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BUSINESS ETHICS IN E-COMMERCE - EVIDENCE FROM "12 MONTHS" COMPANY

Master Thesis

Programme: International Business Administration

Supervisor: Merle Ojasoo, PhD

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I declare that the I have compiled the paper independently

and all works, important standpoints and data by other authors

have been properly referenced and the same paper

has not been previously presented for grading.

The document length is 12053 words from the introduction to the end of summary.

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ABSTRACT

Ethics is a moral category encompassing the diverse forms of company's. There are a certain amount of studies (Burns, 2005; Butts, 2013; Chryssides, 1993) which investigate business ethics as a notion and try to interpret it in nowaday's context. The second aspect is electronic commerce and ethics which is applicable to e-commerce. As e-commerce is relatively new concept, business ethics effectiveness in e-commerce is poorly investigated from the practical side however there are plenty theoretical scientific papers which are dedicated to this topic. The research gap in terms of practical information becomes the main problem. Consequently, the author attempts to investigate business ethics theories validity on a real example. The aim is to investigate business ethics' importance considering e-commerce platform while finding out employee's awareness and attitude towards company's code of ethics.

To achieve this goal, the author sets a set of tasks which are followed by certian activities. The first task is to investigate theoretical basis of business ethics. To fulfill this task, the author choses 2 ethical theories: theory of utilitarianism and theory of deontology. The reason is to investigate both theories if they are still appicable on practice. At the same time, the author draws attention to e-commerce and reveal its advantages and disadvantages. The next task is to find out the most relevant ethical issues which appear in e-commerce (which are customer's trust, customer's security etc.) Hence, the next task is already connected to the practical part and the author describes „12 months" main directives. When the background information is gained, two practical observations have taken place to assess code of ethics usefulness. To analyse the data, qualitative method and content analysis and constant comparative analysis tools are chosen. Accordingly, the last task becomes to connect all the gathered data together to verify theoretical findings.

The main contribution of the current thesis is to extend already existing knowledge with practical data as attention to business is groing day by day but the situation is not investigated on real example (especially small companies).

Key words: code of ethics, e-commerce, "12 Months".

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INTRODUCTION

Business effectiveness depends on a variety of external and internal factors, while one of the guiding and determining factors is employees. The document which regulates personnel relations within the organization and with customers and suppliers, which implements motivational functions and encourage ethical behavior, is code of ethics.

At the same time, in the century of globalization, when amount of companies grows day by day, all of them try to engage Internet into every field of their businesses as soon as e-commerce is growing rapidly from the very moment when Internet has come to our daily life. E-commerce is a unique platform, which plays a significant role for providing businesses with new opportunities to achieve more clients and suppliers, to benchmark, to make a brand more recognizable etc.

Nowadays business efficiency generally and in e-commerce is possible in case of increasing employees' feedback, which requires attention from the management of the organization and code of ethics conscious usage by the management provides a higher efficiency of organization's activities. Moreover, code of ethics contributes to increase customer's trust, to improve communication with government, media etc.

There are a few reasons why the author has chosen the following topic for investigation. First, despite plenty of scientific researchers' views (such as H.G. Shivani, A. Klevaiko, A. Khurana) on business ethics and e-commerce liaison, the current topic is poorly investigated from a practical side and have only theoretical justification which creates the theoretical gap. Moreover, each author tries to contribute his point of view to the study of the problem which lead to a variety of non-systematic scientific literature and views on this problem. Once Lissack and Roos scientists mentioned in their work how complex it can be to make words valuable until they are not in action and as the result, code of ethics and real situation cannot coincide with company's values on practice and it became the second reason for analysis (Lissack, 2001). The third reason is a growing interest to e-commerce which contain many issues, as an example the author points customer's trust problem which will be described later. All three causes have become the ground for future investigation and the theoretical gap becomes the main research problem.

As the research problem and reasons for the research are set, the author names the following tasks:

- Investigate theoretical basis of business ethics and e-commerce;
- Identify opportunities and challenges for business to apply business ethics in e-commerce;
- Describe "12 months" organization code of ethics;

- Assess company "12-months" employees' awareness and involvement into the company's code of ethics;
- Analyze information obtained during practical measures;
- Examine theoretical aspects relevance on practice.

Based on the research problem and steps to its solution, the author sets the aim of the research paper to investigate business ethics' importance considering e-commerce platform on the case study of "12 Months" and find out the issues the company deal with and how to prevent them as any topic which is deducted to business problems and their solving is highly important for any-size companies.

Concerning the objectives which can be investigated in this master thesis, it is possible to mention finding out the main ethical problems which can benefit or destruct the business based on its activity on the Internet, overviewing e-commerce sphere and finding out, comparing and analyzing ethical problems which can appear.

From the empirical part, such objectives as analyzing the documents, interviewing the employees, analyzing the gathered data, finding out which ethical issues the company suffers from, applying the theory on the practice can be mentioned either.

Current research paper consists of theoretical and practical parts. The research paper' structure is depicted in the following figure:

Figure.1 Research paper structure
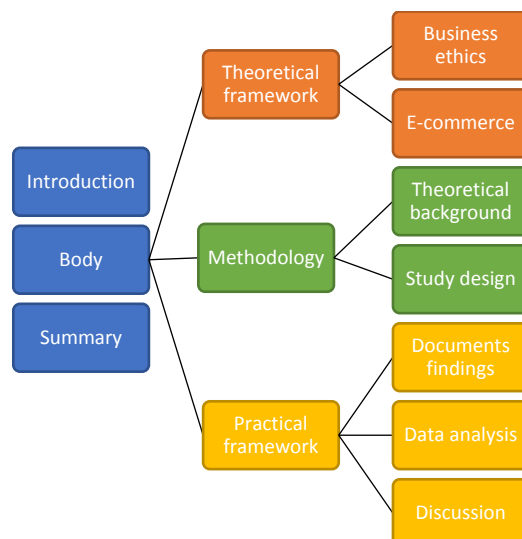
Theoretical part covers corporate social responsibility as ethical norms constitute one CRS' unit, business ethics overview, business ethics philosophical approaches and their subdivisions.

Then the author switches research focus on e-commerce overview, analyzes e-commerce advantages and disadvantages for business and as the logic point connects business ethics and e-commerce, while describing what ethical issues business can experience on e-commerce platforms. Clients' privacy and security are the most crucial for the thesis.

Theoretical basis for the current research paper is composed by business ethics scientific articles of different scientists such as G.Chryssides, J.Bentham, John Bordly Rawls, B.Carroll, R.Lin etc.

Practical part of business ethics and e-commerce analysis consists two in-depth and one focus group interview. Such topics as communication with the clients, sensitive data attitude and ethical conflicts solutions are described while conducting the documentation analysis. Two in-depth interviews are described with CEO and head of management to compare different visions and to understand how business ethics operates on e-commerce platform within the company as both people have enormous experience and are founders of this organization.

Current thesis findings represent the gathered information and analysis of outcome. Conclusion part summarizes research problem and methods how it has been solved. Thesis problem is clearly described, answered and justified.

1.THEORETICAL FRAMEWORK

1.1 Corporate social responsibility

To investigate business ethics from the theoretical perspective, corporate social responsibility (CSR) needs to be considered. CSR relates to business organizations in what way they conduct their business. CSR is a notion has changed over years. Initially CSR was considered in a narrow sense and based on relations between business and society (how business contribute to social problems' solution). Nowadays, corporate social responsibility is considered as business operations and communication with vendors, other business units, customers and employees plus taking into consideration social problems and attempt to solve them. Additionally, business must function according to legislation according to the pyramid and ethical norms constitutes only one part of social responsibility. (Caroll, 2016).

Everyday amount of the companies grows, and they pay more attention to social responsibility and the reason is that they want to stay competitive, to gain more profit and track business sphere development as the world is changing fast. Since the companies are interested in increasing profits and they desire to play a significant role on a business stage, they should worry about its employees as competition to hire skilled personnel has never been more intensive.

CSR pyramid was published firstly in 1979 (Caroll, 2016). The pyramid of CSR is a structure which describes four-layered definition. CSR pyramid describes what responsibilities any business takes while operating.

Figure.2 Corporate social responsibility pyramid (Caroll, 2016).

The responsibilities are:
- Philanthropic responsibilities which cover aspects such as contributing to the society and attempt to improve quality of life. (ex. Participance of managers and employees in voluntary and charitable activities);
- Ethical responsibilities which include obligation to act according to social expectations and ethical norms and avoid harming other people;
- Legal responsibilities as they contain law adherence and meet government expectations;
- Economic responsibilities are to be profitable, to perform maximizing profit and earnings per share, to stay competitive, to produce high-quality products or services etc.

Despite a lot of debates during last 20 years when the pyramid is judges because of its simplicity and not 100% implementation in a real business world (Caroll, 2015), four layers pyramid depict fundamental importance to prioritize actions which must be fulfilled to achieve the top of it.

1.2 Business ethics overview

Ethics, which arose more than two and a half thousand years ago, belongs to philosophical disciplines, since it studies not only the relations between people, but also the relation of man to the world. It explores the values of life and attitude to the world, teaches people to evaluate various situations, helps to change the certain actions according to human morality norms, assist to find out the place of man in the world, his pre-importance, the meaning of life. «When narrowly defined according to its original use, ethics is a branch of philosophy that used to study ideal human behavior and ideal ways of being» (Chryssides, 1993).

Whereas, business ethics is a system of moral principles, it makes it necessary to distinguish right behavior from wrong. Moreover, business ethics understanding largely depends on the system of common and personal values of companies' employees. Gradually there is a certain ethical code of business, which includes the ratio of ethics and economics, the image of the company and the etiquette of the behavior of its employees and managers.

In particular, G.Chryssides said: "Honest business will survive less honest, and honesty will receive more revenue than fraud" (Chryssides, 1993). Therefore, no company could survive for a long time with the help of fraud and unethical behavior. One dexterity for doing business is not enough.

Hereby, ethics is a branch of philosophy, which points out what is right and what is wrong, and ethics which equally can be applied to any person. Ethics means to behave in a right manner

in general, there is no specification towards concrete situations. At the same time, business ethics deals with concrete ethical questions which must be solved, and which appear daily. It can mean that business ethics is applied for increasing the revenue with no breaking the law and bringing benefits to all stakeholders and for the company itself, which take a response in front of society (Shivani, 2012).

1.3 Utilitarian and deontological views

Theory of utilitarianism

The principle of utilitarianism can be found in Jeremy Bentham's writings who was born in England in time when the country experienced changes in all spheres including economic, political etc. According to his understanding, human behavior is only motivated by a desire of pleasure and avoidance of pain (Burns, 2005).

Utilitarianism consists of moral principles which contribute to any decision to perform it morally correct. As soon as utilitarianism focuses on the biggest amount of benefits, this principle does not take into consideration whether the actions were performed by fraud or lies (Burns, 2005).

Utilitarianism suggests a very clear method while judging if the action which must be considered as ethical or not. The first step is to discover what options appear. Next step is to analyze benefits and costs for every option or possible scenario and how the situation can be affected by both benefits and costs. And the final step is to choose the one which brings more benefits comparing with others.

During recent times development of these views stepped forward. As an example, the author presents utilitarianism theory subdivisions.

- Act utilitarianism

Act utilitarianism is the simplest branch which declares to judge if the situation is ethical or not only by the result. If an employee doubts between two different options, he must morally choose the one which will bring more benefits.

However, many problems can appear while using this sub-theory. As an example, employer chooses to use child labor for decreasing production's costs which consequently generates bigger amount of benefits.

- Rule utilitarianism

The second type of utilitarianism does not evaluate all steps individually. This rule declares to estimate the chosen set of actions by ignoring people who are involved in the process and do not receive benefits. Speaking about such case as child labor, we can say that benefits are not

applicable to all of process's participants. This approach is actively criticizing by scientists all over the world (Duffy, 2007).

- Negative utilitarianism

Two previous approaches of utilitarianism are concerned about more benefits for bigger amount of people. This is a criterion which differs negative utilitarianism from 2 previous visions. Negative utilitarianism focuses on less costs for bigger amount of people. This method helps to analyze the process from a more perspective point of view because costs can bring more serious consequences.

Moreover, this approach helps to find out the most profitable way and to detect the most loss-making methods. Opposite to the rule of utilitarianism, negarive utilitarianism is viewed as more effective and beneficial (Burns, 2005).

- Preference utilitarianism

Preference utilitarianism examines at what extent set of actions can be beneficial. This means that correct choice is still tightly connected with maximization of benefits but choice which brings more benefits is the one which satisfies personal needs.

Issue which arises because of this approach is that people can behave unethical due to priority for personal pleasure. Example of child labor can also justify it. This criterion can be only met in case of business preferences are also taken into consideration (Burns, 2005).

This theory can be partially applicable to sphere of business from business ethics point of view however many problems appear while using this method. The author exemplifies estimation of benefits (or happiness). How can we distinguish if this set of actions brings more personal happiness comparing with others? It means this theory desperately needs to be further developed in terms of estimating benefits. Another question is if we will be more concerned about benefits for bigger amount of people, what happens with minorities? Unfortunately, the author assumes in most of the cases minorities are left with no attention and can suffer at a significant disadvantage.

Theory of deontology

Theory of utilitarianism unfortunately cannot be effective in case of analyzing the situation from human resources rights point of view. Any business must deal with concept of rights. This concept is used for description of person's attitude. Any individual has a right to behave similarly or otherwise.

Set of rights is a comprehensive instrument of social regulations and its purpose to grant people to have a choice and guarantee this choice while protecting it. The most important rights are moral rights.

Moral rights features:

1. They are tightly connected with responsibilities. If a person has a moral right to act, then others have a responsibility not to interfere (and sometimes speaking about the business it can even assist)

2. Moral rights have an ability to choose a purpose which means person's interests can not to coincide with other people's desires and plans.

3. Moral rights create a base for his actions, justification and for other people's s actions. If a person has a moral right to perform some sort of actions, then his actions are morally justified. Moreover, if other people prevent him from performing the actions, this person's actions are not morally justified (Desch, 2011).

Many scientists assume that Kant imperialism depicts explanation of moral rights. Kant ethics is used by business ethics specialists for dealing with problems connected with business in everyday activities as undoubtfully, the most influential philosopher till present days is Immanuel Kant. His rational approach for the ethics has influenced today's business ethics views.

According to Kant's theory, ethical rights which is used by one person is suitable for all people. There is no business ethics existing which passes to a certain group of people and does not suit for others and ethical rights are completely the same for all (Kant, 1785).

Comparing with theory of utilitarianism, Kant's approach is concerned more about inner motives but not about results and consequences.

The same as theory of utilitarianism, theory of deontology has experienced critics in terms of outcome's importance absence. Basically, if we estimate If a performed action is moral, we do not consider what is the result of it comparing with the previous theory.

The reasons for author theories choice is caused by both theories relevancy as they are applied for many practical cases nowadays. Moreover, theory of utilitarianism reveals what motivates people and how ethical values evolve and function in a real life whereas theory of deontology exists even longer and is still mentioned in scientific works. Both theories will be examined on a real example of the company in the practical part.

1.4 E-commerce overview

E-commerce as a notion exists only around 30 years of intensive development. E-commerce appeared due to avia tickets selling automatization, credit cards launching etc. Epoch of e-commerce has begun in 1960 when the company American Airlines and IBM has created a system of reserving places in the airplanes (SABRE) (Wardell, 1991). This was the first experience with electronic commerce. This system helped to make air flights more available for people as it helped to orient in fares and flights. Thanks to this process cost of services decreased. Moreover, this system allowed to calculate fares and to manage profitability which allowed the company to get bigger profit monitoring non-reserved places.

If to consider a notion "e-commerce" in a broad interpretation, it includes such instruments as mobile phone, television, electronic payment system and Internet. Nevertheless, Internet seems to be the only instrument in many scientific papers, discussions etc. At the same time such instruments are mobile phones, television is still used even in developed countries but not at the same extent. Internet launching revealed completely new opportunities. Many elements of commercial bargains can be organized online at relatively low costs. This is what makes Internet more universal than other tools of electronic commerce.

While traditional or "paper" trade, there are a lot of documents which are needed for a bargain. One example can be tracked in many sources. One ship which arrives to the post can contain more than 1 ton of paper documents. Additionally, every document must be checked bargain's participant.

Reasons for using e-commerce tools for business:

- Companies can ensure reliability of the whole process and reduce costs to process information manually and moreover to monitor and manage warehouse capacity more effectively while reducing the time between receiving an order and its delivery;
- Exporters have an ability to decrease paper storage as soon as receiving the information to the system directly makes process of printing out the documents unnecessary and can be more convenient for internal handling;
- Number of mistakes is decreasing as entering the data manually is not necessary which also optimizing the process (Khurana, 2018).

E-commerce economic advantages and disadvantages

Common economic benefits which are gained by all participates of electronic commerce are the following:

- Global presence on the market and a choice to choose suppliers globally. Products and services trading via Internet platforms are not limited neither geographical, nor national borders. The only limitation is a level of Internet connections development. Since the most important platform are performed globally, electronic commerce system is a potential chance even for small suppliers to present on the market and operating its business worldwide (Laundon, 2014). Requestors have also a chance to choose suppliers globally which propose exact products and services no matter of location;

- Non-limited working hours. Internet shops functions 24 hours in a day and 7 days in a week. In this case a chance to visit online shop becomes real for any potential customer;

- Internet shop is characterized to a chance to expand assortment of products and services and sales increase as following;

- An availability to achieve more potential for market's new segments reclamation to sell the products or services (Ackerman, 1999). Any online shop will be available for any potential client if he has a PC (or even a mobile phone) and access to the Internet;

- Equal opportunities to get an access for the Internet platforms the same for large corporation and small business;

- Decrease costs for advertising. According to some surveys, products, or services, promotion via Internet decreases advertising expenses 10 times and increases of profit also 10 times (Laundon, 2014);

- A real advantage to surpass competitors. Interactive service support, informative online sources and other tools allow to overcome their competitors and react fast to market fluctuations.

However, e-commerce can also bring a mass of problems as it has disadvantages as well:

- Security. Security remain to be one of the main problems of e-commerce. Despite on a developed system of online operations, people do not share their credit cards, data actively. A chance of theft money from credit cards is high as has never been. That's why they have be sure the process is completely secured. This problem can lead to smaller number of clients and as following less profit and spoiled reputation (Ackerman, 1999);

- Inability to inspect the products before purchase. In many cases, customers want to see what they buy, and expectations can be not met. This is what makes traditional type of ordering and face-to-face communication more efficient as customers are sure what they buy;

- High costs and long time of delivery. Sometimes some products can be cheaper in China than in a home country or nearby. However, delivery costs can be too high, and it takes much time to deliver them (even if delivery is conducted by sea). Sometimes business unit simply unable to wait so long and e-commerce platforms are not protected from it.

1.5 Ethical problems in e-commerce

E-commerce client privacy

The desire to expand the business leads to the need to attract new customers. But people on the Internet already have their own ideas about what e-commerce platforms they prefer. This tendency to choose well-known sites became global. Therefore, representatives of narrow market segments can find it difficult not only to attract the attention of customers, but also to continue receiving their loyalty. Information on major portals, for example customer reviews, make them to have no doubts. But an unknown website with customer feedback can be considered as conscious. And still, start-up websites must deal with common skepticism and try to earn the trust of customers.

Privacy is one of the main human rights which are legally protected and moreover despite the legal risks many organizations adopt privacy policies. Privacy on the Internet includes the rights to store, transfer, provide to other partied the information to someone. Privacy issues have been formed from the very beginning when data began to be transferred via Internet. But how to earn trust? The following norms can be consolidated into Code of Ethics. According to Rita Lin, there are two two reasons why the organizations secure themselves:

- Privacy policies can increase customers' trust and assure them in reliability of the website and to the website offerings as the following. Potential customers trust personal information much more willingly if privacy policy information is posted on the website. The lack of client's trust lead directly to revenue losses. It can be crucial for any business.
- Different countries directives. As an example - the European Union data Directive which demands the organizations which have e-commerce platforms and operate on the European Union market to post their privacy policies on the websites (Lin, 2001).

So, privacy can be a serious problem for e-commerce platforms. Susanna Fisher reported "Forty-one percent of Web buyers surveyed last year by Forrester Research of Cambridge, Mass., said they have contacted a site to be taken off their databases because they felt that the organization used their information unwisely" (Fisher, 2001).

E-commerce security

If Privacy - the control over one's personal data, security - the attempted access to data by unauthorized other sand these are two critical problems for both e-commerce consumers and sites alike (Ackerman, 1999).

As e-commerce is tightly connected with financial transactions and even a purpose of any business on e-commerce platforms, any doubt from the customer side while paying for the goods or services can lead to reputation's damages.

According to one famous Russian journal "Chief director", there are two types of customers information leakage:

1. Incorrect devices work.

As an example, the author refers to

- computer viruses effect;
- power failures;
- devices shutdowns;
- users wrong actions.

2. Unauthorized access to the confidential information. Unauthorized access is a change of information, reading or destruction of information in the absence of authority.

Among the main typical ways of obtaining information by unauthorized methods are:

• the abduction of information media;

photography at a distance;

• copying media with circumvention of information security measures (Nischenko, 2016).

As for the confidential information, this is the status that provides accesses to the information. The status determines level of protection. This data contains accounts (names and passwords), information on credit cards, internal documentation, accounting data. Only authorized subjects in the system who have passed the security checks can have the access to confidential data. These people are users, programs, processes. For the rest people this information must be hidden.

As staff office control expert who is also a research article author recommends, all employees must know a limited amount of the information which is needed for their work which can be established in Code of ethics. Only appointed people must have full accesses to it. In this case, organization reduces a chance of trade secrets disclosure. Moreover, expert what companies are more sensitive in terms of data protection, precisely service companies which main products are intangible assets (projects, consulting etc.) where all sales managers have their own personal

databases with key customers. In case of changing the organization, customers information can be used unfairly, and organizations should think over the flow of information (Nischenko, 2016).

Hereby, information protection is of the main issues for the customers and businesses. There are quite a lot of recommendations and devices for information security on the market, however, any organization must first remember about the customers, their preferences and their confidence while trusting the information to the third parties.

E-commerce trust

Trust is investigated by different directions of social sciences. Trust is the driver for the relationships between the customers and the businesses and it consists of providing personal and financial information (Jarvernpaa, 1999). while conducting the internet user trust study which was focused on trust development over the years in 3 countries (Israel, Finland and Australia) have founded out the main characteristics the trust is built on. These characteristics are: perceived size, perceived reputation, trust in-store attitude and risk perception.

The researchers have also found out trust building aspects:

- Pre-interaction aspect. This aspect is connected to customer's previous experience, it can be experience which he got from the trusted sources (word of mouth);
- Interface aspect. It involves how the website looks like, easy navigation etc.;
- Company information aspect. It includes the address, "about us" part, contact details, data protection statements etc.;
- Interaction aspect. Trust is formed by clear understanding of pricing, delivery, return etc. (Jarvernpaa, 1999).

Thus, the Internet users' trust on e-commerce transaction is much depending on their perceptions towards the trust elements and there is a demand in promoting security and trust for customer's confidence as customers would probably take risks only with organizations they trust. According to researcher's opinion, e-commerce deal with many issues as online shopping is a new platform of doing things differently and many problems tightly connected with ethical norms. In the next chapter practical aspects are described to investigate whether the named issues exist on practice and at what extent.

2. METHODOLOGY

Any research paper conducts by certain methodology. Information analysis can be undertaken by qualitative or quantitative methods and analysis tools. Methodology choice is validated by research paper type, peculiarities etc. The current chapter describes methodology which was chosen to analyse business ethics enforcement and e-commerce on the „12 Months" company example.

2.1 Theoretical background

The whole theoretical part were divided into three mains parts. The first one described business ethics, the second described methodology and the last part summarizes practical findings. Literature choice during the thesis plan related to business ethics scientific books which contain business ethics description, theories etc. Such book for example is «Introduction to ethics» (Butts, 2013). E-commerce theory was chosen by the one criterion - relevancy. The author supposes new visions concecning electronic commercial appear on everyday basis and it is very imprortant to chose the most influencial aspects. Moreover, the author found out the topics which also track how business ethics is applied on practice while using the Internet sources.

Scientific liteterature can differ because of different criteria and have different value. Sources can be divided into two types - primary and secondary sources. The first type is the main source of original data (such information can be contained in scientific journals, projects, conference reports etc. The second source is a summary of primary sources (theories review and analysis etc.).

Current thesis is written while using both primary and secondary sources. Moreover, the author has used books, articles and journals which gives a better understanding as the main theories are described in the scientific books but journals give a practical picture which allows to investigate the target topic from the different angles.

While choosing the necessary literature, the author has utilized a key-words method which allows to sort out the exact sources. As there are countless amount of sources nowadays, this method also help to prioritize the information and this method helped to find the most relevant and influential articles etc. The selected key words are business ethics, e-commerce, ethical categories, customer trust and customer privacy. The author's concentracion of these key words is to find trustful databasis. Among such sources are international economical journals, international journal of advanced computer science and software, Russian business journal «Генеральный директор» etc.

The 21st century is a century of information excess which can benefit or spoil any researcher work. For example, the website can assist to find articles with similar topics but at the same time the author needs to be very conscious and choose the most relevant sources. While working with literature, thesis's author has studied basic information about business ethics and e-commece and conducted the analysis.

2.2 Study design

The data collection for a practical part was based on „12 Months" company investigation as this company was concerned about business ethics topic. Moreover, author's choice is determined by e-commerce platforms presence. The one is for public use and the second one is for corporate clients which is not available for common Internet users. Additionally, the author was guided by some principles. The first one is a small enterprise as management does not dedicate much attention to this topic and evidentially it has drawn attention to track business ethics tendencies on practice. The author has a chance to investigate business ethics in global communication company but small enterprise unique experience could not be left with no attention. The second principle is a distinctive business ethics approach which the company (self-survey test as an example) and company's interest to the current topic.

To gain necessary information, the author has decided to choose qualitative method to analyze attitudes to business ethics, employee's familiarity with this document, experience etc.

Qualitative research is a non-formalized data collection using field methods and a non-standardized form of their analysis, which allows to obtain detailed information about the psychology of the consumer, his values, worldview, deep motives of behavior, as well as data that respondents consciously or unconsciously cannot or do not want to provide the researcher (Boeije, 2003).

The advantages of the qualitative method:

· Obtaining the most realistic picture of a phenomenon that cannot be obtained using statistical analysis and digital indices;

· Flexible ways to collect data, their subsequent analysis and interpretation;

· Using a holistic approach to the phenomenon under study.

· Ability to interact with research participants in their native language and in their environment

· Use descriptions based on primary and unstructured data;

Moreover, qualitative method possesses certain characteristics, such as:

- Subjectivisms;

- Focus is complex and broad;
- Can be an incentive to develop theories;
- Basic element of analysis - words (narrative);
- Multiple realities that are continually changing with individual interpretation;
- Considered as soft science (Munhall, 2012).

Qualitative method is chosen because of its broad focus on the ethical problems in electronic commerce to get a better understanding of inner processes of the "12 Months" company. Additionally, in-depth interviews and one focus group interview are included into the research which enable the author to apply already gathered theoretical knowledge to practice and investigate if changes are needed and what actions the company takes to prevent ethical problems within the organization.

While gathering the data, the author has chosen to use primary data collection as from the it is clearly described what collection methods are included:

Figure. 3 Data collection methods (Catanzo, 1988).
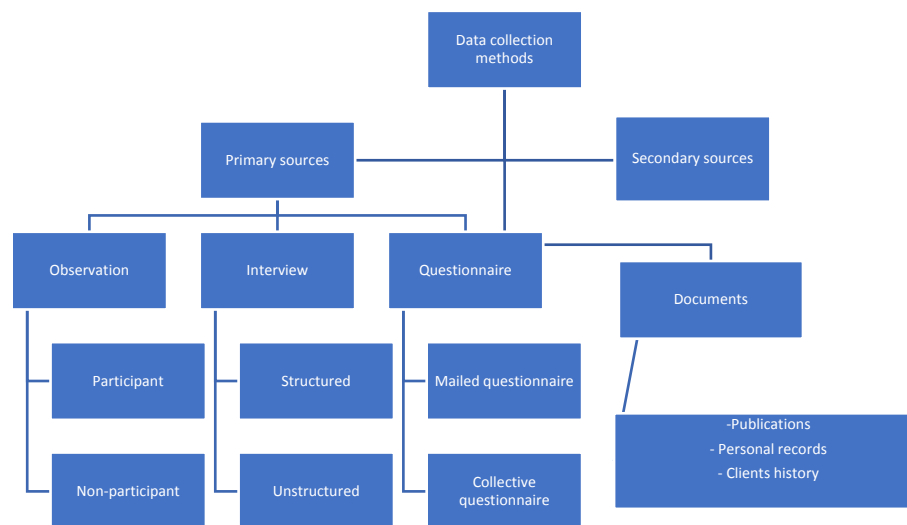
In-depth interviews are a method of qualitative research in the form of one-on-one conversations with the respondent according to a previously prepared scenario. The method is designed to study the nuances of the respondents 'attitudes towards the object under discussion, the definition of the respondents' feelings and beliefs about the topic under discussion, a detailed

explanation of the motivation of its actions in this area. this is a direct method of obtaining information, but in-depth interviews allow for a deeper and more detailed discussion of problems; the conversation usually takes place more freely, since the respondents do not affect by anyone around the respondent (Kumar, 2011).

Objective information in this case can be gathered mainly from competent persons - experts with in-depth knowledge of the subject or object of study. The simplest criteria for the selection of experts are occupation and work experience. If necessary, the level, nature of education, experience of social and political activity, age, etc. are also considered. The central criterion for the selection of experts is their competence.

The length of the in-depth interview is usually from half an hour to an hour, occasionally more than an hour. Conversation often begins with a general question. For example: "How do you feel about buying something from one of the stores?" Thus, the interviewer encourages the respondent to a free conversation, only in general terms, corresponding to the originally outlined plan. The order and wording of the questions depend on the answers of the respondent. So, if he says he doesn't like to shop in stores, it is possible to ask him if he liked it before and what has changed since then. To probe deep motivation, often used questions like: "Why do you say that?", "What else could you say about this interesting?", "Would you like to add something?" (Kumar, 2011).

Focus group as a method of data collection

According to Alfred Goldman focus group in-depth interview consists of "group" which means number of interacting people which are connected by common interests, "in-depth" which means information search as the information can be insufficient, "interview" which means moderator' presence who uses a group as an information source and "focus" which means interview is limited to a small number of questions (Goldman, 1962).

Advantages	Disadvantages
In-depth answers, new ideas emerge (snowballing)	Information handling difficulties
Moderator supervision	Results misunderstand
Faster and cheaper	Moderator insufficient knowledge and experience
Problems causes investigation for a short period of time	

Table.1 Focus group advantages and disadvantages

Today, the focus group is actively used primarily in the field of marketing and political science research.

Data collection

Data has been collected with document analysis, two in-depth interviews and one focus group interview. The main information source is company's website to investigate business ethics appliance on practice for customer privacy and trust aspects. The gathered information was analysed by content analysis and constant comparative analysis. All information was compared with declared company's values as practical actions is more valuable than words for analysis.

Moreover, the authos has checked media resources due to articles concerning 12 months" in case of violations etc. The online sources which the author has verified are ПЛН (*Псковская лента новостей*) and *Комсомольская правда* to find out if the company applies and follows their ethical principles and compare them with a real behavior. The verification was conduced with key words with the company's name and employees name. Author's newspapers choice is justified with the fact these sources operate in the region for many years, have a solid database and are the most influential and pupular. The author has found 1 article which was published in 2014 and basically it was the CEO interview. The following article has carried a positive information and was related to annual local award in business sphere. The CEO described his attitude towards his business, what he appreciate in employees etc (Ivanov, 2014).

The next practical step was CEO and head of management interviews with were conducted remotely so they could think over the questions and express their own opinions. A list of questions can be found attched to the thesis. The questions were the same for both Elena and Dmitry Kononov. Further, the author has allocated the topics which were mentioned in the interviews and had a chance to compare different visions of people who have a solid experience within the company. The last practical event is focus group interview. Number of partifipants was five in total. Unfortunately, the moderator was not able to gather more people as most engineers work in different places around the region. These people also were chosen because of their differences as number of years in the company, different working area, gender, business ethics direct involvement etc. Due to the fact that the number of sample us not reliable for the research, the author has decided to involve not only one event but investigate documenation and track employees attitude while spontaneous event as focus group interview. Focus group interview was recorded (it lasts around 30 minutes) and transcripted, transcripts can be found in appendicies.

After gathering the information, the author has chosen two qualitative data analyzing methods. The first one is content analysis. Content analysis is a summarizing, qualitative analysis of messages relying on scientific method and not limited to types of variables measures or context of messages (Neuendorf, 2002). This method helps the researcher to investigate employees' awareness and attitude towards business ethics within the organization and this method is focused on focus group interview analysis. Moreover, the researcher distinguishes key-words which are related to code of ethics and e-commerce which also contributes to the investigation results. During the analysis, the author separates meaning unit, condensed meaning unit, codes, sub-categories, category and theme (Graneheim, 2004). The author has identified meaning units which have significant meaning for the research. A meaning unit is the smallest unit that contains some of the insights the researcher needs, and it is the constellation of sentences or paragraphs containing aspects related to each other, answering the question set out in the aim (Catanzaro, 1988).

Constant comparative analysis is the second tool for two in-depth interviews analysis. This tool reveals inner motivation of CEO and head of management and explains how they understand code of ethics, its importance, actual and potential issues etc. Additional source of information is company's code of ethics (the last updated version) and compares it to the previous edition. All named approaches contributes to create a clear vision how code of ethics operate in small enterprises and raises the relevant topics for future discussion.

3.PRACTICAL FRAMEWORK

3.1 Findings from the documents

Company's history and structure

ООО, a limited liability company under the laws of Russian Federation *"12 месяцев"* ("12 months" in future) is a company which was established in Russia in YEAR after CEO Dmitry Kononov. This is an international heating and air conditioning company which provides services to corporate and private clients and which sells air-conditioning equipment. "12 Months" employees are specialists which install, repair and maintain the systems. Current company differs from most on the Russian market as it provides 10 years warranty on any installation which is conducted by "12 Months'" employees.

Picture.1 "12 Months" home page

12 Months' website
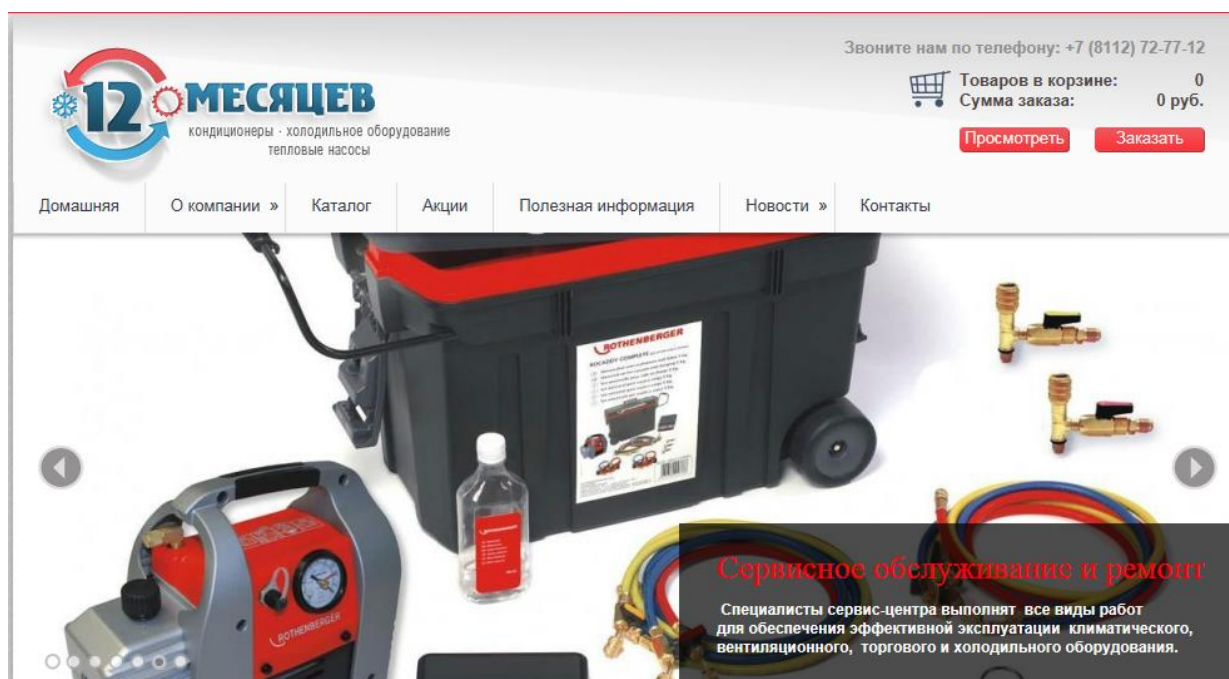
In all positions in the company work highly qualified employees, with experience in the installation of air conditioners in the Pskov region for more than 10 or even 20 years. Managers of "12 months" help with the choice of air conditioning and answer all related questions, the installers in the shortest possible time qualitatively carry out all the necessary work on the installation of air conditioning systems.

"12 Months" is a leader on a region stage as air-conditioning in hospitals, offices, supermarkets and factories is conducted via "12 Months" equipment and with help of company's employees. Earlier, "12 Months" also produced energy input sensors which showed a brilliant result. Moreover, sensors were even exported to Baltic States. The main competitor of his enterprise is "Nordmaster".

"12 Months" is a real example of leadership in the field of air-conditioning technologies. 12 Month develops and provides private and corporate clients with advanced technologies and effective solutions ("12 months", 2018).

Company's core values and continuous improvement

Key value of "12 months" is employees. Human resource manager works hardly to attract new talents and moreover, proposes thesis's topics and invite students to get acquainted with company from the inner side (such as practices). Moreover, the company is working on improving the competences and supporting the employees for bringing new ideas and to make "12 Months" to be a company which provides the best service ("12 months", 2018)..

Core values of the company are professionalism, continuous improvement and commitment to clients. By professionalism, the company understands the special ability of people to systematically, effectively and reliably perform complex activities in a wide variety of conditions. Continuous improvement is considered as creating the most favorable conditions for the implementation of the abilities of workers. "12 months" established a strict quality assurance system, commitment to clients "If there are problems with quality, please contact directly" to solve problems and find a solution in difficult situations.

According to annual report for 2017, a decision of a re-boost in corporate culture will make the business more competitive and credible. Nowadays, when the world is changing very fast, stability of corporate culture and core values have never been more important. Year 2017 has become a year of changes as the Code of Ethics was reviewed and updated ("12 months", 2017).

Company's code of ethics essence

"12 Months" code of ethics contains directives and rules which all process involved participants must follow as everyone who is working for the current company is responsible for business practices.

To whom code of ethics is aimed? The code of ethics is for each member of the team 12 months: all employees of the company regardless of occupied position. The company welcomes

and encourages follow up by partners, suppliers and company clients accepted by the organization ethical standards. If employees attract third parties for work, it must be ensured that the partner gives a reputation and shares ethical norms, reflected in the Code ("12 months", 2018). The Code establishes common principles of business ethics and business conduct for all employees, regardless of their location.

12 months' announcement that he is doing business carried out in an honest and open manner and meets the requirements business ethics means that employees seek honest and open work. mate with clients, partners and colleagues. No employee should use the service for personal purposes, as well as to obtain unlawful advantages for themselves or other persons. So, this sum of fundamental policies is available to all employees that they have access to it at any time. During the recruitment process, new employees are assigned to get acquainted with this document, so the company is sure employees are aware of principles.

Communication with customers

"12 Months" provide service to the customers, guided by the principles of honesty, openness and integrity. Business development of their customers is the main condition for the development of the organization's business. "12 months" management always strives to meet the highest standards of service, provide professional services- remained to be nominal subjects ("12 months", 2018). They apply an individual approach to each, since it is important for us that the client feels safe and confident.

Every employee of the "12 months" keeps his promises, data to customers, promptly responds to requests, is personal responsibility for the results of their work, acknowledges mistakes, learns and acts- required for high-quality performance of its duties provide comprehensive consultation and inform customers about possible risks. Feedback from the customers is an integral part development and self-improvement. "12 Months" appreciate and pay attention to the reviews about our work as it improves the quality of our products and services and keeps the loyalty of our customers. Working with customer information, the company takes care of its safeties. Access to the specified data is limited to those personnel in the company, which has the appropriate authority.

Sensitive information protection

Employees within the scope of their duties may have access to a non-public (confidential) information relating to the "12 months", colleagues and stakeholders. In this regard, employees

are required to comply with the informational barriers between the organization when non-public information is securely protected. The transfer of confidential information must be carried out through secure channels. On the opposite side, the company does not oblige new employees to disclose their services- nonpublic information of organizations in which they are worked previously ("12 months", 2018).

Ethical conflicts self-survey

The company has developed a survey for all employees to help them while acting in different situations to avoid ethical conflicts within the organization.

With a negative answer to any question, and if the employee is not sure of his choice, he needs to discuss options with his line manager, whose mission is to provide support and provide qualified advice ("12 months", 2018).

Moreover, employee has the right to remain anonymous his oral and written treatment. If an employee is involved in actions that contrary to the Code, but voluntarily reported a violation such actions will be considered by "12 Months" when consideration of liability. At the same time, in relation to an employee, intentionally put misinformed, false information, measures may be applied   in   accordance   to   the   law.

3.2 Data analysis

Content analysis

Table.1 First employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
In my **opinion**, the code of **ethics** is an **important** component that **regulates** the behavior of employees in the team, in relation to partners.	Code of ethics is important; Code of ethics regulates behavior; Relations between employees, customers, suppliers etc.	Code of ethics regulate behavior	Code of ethics regulate behavior	Code of ethics	Employee attitude toward business ethics

Code for the current meaning unit was chosen due to the key-words which allows to figure out the employee expresses his opinion towards business ethics.

Such key-words are: *opinion, important, ethics and regulates*.

In this case, code is clearly understood from the contest as code identified the concepts around the data (Catanzaro, 1988). The meaning unit is identified and explained in relation to the aim (to investigate employees' awareness and attitude towards business ethics within the organization) as the employee clearly explains his vision. Sub-categories are the smallest units and theme is carrying the meaning of the meaning unit overall and answers to the question "How?" The key-word "important" pays a key role in this meaning unit which emphasis the employee considers business ethics s influential and cruel tool for communication.

Table.3 First employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
I was very **surprised** when I learned about the **rule of signing** the code of ethics when hiring. However, later, my **views** have **changed** why my former colleagues were asking why the company has this procedure	Astonishment of business ethics document sign. Views have changed.	Business ethics sign	Business ethics sign	Business ethics rule	Employee attitude toward company's documentation and processes

In this meaning unit the following key-words are marked: surprised, rule of signing, views, changed. The author concludes the employee vision has changed from the moment of hiring up to the very moment. His previous experience does not coincide with what he has familiarized in "12 Months" company. His opinion has changed, and the company has become a reason for it. Moreover, code of ethics has divided former colleagues and the employee as the company has a unique procedure to sign the document while hiring people.

Table.4 First employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
People can call and **clarify** the conditions of the order or send a request for the availability of the goods, which can also give a **hint**. If the answer is **quick** and **polite**, it can be considered as a **good sign of work** and so-called **reliability**.	Company's reaction and response quality assure customers in reliability	Company's work quality	Company's work quality	Customer's trust	Employee's suggestion how to improve customer trust

Key words which allows to compress the employee's main idea are clarify, hint, quick, polite, good sign, work, reliability. While conducting the focus group interview, the participants have discussed certain topics of code of ethics which can be improved within the organization. The employee has proposed the idea. Such suggestion can be considered as employees' openness to new ideas and approaches. Despite the company does not experience any issues with customers trust. The employee mentions the company's answers to the emails or calls need to be fast and explanations are clear which assure the clients they can trust the organization. The phrase "good sign of work" carries a positive connotation and it means the employee believes in constructive and productive use of the suggestion.

Table.5 First employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
It seems to me our **website** is made **trustworthy** for	The company's website is trustworthy. It is protected from	Company's website security	Company's website	Customer's trust	Employee's opinion about the website protection

the customers. From the phishing point of view, which is quite popular now, our site is **protected**. Our IT department is working on possible options and hacking techniques to **protect customers' information**.	certain techniques. The company cares about customer information.				

The last meaning unit for employee number one carries certain key-words such as: it seems to me, website, trustworthy, protect, customer, information.

The first key words ("It seems to me") provides the opportunity to make conclusion that the employee tries to protect his interests and opinion by emphasis this is his personal situation's vision. According to his views, he rates website reliability rather high. Moreover, the employee is aware of different types of stealing the information while his position is not connected to website or customer's trust. Additionally, the employee knows about the IT work and IT personnel attempts to protect the information. All this information allows to conclude the employee is aware of code of ethics operations, the company's elaboration towards the customer's trust and has a solid experience within the organization.

The second employee meaning units analysis

Table.6 Second employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
Nowadays the **society** considers the	Society pays more	Society's attitude	Society's attitude	Company performance	Employee's opinion

					how society's opinion is formed
organization not only in the light of its **production** and **financial indicators**, but also how it conducts its activities, how much it **meets the interests** of other market participants and how much it **cares** about its own **employees**, etc.	attention to ethical decisions, stakeholders' interests etc. than to the financial or production indicators.	towards business	towards business		how society's opinion is formed

For the second employee, the following key-words are highlighted: society, production, financial, indicators, meets the interests, cares, employees. This meaning unit reveals a fresh look of the employee to the business and how external parties' opinions are formulated. The employee thinks globally. He mentions there are some criteria which external partners are led by: financial and production indicators. Additionally, as business sphere is developing very fast, more criteria appear. For example, they take into consideration how the business treat partners' interests, respect and follow fair competition. This idea can make other employees to think how their behavior effect the business.

Table.7 Second employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
In **my opinion**, **ethical norms** are described quite **clearly** in our code of ethics, however, they should be under **strict control**. Some	Company's ethical norms are clear however need to be revised	The employee's attitude towards ethics improvements	The employee's attitude towards ethics	12 Month ethical norms	Employee's opinion on code of ethics and what actions need to be taken

Meaning unit					
aspects become **obsolete** and **irrelevant**, or need to be reformulated					

While analyzing the data, the author has noticed the employees are very open for discussion and freely express this vision and suggest improvements. The same as in previous meaning units, the employee mentions he expresses his own opinion and thus demands it to be respected. As all employees are familiar with company's code of ethics, they present good knowledge and understating of ethical norms. Moreover, the suggest how they can be improved. According to the employee number two, code of ethics is clear and easy to understand but the company still needs to pay a lot of attention to it as such documents or norms lose its relevancy very fast. The company needs to keep the speed and work on the document which has more value than financial or production aspects.

Table.8 Second employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
We have an **excellent platform**, **easy to use**, which distinguishes us from our competitors. The **target clients** are not ranked by gender, age and other parameters, so it is important to make a **universal platform**.	The company has a simple in use universal e-platform	The employee's attitude towards the company's e-commerce platform	The employee's attitude towards the company's e-commerce platform	12 Month electronic platform	The employee's opinion about the e-commerce platform and its explanation

Thesis's author has selected certain key word in meaning unit above. These are: excellent, platform, easy to use, target, clients, universal, platform. Many employees agreed the company's website is clear. As the main website is directed to the private clients and the goods which the company offer can be interesting to any person, they do not target any people's group which means any person should understand the website logic. In this case, the website needs to be easy navigated. Moreover, the employee is aware of competitors' strategies on e-platform and after having done the comparison between the websites, he has made the conclusion "12 Months" company's website is easier to understand and navigate. Besides that, the employee considers a universal platform is more important to work on as it should be clear.

Table.9 Second employee meaning units analysis

Meaning unit	Condensed meaning unit	Code	Sub-categories	Category	Theme
Regarding our website, I think there are **no clear conditions** of return and product information, I have already mentioned it in a conversation before. Maybe we should talk about it. In addition, perhaps our **customers** are **confused** by too **large** a percentage of **pre-payment**.	The company's website does not have clear return condition and demands high pre-payment	The company's website drawbacks	The company's unclear conditions	12 Month electronic platform	The employee's attitude towards the conditions which confuse the potential clients

The key-words are the following: *clear, conditions, customers, confused, large, pre-payment*. The employee is aware of customers' feedback on website work. The employee also mentions some aspects which can prevent people from buying the products and leaving the website. In his opinion, the customer cannot easy find the return conditions and as the company works with expensive goods, this problem can be very serious to the company. Moreover, pre-

payment is rather high. From one side, the company protects itself from unfair clients but from another side, this aspect can also confuse the fair clients to make a purchase or barely communicate with the company.

Constant comparative analysis

Type of comparison: Comparison between interviews within the same group where people share the same experience.

Aim: Conceptualization of the data

Questions:

1. Is the first participant talking about the same as the second participant?
2. What categories both participants reveal?
3. What are the interpretations of the concepts?
4. What are the similarities and differences between interviews?

- CEO interview coding

Interview fragment nr.1: *I think business ethics means reputation and it is even more important than financial aspect as financial aspect is a result of how the company takes care of customers opinions and attitude.*

Codes: business ethics, reputation, important, customer.

Interview fragment nr.2: *Personally, for me, there is no hierechy of ethical norm and we do our best to deliver it to our employees. We care about our clients and our employees at the same extent.*

Codes: care, clients, employees.

Interview fragment nr.3: *When the company was established but with the times, we learned that systmatization of all the internal rules makes understanding of the common purposes more clearly for all involved parties.*

Codes: established, systematization, rules, purposes.

Interview fragment nr.4: *All information is open for anyone who demands it and I think method of openess make their clients to trust us as trust is the main driver of our work.*

Codes: information, open, demands, trust.

Interview fragment nr.5: *Electronic commerce is growing and neglecting this aspect can lead even to bancrupcy as any business has to be flexible to changes otherwise it can lead to the worst results.*

Codes: e-commerce, bancrupcy, flexible, results.

- Head of management coding

Interview fragment nr.1: *Business ethics is a set of written and oral rules which define communication between different parties of commercial activities. Moreover, business ethics defines the norms and rules of relations in different situations.*

Codes: rules, communication, commercial, norms.

Interview fragment nr.2: *I would not say there is a sort of hierachy of the topic in code of ethics and as we learned a lot from the previous experience. All aspects are essential for the organization.*

Codes: hierachy, ethics, experience, essential.

Interview fragment nr.3: *Once we established the company, we did not pay much attention to ethical norms, we were more concerned about the financial aspects, governmental issues etc. But the time has revealed its importance and we are lucky to figure it out rather early.*

Codes:

Interview fragment nr.4: *Our clients arrived directly quite often to the office to make purchases, ask for the status of delivery or to sign the contract. This situations arised our attention whether wehave any problems and clients simply do not trust the website.*

Codes: clients, attention, problems, trust.

Interview fr. Nr. 5*: I think it is very important to reconsider code of ethics mayby even twice a year as some formulation can be not relevant anymore as the world changes very fast. This is also applicable to e-commerce as this direction developes faster.*

Codes: reconsider, formulation, relevant, changes.

Table.10 Specific interviews codes comparison

Criteria for comparison	Selected codes from CEO interview	Selected codes from head of management interview
What does business ethics mean?	Business ethics, reputation, important, customer.	Rules, communication, commercial, norms
Priorities in code of ethics	Care, clients, employees, same.	Hierachy, ethics, experience, essential.

The company establishment and code of ethics	Established, systematization, rules, purposes.	Established, attention, inner, early.
Information clarity and availability on electronic platform	Information, open, demands, trust.	Clients, attention, problems, trust.
Code of ethics development	E-commerce, bancrupcy, flexible, results.	Reconsider, formulation, relevant, changes.

Key-words analysis carries inference the most experienced personnel has different visions on business ethics however their visions coicide in some cases.

How does the company understand business ethics?

The first participant pays attention to clients and put a a equal sign to business ethics and reputation. At the same time head of management simply explain business ethics as set of norms which regulate relations. Key word „commercial" also justifies the fact the company does not interfere into personal communication and this point coinside with CEO vision.

Are there priorities within ethical norms?

The second participant (head of management) draw attention to the experience and it is observed through the whole interview which probably mean the company has experienced some situations which led them to work on code of ethics. Both persons suppose there is no hierachy of ethical norms. The first participant emphasize the company thinks about their clients and do their best to inform the employees.

How has the attitude towards code of ethics changed over the years?

As both participants led the process of the organization's establishment, the second participant mentioned with the time they have changed their opinion. The company was concerned about financial aspects as any other business however the processes have significantly changed. When the CEO considers set of rules as one system which can bring the one common idea to all employees.

Does the information clear and simply reachible on the website?

This question has attracted the researchers attention the most. First of all, the CEO suppose the company lead the business in an open manner, do not hide inner information, presents certificates etc. the researcher has found the certificates on the website. The second participant, as the person who has been working in the company of many years, was more concentrated on obstacles and issues which the company has. The potential clients still come to the office more often than use online platform.

The information is justified by the researcher and the certificates are presented in the end of the thesis and moreover, they are easy achieved on the website:

What is e-commerce and how to work with it?

The first participant suppose the company needs to be flexible to adjust the processes to changes. Elena also mentioned information relevancy which means they both understand how fast the wold changes. The CEO has made a statement code of ethics absence can be crucial for any business. The clients become more and more interested in inner operations and potential client picture has changed. As the second participant is involved directly into code of ethics changes, she supposes there a lot of efforts which are still needed to keep their code of ethics relevant.

The analysis revealed coincidences and inaccuracies how CEO and head of management refer to code of ethics. The main categories which were revealed during the investigation are such: business ethics, commerce, attention, relevant, flexible. The interpretation of the following categories is „12 Months" tend to be adjusable business and ready for changes. The company consider code of ethics as one of the most influential document.

3.3 Discussion

During the focus group interview and two in-depth interviews, the author has listed the advatnages which the company has comparing withe their competitiors and the actions which were taken and the challenges which were mentioned by employees and possible solutions.

Table.11 "12 Months" code of ethics advantages

Company's code of ethics advantages	Description
Ethical self-survey	Prevention from unethcal behavior
Code of ethics agreement	Sign the code of ethics agreement
E-commerce platform	Platform universality
Client information security	Courses absence

This information justifies the employees are familiar with „12 Months" code of ethics. Caroll's CRS hierachy is proved on practice as the employees suppose ethicals norms play the most significant role comparing with financial and other aspects. Moreover, theory of deontology is also proclaims that the most important rights are morals rights. Company's experience also represents a real exemple how the company's views have changed over the years and financial performance is only one part of the main target.

Kant visions speak about ethical rights equity and company's CEO and head of management consider all involved parties (employees, suppliers, clients) to be equal and the same responsible in respecting each other and the company management itself simply acts as a connecting point which systematizes the norms in one document which is available for everyone.

Theory of utilitarianism has also found justification during the practical part analysis. Jeremy Bentham's ideas from 18-19th centries period have found justification in ethical conflicts self-survey. Bentham suggest a technique of judging if the action is ethical or not and we observe this method is still relevant and can be used on practice. As an example, the philosopher declared the first step to unvestigate if the action is ethical or not while discovering what options the situation can bring, who can be affected and the same is presented in the survey in the questions „Is this decision or action (or its absence) logical and reasonable from organization's interests' point of view?"; "Were the interests of all involved persons considered while making the decision or action (or its absence)?". All this question demands to imagine potentially possible situations.

During the analysis, the author has listed all issues which were mentioned when the open discussion has taken place.

Table.12 "12 Months" code of ethics disadvantages

Company's code of ethics challenges	Dimensions
Ethical norms issue	Ethical issues are out of date
"Comments" section	E-commerce platform does not have such section
"Delivery" section	E-commerce platform does not have such section

Many scientists consider client information security to be the main e-commerce issue. The company's employees confirmed they had such experience and precedents in email box work.

Despite this problem relevancy, the company works on it to create new solutions as new information stealing approaches on everyday basis.

For example, Fisher's experiment also supports this topic's importance and relevancy as nowadays become more and more worried about personal data as almost a half of participants are not satisfied how their information is stored. This situation is a real flag for business and the researcher was able to see how it works on practice and thesis practical part confirmed the company's awareness of the problem.

"Honest business will survive less honest" (Ghryssides, 1993). This vision completely coincides with CEO vision of business openness. This allows to conclude the company is on the right track to be a prosperous business who whose development continues, and management concerned not only about financial indicators but also about ethics.

The author has found out number of years the employee work in the company and his position is directly connected to code of ethics familiarity. Moreover, company's code of ethics has a significant base of ethical norms which improve year by year. As a unique case, the author points ethical self-survey which allows employees to act ethically.

The author has discovered contradictions between company's CEO and head of management which probably can be corrected with informing courses. As head of management is involved in code of ethics corrections, she revealed a better understanding of code of ethics appliance on the company's example when CEO considers code of ethics generally. E-commerce platform is also needed to be corrected focus group revealed the fact potential clients use direct contacts to achieve the company. As the company is planning to broaden the working horizons, this situation needs to be analyzed with a serious approach.

The analysis revealed the topic investigation is not the final stop. In view of small company, it is difficult to judge on business itself however it gives us a vision how business ethics is presented into small companies where such practice is rare. During two in-depth interviews the researcher found out different personal opinions and visions have happened to be. In case of future investigation, a bigger sample is needed as according to statistical analysis, the following sample is not enough, and it increases research paper credibility. Moreover, only limited amount of theory was obtained. More theories were analyzed during the research however they were not approved on practice.

Some researchers suppose focus group interview cannot present the full picture and the participants need to be interviewed separately however the current research reveals open discussion is essential to generate ideas, to discuss the issues etc. and it is simply a good practice,

so the author does not agree with this point of view. There were also dominant participants and their activeness can be explained by their experience and involvement in bigger about of processes and regulations. Moreover, the researcher would like to allude both in-depth interviews and focus group interview were successful and contributed significantly to the research.

Overall, attention to ethics can reveal risks the company deal for many years and code of ethics can be a root of them as code of ethics increase company's integrity. Professional attitude towards code of ethics can discover hidden problems as they combine ethical contradictions between values in the set of ethical norms and a real behavior.

CONCLUSION

In the following chapter the author will reveal the results of the investigation and will present the answers to the research questions. Moreover, practical and theoretical contribution is provided.

In the thesis introduction certain research questions were set to meet the assigned aim. A significant amount of literature was analyzed and investigated in order to find the information which contributes to the topic to evaluate business ethics involvement and interference in e-commerce and apply gathered information on practice to observe how business handle ethical issues, if the employees are aware of ethical norms etc. During the investigation, the researcher has processed information noise because of different sources and views and opinions as following.

According to the literature and business ethics course knowledge, the researcher has pointed a few problems which justifies topic's relevancy. The problems have become a base for the research paper. Companies do not follow code of ethics and do not attach importance to this document which lead to the fact declared values do not coincide with a real situation. It can harm all involved parties into business. During the investigation, the researcher has discovered many business ethics theories. To fulfil the research gap with practical experiments, the author sets one main aim for the research to investigate business ethics operations in e-commerce by research methods involvement.

Many scientists argue about different ethical values motives however all of them agree business ethics existence does not guarantee ethical behavior of business. As e-commerce sphere attracts more and more business units, many issues appear from the ethical side which created a need to investigate code of ethics coincidences and inaccuracies.

To provide a practical acknowledgement, the researcher conducted two in-depth interviews and one focus group interview which revealed management familiarity with code of ethics in e-commerce. Moreover, open discussion during focus group interview complete the whole picture. All interviews results show the "12 months" company is aware of code of ethics importance and company's vision has developed over the years. As the organization has an electronic platform.

To fulfil the certain research tasks, the author has taken necessary actions.

Theoretical basis investigation was conducted by literature analysis of different authors, to find out if the theories are criticized etc. Moreover, the author has found scientific literature concerning business ethics in e-commerce precisely. The author has identified advantages and disadvantages of e-commerce nowadays and analyzed ethical issues in e-commerce. As methodology part, the researcher has chosen a small-size business unit, extracted code of ethics,

evaluated company's ethical norms etc. The author has also verified the information about the company through online news platforms locally. During the focus group, the researcher has raised the questions to evaluate employees' code of ethics awareness and analyzed the factors which have influence. After two practical experiments, the author has explored the gathered information while distinguishing key-words and sorting the qualitative data into codes which gave a better understanding. The researcher has also compared the theoretical findings and practical findings to confirm business ethics concepts by interviews' analysis.

The current investigation results become future guidelines for the company to develop organizational relations to manage sustainable business.

During the scientific research, the author convinced code of ethics importance generally and for e-commerce as number of business ethics which involve e-commerce grow day by day due to online browsing advantages such as global business presence, broad assortment of products and services, availability to compare the selling organizations etc.

To sum up all the information, the researcher would like to point out theoretical and practical findings.

The main theoretical finding or contribution of the thesis is to investigate business ethics importance in e-commerce. The author has pointed typical issues, theoretical approaches to ethical values, analyzed e-commerce advantages and disadvantages and synchronized all the information into business ethics and e-commerce correlations to conduct research investigations in a proper manner. The thesis contributes to theories analyses as for example theories of utilitarianism is studied generally, the theories development is presented (theories subdivisions by other scientists) and critics is also taken into consideration. The author has found out this theory can be only fractionally usable from business ethics aspect.

The author highlights customer trust and customer information security importance to keep business sustainable as customer depicts any business unit target. This topic is highly supported by different scientists. At the same time there is a growing interest to the customer trust in e-commerce from any-size companies and this topic only gains in popularity. The literature analysis reveals different visions and approaches to business ethics.

The main practical finding or contribution is importance to follow the company's declared values.

Moreover, this research becomes the first attempt to analyze business ethics match in the Pskov region. This research paper becomes even more relevant according to small -size company choice as code of ethics is rarely utilized not by companies with global presence.

In sum, the author points out the whole research paper into the idea that despite financial or production indicators importance (or the main business target), customers' trust and attitude is more consuming comparing with financial costs so ethical norms control is even more essential for business unit's sustainability.

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Appendix 1 In-depth interview questions

1. Please tell about yourself, the company and about your experience here?
2. How do you estimate relationship between employees? Tell about the atmosphere in the whole team.
3. When code of ethics were established, how it improved over these years
4. What aspects do you think have higher priority in code of ethics in total
5. What aspects you think your company need to be more attentive to
6. Is it difficult to apply code of ethics on practice_ Obstacles-
7. What do you think about business ethics particularry on the electronic commercial platforms (website, platform for corporate clients)?
8. Does this problem become more relevant than 5-7 years ago?
9. How do you evaluate situation in the company concerning customer privacy and customers trust
10. What are your plans for improving code of ethics in terms of customer security

Appendix 2 CEO interview transcript

1. Please tell about yourself, the company and about your experience here?

   Здравствуйте, меня зовут Дмитрий Кононов и я возглавляю компанию «12 месяцев» по установке вентиляционного оборудования. Мой опыт в данной сфере достаточно велик, я работаю в организации с самого момента организации, собственно я и являюсь ее организатором. Наработанный опыт в данной сфере позволил мне точно организовать нашу работу и вот мы работаем успешно уже много лет.

2. How do you estimate relationship between employees? Tell about the atmosphere in the whole team.

   Отношения между нашими сотрудниками строго профессиональные. Наша глава менеджмента занимается разработками этического кода, о котором, как я понимаю и пойдет речь. Каждый человек в нашей организации имеет менеджера, к которому он может обратиться в случае необходимости. Многие сотрудники работают в организации с момента ее создания, это способствует доверительной атмосфере.

3. When code of ethics were established, how it improved over these years

   Еогда компания была только создана, мы осознали что систематизация внутренних правил заставляет людей понять общие цели организации и в принципе цели всех вовлеченных в процесс людей.

4. What aspects do you think have higher priority in code of ethics in total?

   Мне кажется, этический код в принципе значит репутация и как следствие это даже важнее чем финансовый аспект того, как работает предприятие и этический код и его применение показывает, как компания заботится о своих клиентах. Возвращаясь к теме приоритетов этических норм, лично дня меня, нет разницы между этическими нормами и мы стараемся максимально донести это до наших сотрудников. Мы заботимся о наших клиентах и наших работниках в равной мере, поэтому нет, приоритетов я не расставляю.

5. What aspects you think your company need to be more attentive to

   Нам есть, над чем работать. Не хочу углубляться в производственные проблемы, но и этические проблемы у нас присутствуют. В связи с тем, что мы расширяем горизонты, приходится подключать различные техники, изучать законы вхождения на рынок и хранения клиентской информации и так далее. Однако, в то же время, могу смело заявить, наша информация полностью открыта, мы не укрываем информацию и все, кто запрашивает необходимое, это получает, опять же, если это не противоречит политике нашей организации

6. Is it difficult to apply code of ethics on practice_ Obstacles-

Очень много вещей быстро изменились даже за последний год. Мы следим на тенденциями на рынке, мы работаем над их решением. Многие маленькие организации в погоне за достатком, забывают о здоровой конкуренции, это тоже наша проблема.

7. What do you think about business ethics particularry on the electronic commercial platforms (website, platform for corporate clients)?
   За интернетом будущее, это я могу сказать точно. Для нас электронная коммерция уже стала необходимостью так как мы многого добились на нашем небольшом рынке и готовы двигаться дальше. Однако это обязывает нас в то же время быть внимательными в ведению бизнеса в интернете.

8. How do you evaluate situation in the company concerning customer privacy and customers trust

   На данный момент, именно этим вопросам мы выделяем большее количество времени. Я не хотел бы оглашать конкретные аспекты, но мы работаем над защитой клиентской базы клиентов.

9. What are your plans for improving code of ethics in terms of customer security
   Предположительно, мы будем расшилрять IT отдел, но это будет обсуждаться только в конце декабря во время составления ежегодного отчета, который так же будет покрывать вопросы этики.

Appendix 3 Head of management interview transcript

1. Please tell about yourself, the company and about your experience here?
   Добрый день, меня зовут Кононова Елена и я глава менеджмента организации «12 месяцев». Я работаю в компании так же с момента ее основания и имею прямое отношение к этическому коду.

2. How do you estimate relationship between employees? Tell about the atmosphere in the whole team.
   Атмосфера в нашей организации здоровая, примерный возраст работников не разниться, поэтому это способствует лучшему пониманию друг друга. Мы крайне редко сталкиваемся с конфликтами внутри, скорее мы боремся с ними извне.

3. When code of ethics were established, how it improved over these years
   Когда мы только основали предприятие, дабы «отбить» вложенные деньги, достаточно очевидно было, что мы гнались за финансовыми показателями, а этические нормы были, скажем, «задвинуты» на дальний план. Однако время показало нам важность и мы рады, что поняли это достаточно рано. Лично для меня бизнес этика это сборник написанных и устных правил которые определяют коммуникацию между различными сторонами коммерции. Более того, бизнес этика определяет нормы и правила взаимоотношениях в разных ситуациях.

4. What aspects do you think have higher priority in code of ethics in total
   Я бы не сказала, что существует иерархия в этическом коде и мы уяснили это из нашей практики. Все аспекты важны для организации

5. What aspects you think your company need to be more attentive to
   Как я уже сказала, мы не подразделяем на более важные или менее важные. Однако некоторые аспекты могут быть хуже описаны или менее ясны и как следствие им должно быть уделено больше внимания.

6. Is it difficult to apply code of ethics on practice_ Obstacles-
   Частично да. Но я бы не хотела поднимать этот вопрос.

7. What do you think about business ethics particularry on the electronic commercial platforms (website, platform for corporate clients)?

Одной из наших проблем сейчас является то, что наши клиенты из региона прибывают непосредственно на юридический адрес компании, обходя интернет возможности. Они приходят узнать статус доставки или подписать контакт. Мы же в свою очередь хотим это усовершенствовать и стать более продвинутым предприятием. Подобные ситуации привлекают внимание и возможно это может привести к такому выводу, что клиенты просто не доверяют нашему сайту.

8. Does this problem become more relevant than 5-7 years ago?

Мне кажется, пересматривать этический код хотя бы дважды в год для наблюдения, не вышли ли некоторые норм из актуальности, ведь мир меняется очень юыстро. Много вещей меняется и электронная коммерция одна из самых передовых направлений.

9. How do you evaluate situation in the company concerning customer privacy and customers trust

Мы работаем над этим вопросом. К сожалению, больше информации я Вам дать не могу.

Appendix 4 Focus group ineterview questions

1 What do you think about code of ethics generally? What do you think about code of ethics in the company?
2 How do you estimate website work from code of ethics side (taking into account customers security)?
3 Who is interested in obtaining sensitive information?
4 Have you ever had situations when the information was i danger? In yes, how did you handle it?
5 How can you assure your customers to provide the company with sensitive information?
6 What can be done in the company to protect the information and the customers?

Appendix 5 Focus group ineterview transcript

Здравствуйте, дорогие участники фокус группы. Меня зовут Дарья и сегодня я буду вашем модератором. В течение нашего с вами общения вам будут заданы вопросы, затем мы начнем их обсуждение. Я, как руководитель данного проекта, хотела бы попросить всех вас участвовать в данном обсуждении, высказывать мнения, так как это поспособствует тому, чтобы данные были справедливы, а так же сделает исследование более комплексным и интересным.

Если говорить в общем, наше общение будет посвящено этическому коду и платформам электронной коммерции. Как мы все с вами знаем, организация 12 месяцев имеет этический код, который был введен в ...., а так же платформу для корпоративных клиентов, где они могу т оставлять заявки на сервис, отзывы и контролировать рабочий процесс.

Итак, первый вопрос на повестке дня. Что вы думаете об этическом коде в целом.

Кристина

На мой взгляд, этический код является важной составляющей, которая регулирует поведение работников в коллективе, в отношении с клиентами, поставщиками и так далее. В современном мире, где господствует рыночная экономика, основанная на здоровой конкуренции, очень важно помнить о культуре социального поведения, уважительном отношении к обществу и клиентам, конкурентам, природе и закону, ведь в краткосрочной перспективе очень легко получить преимущества перед конкурентами, например, распространив ложную информацию о своём товаре, или товаре конкурентов. Однако в долгосрочной перспективе такие действия не будут никак оправданы, и будут вести только к саморазрушению, в связи с высокой степенью открытости информации, и быстротой её распространения.

Инна

2 Я согласен с Вами, Сейчас общество рассматривает организацию не только в свете ее производственных и финансовых показателей, но и то, каким образом она ведет свою деятельность, насколько соответствует интересам других участников рынка и жителей окружающих районов с местом деятельности организации, насколько заботится она о собственных работниках и т.д.

Илья

3 Более того, если рассматривать этот вопрос в целом, если например большая промышленная компания, которая будет загрязнять окружающую среду, даже в пределах установленных законодательством, но не проявляющая попыток это компенсировать общественными акциями и пожертвованиями, никогда не будет иметь благосклонного отношения к себе населения. А ведь именно оно является кадровым потенциалом для этой самой организации, а так же эти люди являются работниками и руководящим составом других организаций, функционирующих в том же районе.

Валерий

4 Кстати, очень многие организации, даже в нашей сфере, не имею кода этики вовсе, хотя мне кажется это важно. Отношения между работниками, например, должны как то регулироваться.

У нас получается отличное обсуждение. А что вы думаете об этическом коде, существующем внутри вашей организации.

Илья

2 Мне кажется очень важным шагом является подписание соглашения работника, только приступающего к работе. Это гарантирует, что работник ознакомлен с этическими нормами, выдвинутыми организацией, которые должны соблюдаться. Например возникновение конфликтов очень частное явление. Если не прописать такие правила игры, например неформальное общение может стать неконтролируемым, перерасти в хаос. В результате в коллективе появятся сплетни и недопонимание, которые приведут к ненужным конфликтам.

Кристина

3 Я очень удивился, когда узнал о правиле подписания этического кода при наеме, как упомянул мой коллега. Однако в последствии, Откровенно говоря, немного удивлен вопросом, почему в компании существуют четкие процедуры, как реагировать на неэтичное поведение и тд со стороны моих друзей и бывших коллег ! Вопросы этики важны для всей В то время как отсутствие этического кода не приносит компаниям никакого преимущества и поэтому с этими явлениями ведется борьба во всех компаниях.

Инна

2 На мой взгляд, этические нормы описаны достаточно четко в нашем коде этики, однако, должны быть под четким контролем. Некоторые аспекты становятся устаревшими и не имеют актуальности, либо должны быть переформулированы

Илья

1 Какие, например (знак вопроса) На мой взгляд, система этического кода должна быть универсальна, поэтому позвольте с вами не согласиться. В нем описаны четкие дериктивы, которые касаются не только отношений персонала, но и защите окружающей среды, что очень актуально для нашей организации.

Инна

2 Поймите меня правильно, я имел в ввиду, отношения с клиентами безусловно должны быть этичны, но платформы общения меняются. Так занимаясь прямыми продажами лицом к лицу раньше были более актуальны, в то время как сейчас наше общение с клиентами становится более модернизированным и мы общаемся по средствам сети интернет. Это заставляет нас посмотреть на этический код под другим углом.

У нас получается отличное обсуждение. Спасибо всем за вовлеченность. Немного сдвинув ориентиры нашей беседы, хотелось бы узнать ваше мнение по поводу работы вашего веб сайта, который так же является и онлайн магазином, с точки зрения безопасности клиентов. Давайте сначала поговорим о частных клиентах и защите информации.

Инна

2 На мой взгляд, мы имеем отличную платформу, простую в использовании, что отличает нас от наших конкурентов. Лица, на которых направлена наша продукция не ранжируются по полу, возрасту и прочим параметрам, поэтому важно сделать универсальную платформу.

Илья

1 Я читал как то статью о том, как убедиться в благонадежности сайта и там был указан метод КПП который гласит о том, что важными аспектами доверия к веб сайту должны быть Контакты, Комментации и Попытка, если я не ошибаюсь. Каждое предприятие должно иметь личные контакты, дабы убедиться в их достоверности. Например это касается проблем доставки. Имеет ли

организация возможность возврата, можно даже воспользоваться гугл мэпс дабы убедиться в достоверности данных.

Кристина

Можно так же упомянуть раздел комментации под товарами, у нас к сожалению, данной функции нет, что может быть стоит вынести на обсуждение, но это тоже помогает удостовериться. И Последнее, но не по значению, это Попытка те можно позвонить на номер и уточнить условия заказа или отправить запрос на доступность товара, что тоже может дать подсказку. Если ответ окежтся быстрым и вежливым, это можно рассматривать как хороший знак работы и так называемой благонадежности.

Инна

3 Касаемо нашего веб сайта, мне кажется, нет точных условий возврата и информации о товаре, я уже как то упоминал это в разговоре. Возможно, нам стоит это обсудить. Кроме того, возможно, наших клиентов смущает слишком большой процент предоплаты.

Илья

2 Но тем самым мы стараемся обезопасть себя, работая с дорогостоящим оборудованием.

Спасибо за ваши мнения, а что касается корпоративных клиентов и отдельного портала, для отслеживания работы. Считаете ли вы, что он требует внимания. Ведь победа в тендере значит большую ответственность, в том числе и защиты информации клиентов.

2 How do you estimate website work from code of ethics side (taking into account customers security)?

Кристина

1 Мне кажется, наш сайт выполнен достаточно благонадежно для работы клиентов с ним. С точки зрения фишинга на сайтах, что достаточно популярно сейчас, наш сайт защищен. Наш айти отдел прорабатывает возможные варианты и техники взлома чтобы защитить информацию клиентов.

Илья

Нам на почту периодически приходят письма с подозрительными ссылками, которые достаточно легко узнать, но мне кажется, некий курс по защите клиентской информации нам бы не помешал.

Валерий

4 Именно, потому что есть методики кражи информации при помощи выбора конкретных работников, которые могут не распознать опасную информацию, например новички. Очень важно быть внимательным к таким вещам.

Также на мой взгляд мы могли бы спрашивать меньше личной информации например о банковских картах, что позволит нашим клиентам больше нам доверять.

3 Who is interested in obtaining sensitive information?

Илья

1 В первую очередь, заинтересованное лицо это наши прямые конкуренты, не только в данном регионе, но и соседних. Количество компаний растет вместе с рынком потребителей.

Кристина

2 на самом деле, попытки кражи информации были замечены не только от конкурентов, много ссылок приходит просто из интернета и процесс фильтрации писем в общем ящике должен отслеживаться

4 Have you ever had situations when the information was in danger? In yes, how did you handle it?

Инна

3 Как уже было сказано моими коллегами, у нас были прецеденденты с опасными ссылками. Мы сообщали об этом нашему специалисту в области айти, он занимается составлением личной базы, на фоне которой мы оптимизируем наши процессы.

5 How can you assure your customers to provide the company with sensitive information?

Кристина

1 Мне кажется, только опыт работы, наработка клиентов и тд может способствовать этому. Большинство наших клиентов находятся во Пскове, большинство наслышаны о нас, поэтому в этом случае мы должны быть очень внимательны к репутации. Один случайный слух может все погубить.

Инна

Другой вопрос, новые клиенты не из нашего региона. Корпоративные клиенты очень осторожны в работе с новыми подрядчиками, в том числе и хранении информации.

6 What can be done in the company to protect the information and the customers?

Валерий

1 Именно сокращение требований к клиентам. Не требовать много личных данных о банковских счетах, потому что достаточно большое колво информации нами не используется и хранится /на всякий случай/, которая используется крайне редко. Этого можно избежать, тем самым завоевав доверие клиентов, а так же обезопасив их.

7 What kind of inner regulations you know which company has?

Кристина

1 наша организация очень внимательно относится к вопросу соблюдения этических правил, на наших стендах размещена схема наших действий при подозрительных обстоятельствах. Это напоминает работникам о том, что мы должны руководствоваться определенным правилам работы в организации.

Илья

2 Раз в год после обновления и пересмотрения этического кода для работников проводят инструктаж, который обязателен для всех работников. Так например очень большое внимание уделяется нашей коммуникации с клиентами. Менеджмент очень серьезно подходит в этому вопросу.

Кристина

3 Что достаточно очевидно для такой организации, так как мы заботимся о своей репутации.

Инна

4 Наш этический код не насчитывает десятки страниц и то, что нравится, это его практичность, ясность.

Who is responsible for ethics in the organization?

Кристина

2 Лично мне кажется, в равной степени он важен для всех. Нельзя сказать, что для директора он играет большую роль, а для работников нет. Мы все несем ответственность за деятельность нашего предприятия, поэтому наверное все. Кроме того, важно отметить, что и наши клиенты, поставщики и тд так же несут ответственность с точки зрения работы с нами. Не уверен, должны ли бы информировать их тоже, никогда не слышал о подобной практике от сторонних компаний.

Инна

1 Соглашусь с моим коллегой, иногда в погоне за выгодой, люди забывают об этики общения и работы, так что, наверное все. Мы так же можем вносить коррективы и предлагать свои идеи, что здорово

Appendix 6 Self-survey

Ethical conflicts self-survey

1 Does this decision or action (or its absence) comply with the legislation, code or ethics or other internal policies of the organization?

Yes

No

Ask for advice

2 Is this decision or action (or its absence) logical and reasonable from organization's interests' point of view?

Yes

No

Ask for advice

3 Were the interests of all involved persons considered while making the decision or action (or its absence)?

Yes

No

Ask for advice

4 Will you be able to explain and justify this decision or action to your colleagues even after a certain period after performing the action (or its absence)?

Yes

No

Ask for advice

Appendix 7. „12 Months" certificates

№1

№2