

Things to Do

- Do return value to your customer (internal and external) in all business decisions.**
- Do return value to your community locally and globally.**
- Do deliver quality in a timely fashion.**
- Do be honest in your work by telling the client, customer, or boss that the task or project you are working on will not meet the target data (if it does not)**
- Do ask for help in order to meet the project or task deadline. A professional will not feel slighted if he or she acknowledges that he or she needs help.**
- When you accept an assignment, Do start using words like we, us and ours. A professional never works at cross-purpose with the employer.**
- If the employer wants respect from employees, he/she should treat all employees as professionals in their own right. Remember, if you treat someone as a professional, they will (hopefully) treat you like one too. Promote your profession.**

Do things for the good of yourself, the customer and the profession. You are not a true professional if you don't deliver outcomes that satisfy all three of these areas.

- Do provide respect to other. This means truly thinking of their beliefs and desires, and the contribution they make to the organization, however small.**

ETHICAL BEHAVIOUR

- Ethical behaviour in society
- Ethical behaviour within the work place
- Employee's unethical behaviour
- Employer's unethical behaviour
- Ethical behaviour in academic institutions

Good corporate governance is characterized by:

- It is important to focus on not just earnings but on the sustainability of business models.
- Focus on not just “How much?”, but on “How?”, “At what cost?” and “At whose expense?”
- Rating agencies need to develop criteria that focus on substance rather than the form of governance.
- Compensation of executive directors should flow from an objective performance evaluation process conducted by the board.
- Greater transparency and disclosure of executive performance criteria are required which should include financial and non-financial measures.
- Regulators should send clear signals that they shall be proactive in imposing substantial penalties for non-compliance, so that compliance is strictly adhered to.

Impact of Ethical behaviour and violations on society at large

- Anti-corruption interventions so far made are seen to be ineffectual and there is wide spread public cynicism about them. This cynicism is spreading so fast that it bodes ill for our democratic system itself.
- Corruption has been aggravated by three factors: propensity to exercise power arbitrarily, enormous asymmetry of power in society, and policies that unintentionally put the citizen at the mercy of the state.
- Quality of politics is such that honesty is considered incompatible with survival. If public life attracts undesirable and corrupt elements seeking private gain, the abuse of authority and corruption become the norm.
- In a vast majority of cases of bribery, the citizen is a victim of extortion and is compelled to pay a bribe in order to get a service to which he/she is entitled.