a person, people still judge them based on their actions. If a company is known for treating its workers well, helping the community, and being honest with customers, it earns goodwill. Goodwill is the positive feeling that people have toward the organization. It is not something you can always see or touch, but it has real value.
- In fact, when a company is sold, this goodwill becomes part of its price. A good reputation can make a company worth more. On the other hand, if a company is known for legal troubles or treating people badly, it may be worth less. A bad reputation can hurt the company's stock, make customers stay away, or even lead to lost profits.
- So even though a company may stay within the law, the public still expects it to behave in a way that shows good ethics. If it fails to do so, it may suffer both financially and socially.

Law Reflects Moral Values

- Another reason we connect ethics and law is because many laws are based on shared moral beliefs. For example, there are laws that say people cannot steal or cheat others. These laws exist because most people agree that stealing and cheating are wrong. So laws often come from a society's idea of what is right and wrong.
- If a law says people must not cheat the national health system, that is because the lawmakers believe cheating the system is wrong. If there are laws against helping someone end their life, it is because many people think that action is morally wrong. In this way, laws often express the moral decisions made by a society.
- However, not everyone agrees on every moral issue. That is why some topics remain controversial and are the subject of public debate. Laws are often used to solve big social problems, but the debates around those problems are often based on different moral views.

Different Perspectives and Big Moral Questions

- In society, there are many important topics that people strongly disagree on. These include issues like stem cell research, the use of marijuana for medical treatment, and abortion. These are not just political or legal issues. They are moral questions that touch on people's deepest beliefs and values.
- People may agree on the facts, but still disagree on what is right. That is because they are looking at the problem from different moral perspectives. Some people focus on human rights. Others focus on what will bring the most benefit to the most people. Some people care most about personal character, while others think about fairness and justice in society.

- These different views lead to strong opinions, and people often do not change their minds easily. Even if two people see the same information, they may not agree because they are guided by different values.
- That is why these issues can become so emotional and difficult to resolve. People are not just arguing about rules or facts. They are arguing about what they believe is right and wrong at a deep level. This kind of disagreement is not easy to fix with simple answers.

Why Should an Individual or a Business Entity Be Ethical

- People often say that doing the right thing is also good for business. This idea is based on the belief that businesses that care about ethics, not just the law, will perform better over time. When a company behaves in a way that is honest, fair, and respectful, customers usually notice. As a result, they tend to trust the business more and remain loyal to it.
- However, it is difficult to prove this belief with exact numbers. The reason is that business success is usually measured in the short term. Sales, profits, and growth are tracked every month or every year. Ethics, on the other hand, often shows its benefits over a much longer period. What we call the long run is not always easy to define. Also, we do not have one single way to measure whether a company is truly excellent in its ethical behavior.
- In real life, companies sometimes face situations where being slightly dishonest or cutting corners seems more profitable, at least for a while. That makes it harder to stick to strong ethical values all the time. Businesses might ask themselves why they should take the harder path when the easier one brings faster rewards.
- But even if ethical behavior does not always lead to instant profits, it is still very important. Over time, people begin to see which businesses truly care about doing the right thing and which ones are only focused on making money. The public pays attention. Customers talk. News spreads quickly, especially in today's digital world.

Learning from Real-World Experience

- A strong example of how ethics affects business reputation can be seen in the story of Royal Dutch Shell, one of the largest energy companies in the world. Years ago, the company faced major backlash from the public. People accused it of being careless with environmental issues and not showing enough concern for human rights. As a result, customers began to boycott Shell products, and investors started to worry about the future of the company.
- This situation forced the company to take a step back and think about its priorities. For a long time, it had focused on maximizing short-term profits while following the law. But now, that approach was not enough. The company realized it needed to be more ethically responsible, not just legally correct. The CEO later admitted that they had been caught off guard. They believed they had done everything right from a legal point of view. But something was still wrong. That something was the voice of the public, including customers, non-government organizations, and the media. These

groups were telling the company that following the law was not enough if the company failed to show moral awareness.

- This experience taught the company that ethics matters. It is not only about avoiding punishment. It is also about earning respect, building trust, and protecting the company's reputation. Once trust is broken, it takes a long time to fix.

Ethics as a Guiding Principle

- A business that only aims to make money within the limits of the law often lacks a deeper purpose. Employees and leaders in the company may begin to feel that there is nothing meaningful to work toward. When people in an organization do not have a higher standard or shared values to guide them, they may begin to act in selfish or careless ways. This can create a negative work culture, reduce team motivation, and eventually harm the business.
- A company that encourages ethical behavior gives its workers something better to aim for. It sends a message that values like honesty, fairness, and responsibility are important. This can make employees feel proud of their work and more committed to the company's goals. It also attracts customers who want to support businesses that do the right thing.
- In many cases, businesses that try to bend the rules for quick gains end up damaging themselves. They might find legal loopholes that let them avoid taxes or reduce costs, but these actions can upset customers, hurt employees, or cause public scandals. These problems can lead to lower sales, loss of trust, and long-term financial harm. In some cases, the damage to the company's image is so great that it takes years to recover.

Why Ethics Must Be a Core Business Value

- Ethical behavior is not just about avoiding trouble. It is about building a business that can survive and succeed in the long term. A company that puts ethics at the heart of its strategy becomes more stable, more respected, and more likely to earn lasting loyalty from its stakeholders. Stakeholders include not just shareholders, but also employees, customers, suppliers, and the wider community.
- People want to support companies that care. They want to work for organizations that treat them well and make the world a better place. Ethical companies are more likely to attract talented workers, create strong partnerships, and gain support from the public. This support turns into valuable goodwill, which, as explained earlier, increases the overall value of the business.
- Even though we may not have a scientific formula to measure ethical success, the signs are easy to see. Ethical companies tend to have better reputations, fewer legal problems, and more loyal customers. They are also more likely to survive difficult times because people trust them to do the right thing.
- In the end, being ethical is not just a nice extra. It is a smart, long-term strategy. It builds a foundation of trust and respect that helps both individuals and businesses grow in a meaningful way. It helps create a business environment where people want to work, customers want to buy, and society is better served.

Ethical Theories: A Simple Overview

- Ethics is a branch of philosophy that helps us understand what is right and wrong, good and bad, just and unjust. It provides a set of principles that guide us in making decisions, especially when our actions affect other people. There are many theories that explain how we should behave ethically. Four important theories are **utilitarianism**, **deontology**, **social justice**, and **virtue ethics**. Each of these theories provides a different perspective on how to make ethical choices. Let's explore each of these ideas in simple terms.

Utilitarianism: The Greatest Good for the Greatest Number

- The idea behind **utilitarianism** is simple: we should choose actions that create the most happiness or benefit for the greatest number of people. This theory is often linked to the idea of **consequences**. In utilitarian thinking, the ethical value of an action is determined by its outcome. If the result of an action brings about happiness or benefits for more people than any alternative action, then it is considered the right thing to do.
- Imagine you are the leader of a community, and you must decide whether to spend a large sum of money on building a hospital or on improving the local roads. A utilitarian would consider the effects of each decision. If building the hospital benefits more people by saving lives or improving health, it would be the better choice. However, if better roads benefit the majority by reducing accidents or making transportation easier, then improving the roads might be the best choice.
- The key idea in utilitarianism is that actions should be measured by their ability to bring about the greatest amount of happiness for the greatest number of people. It doesn't matter who benefits; what matters is the overall happiness that results. In this way, utilitarianism focuses on **results**. However, this can sometimes lead to difficult decisions. For example, if the happiness of a large group of people comes at the expense of a small number of people, a utilitarian would have to decide if the greater good justifies the harm caused.

Deontology: Duty and Rules Over Consequences

- **Deontology** offers a different way of thinking about ethics. Unlike utilitarianism, which focuses on outcomes, deontology is centered around **duty** and **rules**. This theory tells us that some actions are right or wrong based on the rules we follow, not the results they produce. For instance, telling the truth or keeping promises is considered morally right, no matter what the consequences might be.
- A deontologist believes that every person has duties that they must follow because it is the right thing to do. These duties are based on **reason** and must apply equally to everyone, no matter who they are. For example, if someone lies on their resume to get a job, they are breaking a rule that says honesty is important, and this is wrong even if no one gets hurt. Deontologists argue that we should act in a way that respects the **rights and dignity** of all people. Lying on a resume is wrong because it undermines the trust and fairness that are essential in society.

- One of the key ideas in deontology is that actions should be **universal**. This means that if you decide to do something, you should ask yourself if it would be acceptable for everyone to do the same thing. If the answer is no, then the action is likely wrong. For example, if you were thinking about lying to get a job, you should ask yourself whether it would be acceptable if everyone lied on their resumes. If everyone lied, it would destroy trust in the hiring process, so lying is not an acceptable action.
- Deontologists also believe that there are universal **moral rules** that must be followed, such as always being honest or not harming others. Even in tough situations where lying or breaking promises might seem to have good results, deontology says that these actions are still wrong because they violate the fundamental moral duties we owe to each other.

Social Justice and Social Contract: Fairness and Rights in Society

- Another important approach to ethics comes from the ideas of **social justice** and the **social contract**. Social justice focuses on how goods, resources, and rights should be distributed fairly among people. It deals with questions about **equality** and **fairness**. According to social justice theory, everyone in society should have access to basic needs and should not be treated unfairly because of their background, race, or other factors.
- There are two main schools of thought when it comes to social justice. One is based on **redistribution**, where society or the government helps to ensure that people get what they need. This might involve wealth redistribution or providing social programs to support those who are less fortunate. The other approach is based on **individual freedom**, where people have the right to keep what they earn, and it's up to them whether they choose to share it.
- The **social contract theory** suggests that people agree to form a society and give up some of their freedoms in exchange for security and protection. This theory, developed by thinkers throughout history, argues that individuals accept certain rules and laws that allow society to function smoothly. In return, the government or other institutions must protect people's rights and ensure fairness.
- In the context of businesses and organizations, the social contract can also apply. Just as individuals give up some freedoms to live in society, corporations might agree to follow certain rules and contribute to the community in exchange for legal protections and benefits. This can include paying taxes, ensuring fair working conditions, and being responsible corporate citizens. The idea is that businesses have duties to society in addition to their duties to their owners and shareholders.

Virtue Ethics: Developing Good Character

- Finally, **virtue ethics** focuses not on rules or consequences, but on developing **good character**. This theory, rooted in the philosophy of an ancient thinker, emphasizes the importance of virtues like honesty, courage, generosity, and kindness. The idea is that a good person is someone who naturally acts in ethical ways because of the virtues they have developed over time.

- According to virtue ethics, the goal of life is to live a **virtuous** life, which means developing qualities that allow a person to be their best self. Happiness, or a fulfilled life, comes from living in accordance with reason and developing personal virtues. For example, being courageous in difficult situations, being honest even when it's hard, and being generous when you can are all virtues that help create a good life.
- In the context of business, virtue ethics suggests that organizations should focus on creating an environment where **ethical behavior** is encouraged and celebrated. Companies that emphasize virtues such as honesty, fairness, and respect for others are likely to be more successful in the long run. This is because they build trust with customers, employees, and other stakeholders, which leads to a positive reputation and sustainable success.
- However, one challenge with virtue ethics is that it can be hard to define exactly what virtues are important in different cultures or situations. For example, some cultures may value **humility**, while others may value **confidence**. Despite these challenges, the basic idea remains that developing virtuous qualities is crucial for leading an ethical life.
- Ethics provides us with frameworks to help us make decisions about what is right and wrong. Each ethical theory, whether it's **utilitarianism**, **deontology**, **social justice**, or **virtue ethics**, offers a unique perspective on how to live a good life and make ethical choices. While utilitarianism focuses on the greatest good for the most people, deontology emphasizes following rules and duties. Social justice focuses on fairness and equality, while virtue ethics encourages personal growth and the development of good character. Understanding these theories can help us make more thoughtful and ethical decisions in our personal lives, businesses, and society.
- By learning about these theories, we can better navigate the complexities of the world around us and contribute to creating a more just and ethical society. Each theory has its strengths and weaknesses, but together they provide a well-rounded understanding of how to approach ethical dilemmas and improve our actions for the greater good.

Stakeholder Theory vs. Shareholder Focus

- In the past, many believed that the main duty of business managers was to serve only the shareholders, the owners of the company. But stakeholder theory challenged that view. By changing just two letters in the word "shareholder," the idea of a "stakeholder" was introduced, someone who is affected by what a company does. These include not just investors but also employees, customers, suppliers, and the community.
- Stakeholder theory says that a business has responsibilities beyond just making profits. Businesses must also consider the impact of their actions on people and the environment.

The Role of Law and Government in Business

- A corporation is not something that just exists on its own, it is created by the law. Without laws and government approval, there would be no corporations. One of the biggest legal benefits of forming a corporation is limited liability. This means that if a

company fails, its owners only lose the money they invested, they don't have to pay out of their own pockets beyond that.

- In the past, companies had to prove they would serve a public purpose to be allowed to incorporate. But in the late 1800s, U.S. states like New Jersey and Delaware made it easier to start a business by allowing incorporation for any legal purpose. This change encouraged more companies to form, which helped drive innovation and growth.
- However, because the government grants these legal benefits, it is fair to say that businesses also have a social contract. In other words, businesses exist because society allows them to. So, they should give back to society in return, not just follow the law, but also act responsibly toward others.

Corporate Culture and Ethical Leadership

- Businesses are not just legal entities, they have values, cultures, and ways of doing things. This culture can strongly influence how employees behave. A good corporate culture promotes ethical behavior, while a toxic one can lead to misconduct.
- Ethical leadership starts at the top. Employees look to their leaders to see what is really important. If a CEO acts ethically, others will follow. But if top management rewards bad behavior or ignores unethical actions, the whole organization may follow suit.
- Unfortunately, accountability in corporations is often weak. Sometimes, managers avoid blame or shift it onto others. In some cases, employees who try to report wrongdoing, called whistleblowers, face retaliation. A famous example is from Enron, where employees who raised concerns were ignored or punished.

Ethics Codes and Their Importance

- To promote ethical behavior, many companies adopt ethics codes. These are written guidelines that explain how employees are expected to act. However, just having a code is not enough. It must be supported by leadership and used in daily decision-making.
- Strong ethics codes should focus on values, not just rules. They should inspire people to do the right thing, not just avoid punishment. Johnson & Johnson is often praised for responding ethically during the Tylenol crisis, in line with its existing ethics code.
- But when leadership does not support the ethics code, it becomes meaningless. At Enron, for example, their code of ethics was ignored when it became inconvenient for management. This shows that an ethics code only works when it is taken seriously.

The Danger of Managing Only by Numbers

- Some companies focus only on financial targets, like increasing stock prices or hitting sales goals. When this happens, people may feel pressure to lie or cut corners to meet the numbers.
- At Enron, executives pushed for unrealistic earnings growth, which led to dishonest accounting. At Sears, customers were misled into paying for unnecessary services to

meet sales quotas. These practices may bring short-term profits but can damage the company's reputation and long-term success.

- When people are rewarded for short-term wins, they may forget about ethics and fairness. They may see outsiders, like customers or the public, as tools to be used, rather than people to respect. This “us versus them” mindset can lead to serious harm.

Conscious Capitalism: A Better Approach

- One way to bridge the gap between making profits and being responsible is conscious capitalism. This idea says that companies can be profitable and do good for society at the same time. It promotes a holistic approach, where companies create value for all stakeholders, not just shareholders.
- In conscious capitalism, businesses have a deeper purpose beyond just money. They aim to serve people, protect the environment, and improve the community. Managers are seen as servant leaders, people who guide the company with integrity and care.
- This model tries to solve what's known as the agency problem, where managers act in their own interest instead of the company's. Conscious capitalism encourages leaders to align their actions with the company's values and goals, creating a more ethical and sustainable business.
- In summary, businesses today face more than just financial responsibilities. They are part of society and have a duty to care for all the people and communities they affect. Stakeholder theory, ethics codes, responsible leadership, and conscious capitalism are all efforts to build businesses that not only succeed but also do the right thing.
- True success comes not just from growing profits, but from earning trust, acting fairly, and building long-term value for everyone.

Understanding Social Responsibility in Business

- Social responsibility in business means that companies should not just think about making money. They should also think about how their actions affect people and the environment. When a business makes choices, it should consider whether those choices are helpful or harmful to society. A responsible business wants to do what is right and fair. This means helping people, protecting nature, and being honest in its work. When businesses care about these things, they help create a better world for everyone.
- There are many reasons why being socially responsible is good for business. It helps a company grow and stay strong for a long time. When a business treats people well and protects the environment, more people trust it. This trust can lead to more customers and better results. It also helps businesses avoid trouble with the law. If a company follows good practices, it will not be affected much by new rules or public protests. Also, when businesses help fix social or environmental problems, they make the world a better place. This helps everyone live and work in peace and safety.
- There are many good reasons why businesses should be responsible. First, it helps the company last longer. If a company acts badly, people may stop buying from it or protest against it. But if a company helps people and the environment, more people will support it. Second, companies already have many things like money, workers, and

tools. They can use these to solve problems in the community. Third, when a business solves problems, it can also find new chances to grow. This helps both the business and the people around it. Some people say that if a company causes harm, like pollution, it should help fix the problem. That is part of being responsible.

- Some people believe that businesses should only focus on making profit. They think that if a company spends money on social issues, it will earn less and that is unfair to the owners. Others worry that if businesses try to fix social problems, the cost of products will go up. This means customers will have to pay more. Some say that business leaders may not know enough about social issues to solve them properly. Finally, people may disagree about what is right or wrong. So when a business tries to do good, not everyone may support it.
- Even though there are different opinions, more and more businesses are taking social responsibility seriously. People now expect companies to behave well. If a business does something wrong, the public will quickly speak out. Workers are also more aware and want fair treatment. Business education now teaches ethics and good values. Managers are learning how to make money while still doing what is right. All these things are making companies more focused on being responsible and fair in everything they do.
- Businesses have duties to different groups of people. First, they must protect the money of their owners or investors and give them fair returns. Second, they should treat workers with respect, offer fair wages, and provide safe working conditions. Third, they should care for their customers by offering good products and services. Fourth, they should follow government rules and pay taxes. Lastly, they should protect nature and help improve the community. Being responsible means thinking about how every business decision affects others.
- Many businesses use natural resources and sometimes create pollution. Pollution is when harmful materials are released into the air, water, or land. This can harm people, animals, and plants. Most of the pollution comes from factories and industries. They might release smoke into the air or dump dirty water into rivers. When businesses do not take care of their waste, it can lead to serious problems. That is why businesses must work to protect the environment and use resources wisely.
- There are many good reasons to control pollution. First, it helps keep people healthy. Clean air and water mean fewer health problems. Second, saving energy and reducing waste can help businesses save money. Third, customers like to support companies that care about the environment. Lastly, clean surroundings make life better for everyone. For these reasons, controlling pollution is not just good for the planet, but also for the business itself.
- Businesses should take the lead in protecting the environment. Company leaders should show that they care and make clear plans. They should follow all the government rules and try to do even better. They can join programs that help the environment and check if their plans are working. It is also important to train workers so they know how to protect the environment. These actions show that the company is serious about helping nature and the community.
- Ethics is knowing what is right and what is wrong. In business, ethics means making decisions that are good for people and the planet, not just for profit. A company that follows ethics will try to be fair, honest, and respectful in all its work. This includes how

it treats workers, customers, and the community. Ethical behavior helps a business build trust and a good name, which is very important for long-term success.

- There are simple steps a business can follow to be ethical. First, the leaders must show that they care about doing what is right. Second, the company should write down clear rules that everyone understands. Third, all workers should be included in following these rules. Fourth, there should be ways to check if people are doing the right thing. Finally, the company should keep improving its efforts to stay honest and fair. When these steps are followed, ethics becomes a part of daily life at work.