

## **ETHICAL PROFESSIONAL VISION OF BUSINESS AND LAW ACADEMICS GRADUATE DEGREE FROM THE FEDERAL UNIVERSITY OF RONDÔNIA (UNIR) - CACOAL CITY (BRAZIL)**

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### **Abstract:**

*The concept of ethics is studied by several authors, each with a load of their intrinsic values ?? and principles. This happens because ethics seems to be a personal characteristic, unique to each human being. There are numerous ways of seeing an attitude as ethical or not, depending on how these features has been absorbed by the individual. Ethical values ?? are also present in the professional classes with the Professional Codes of Ethics. This article aims to explain the concepts of ethics in literature and through field research, confronting them with the concepts presented by students of Business Administration and Law of the Federal University of Rondônia, Cacoal campus, as well as list which professionals considered by these students as being the most ethical and least during the exercise of their profession.*

### **KEYWORDS:**

Ethics. Professional ethics. Moral.

### **1.INTRODUCTION**

The world today is experiencing a crisis ethics and morality, which can be observed in several dimensions of society. This crisis can be easily identified by the way in which the professionals from diverse areas has been acting in the exercise of their professions.

Although the professional exercise is usually known by the majority of individuals, the vision of ethical behavior of these activities is not unanimous for the majority. The people are calling for more ethics of professionals, but the concept of ethics is a personal affair and subjective, with a very wide variation between people.

Depending on the design, there is disagreement about the applied ethics in the profession and what is seen by all. In addition, because of the economic factor, some professions are considered more or less socially valuable. Consequently, these professionals suffer a greater demand on their attitudes, both professional and personal, since these two spheres are confusing. When there is a case of public behavior that obeys the ethical requirements, there is an immediate response of the population causing wear the image of the profession. At the same time, note the appearance of discussions on those facts, as doubts about the lack of ethics, favorable opinions that say that today things work this way and there is nothing wrong with that. These discussions exalt the great variety of ethical concepts existing in a society where the values at each day are in a state of flux. It then becomes very difficult to establish a personal vision of an ethical standard that is valid in all spheres of society.

With this article, we are trying to address through a review of the literature the concept of general ethical and professional brought by literature and perform field research about which the professionals more ethical in the exercise of their profession and the concept of ethics for each one, comparing them with

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the first inside os field of vision of the academic courses in Administration and Law from the Federal University of Rondonia, Campus of Cacoal.

## 2. THEORETICAL FRAMEWORK ABOUT ETHICS AND MORAL

Ethics is a recurring theme in our current society. Many times, to watch the news, read newspapers, magazines, or we access the internet faced with questions about the ethical decisions and acts of politicians, managers, public people, and even ordinary citizens. ... "The discussion about ethics and moral invaded society and profoundly transformed the political and social life of our country." (SUNG and DASILVA, 2011, p. 9) All have a position to make, especially with the ease that there is today to express our opinion the todos. Ao determine if a human act aware is ethical or not, we are issuing moral judgments.

However, this does not mean that it has a unique positioning with respect to the concept of ethics. Ethics is personal characteristic, settled in the character of the person, and developed during the course of life, especially in childhood and adolescence. For (CAMARGO, 2011, p. 20), the ethics "flows from within the human being, of those elements that characterize them in its existence as a human, differentiating it from the other beings." Once established, there is hardly a change in individual concepts, so ethics is not a thing to learn, and yes to practice, and informal discussions in this respect do not normally reach nowhere.

The origin of the word "ethics" comes from the Greek ethos, which means morals, and the word "morality" comes from the Latin mores, which also means morals (CAMARGO, 2011, p. 22). There are several definitions for ethics and morality, some by placing the two as synonyms, other analyzing their differences, but in all we noticed a similarity: all concepts of ethics and morality demonstrate that these are the desire to seek the common good, the honest, the intact, whether in a personal conception or of society as a whole. As says (CAMARGO, 2011, Although he ) "The ethical virtues are permanent dispositions to act well; the acquisition of them requires an ascesis or constant practice through the exercise." Therefore, not every company has the same concept of ethics, as well as there may be conflicting concepts even between individuals of the same group.

Although the ethics have pre-established concepts, it is virtually impossible to require an ethical attitude of a whole society that, being complex, formed by individuals from numerous personalities, each one brings its concept and your personal understanding of what is an ethical attitude, and also of what is unethical. "The different is the one that does not leave us not forget that the insecurity, the transitoriness and relativity are part of our human condition (SUNG and DASILVA, 2011, p. )."

The ethics is of great importance in the personal life of all individuals, since it regulates your actions and attitudes with respect to the next, and maintains a level of peace and social harmony. The ruler ethical direct how individuals should behave in their existence. (SUNG and DASILVA, 2011, p. 12) says:

Generally follow the rules of the society or our social group, and, thus, we are within the normal range. AND this gives us the security and the relief of not having to take responsibility for any attitude or actions different from those taken by any attitude or actions different from those taken by others.

However, as these rulers pre-determined not compose unanimous view of society, many individuals do not follow him, and some even act on its reverse, some because they did not agree with these rules, other by you do not mind with them, and some even consider them useless and unnecessary.

Those individuals who choose to violate the ethical rules of the society in which they live will eventually suffer penalties of a social nature and, in some cases, even legal, given that much of the legal system is based on the ethical principles of the companies past. "IS this imperfection that enables live the space of freedom and to think in a different world and better than the current (SUNG and DA SILVA, 2011, p. 33)."

These definitions, however, are beyond the scope staff and enter into the professional sphere. In actuality, all professions have their own, in their statutes, a code of ethics governing the exercise of this. The creation of these codes came with the intention to mediate the conflict of interests between the public and guide the behavior of professionals (CHERMAN ANDI, 2005, p. 100).

These codes of ethics, all, are based on the same principles, that ... it is necessary to do good and avoid evil... (CAMARGO, 2011, p. 27), but adapted to each professional reality. The codes of professional ethics express expectations in relation to moral behaviors of people. These are considered to be positive if not criticized with the set of ethical values of a given community (ETHOS, 2000, p. 11).

The formulation of codes of ethics in general, search firstly avoid conflicts that cause problems for certain professional class. They are created for these conflicts, which could damage the harmony between professionals, will not occur. The ethical practice of the profession would be, first, to avoid problems with the class. Only then search the ethical treatment with other people.

The determination of these codes of professional ethics depends on the cultural variations and the interests of a given society. Aimed at the maintenance of power, and the question of what is the human

being, if there are upper and lower limbs, there should be distinction or if we are all equal (CAMARGO, 2011, p. 26).

In society, we noticed that certain professionals groups suffer from greater collection ethics of population, as well as some are classified as presenting behavior unethical, and carry a social stigma. However, there is no unanimity about which professionals are more or less ethical. This article seeks to identify, in groups, the concept that they have ethics and which professionals consider more or less ethical in the exercise of their professions.

### 3. METHODOLOGY

The study was carried out in the field with the four classes of night classes in administration and with the four classes of Law courses from the Federal University of Rondonia, on the campus of Cacoal. Due to the period of the research have been at the end of the semester were achieved only 200 questionnaires answered by academics. In them there were three questions. In a list of eight classes professional, ask: - in your opinion, what is more ethical in the exercise of their profession; - which professional is less ethical in the exercise of their profession; and - the concept that these students present on ethics, always seeking the personal opinion.

### 4. SEARCH RESULTS

The first two questions showed the when this is a difficult issue to be explored. To be addressed on which professional is more ethical in the exercise of their profession, we obtained the following result.

**Table 1: OVERVIEW OF THE ACADEMICS OF ADMINISTRATION**

Administration	Most ethical	Less ethical
Dentist	9%	0%
Adm. of companies	13%	0%
Doctor	25.5 %	5.5 %
Lawyer	4.25%	42%
University Professor	23.5 %	0%
Civil Police	2.25%	7.25%
Military Police	4.25%	12.5%
Journalist	4.25%	14.5 %
Other	10%	7.25%
None	4%	11%

Font: The authors (2013).

The students of Business Administration classified as professionals more ethical in the exercise of their profession doctors, however, immediately followed by university professors, with a difference of only two percentage points. The other professionals showed a significant distance between the first choices of these students, and that the third and fourth place, respectively administrators of companies and dentists, came up with a distance of 10.5 and 14.5 %, respectively, in the second place.

The students who have opted for professionals that are not included in the list as the most ethical, totaled 10 %, and presented as options professionals agents of transit, firefighters, farmers, and even politicians.

**Table 2: OVERVIEW OF THE ACADEMICS OF LAW**

Right	Most ethical	Less ethical
Dentist	14%	0%
Adm. of companies	8%	0%
Doctor	12%	10.5 %
Lawyer	6%	23%
University Professor	24%	6%
Civil Police	4%	4%
Military Police	0%	8.5 %
Journalist	4%	35.5%
Other	24%	8.5 %
None	4%	4%

Font: The authors (2013).

Among the students in the course of duty, we noticed some significant differences when compared with the previous frame. The professionals considered more ethical in the exercise of their profession were university professors, with 24% of the votes. Previews a distance scathing of dentists who, with 14% of the votes, it was with the second placement. The other positions presented a small percentage difference between them, and there has been a big part of Law students, 24 %, who opted for other professionals. The chosen were gari, the promoter of justice, farmer, psychologist, social worker, firefighter and judge.

There is no how can we fail to realize that in any of the courses there has been a significant vote for the profession that will follow as the ethical professionals in the exercise of their profession. Perhaps this is due to the fact that, as students in the area, know the professions the fund and learn the ethical conflicts to which professionals are submitted.

A student of the Law course not opted for any professional, and he left his view that "ethics is not dependent on the profession, but the character of professional", and another course of Administration also did not choose any professional and said that "all can and should be ethical, there is a more or less".

As for the question about which professional is less ethical in the exercise of their profession, we have similarities in the choice of the first and second places in the two courses. Among the students of Business Administration, it was considered the least professional ethics as the lawyer, with 42% of the votes. The second place, with a distance of 27.5 percent compared with the first, it was with the journalists, with 14.5 %. The dentists, administrators and university professors received no vote. A student of administration, which considers the lawyers as professionals less ethical in the exercise of their profession, made the following comment: "The profession takes you often have to go on top of their principles, but that does not mean that he is obliged to do so". This statement is most likely related to the image that the lawyer must "defender of bandit". It is considered that this is your work, and he having the option to accept or not.

The other options presented by students of administration were the pastors of the church and the politicians.

The Law students chose as the professionals less ethical journalists, with 35.5% of the votes. In second place, with 23 %, the lawyers. Received no vote dentists and administrators. As other options chose the football referees, the gravediggers and politicians.

As we analyze, the Law students expressed a strong vote that the lawyers are not ethical professionals in the exercise of their profession, while the future administrators had no vote against their own profession.

**SÁ (1996, p. 136, APUD CAMARGO, 2011, p. 34) said:**

When the professional conscience if structure in a trigonal, formed by loves the profession, to the class and to the society, there is nothing to fear as to the success of human conduct; the duty is then to be a simple consequence of belief planted in backward areas of be, there deposited by formations basic teaching.

To understand the reasons that led to these choices, we must move on to the last question presented to students: what is ethics?

When we look at the answers given by the participants of the research, we noticed that, among the students of Business Administration, the vast majority was associated ethics directly to respect, some even considering these two words as synonyms. This association with the respect varies from the respect for others, to the respect of their own principles. The ethics was also associated with the character, with intrinsic qualities to human being, and also to the existing rules in society.

A student wrote: "is to act correctly, respecting the rules and obligations of the workplace, or even in socialising with friends and relatives", citing characteristics such as respect for others and the rules. Another student said: "It is something that will in addition to complying with the obligations of a citizen, ethics is respect what there is, if you feel good when it assumes its responsibilities and thoughts", describing fidelity to the principles, rules and the next and character.

The students in the course of Law characterized, in their majority, the ethics as the rules that delimit the human behavior. Other options too much cited were respect for the rights and expectations of others and loyalty to the principles, does not affect the next. The do good, correct, the relationship with the character, the good sense and impartiality were mentioned very few times. He said one of the students: "It is the act of acting in accordance with the moral standards of the society, without that being injured principles of individual and in accordance with what is normative for the class that uses this ethics". He also talked about rules this student, who said: "ethics relates to social conduct exercised in the middle in which is inserted the subject, subjecting and obeying the rules imposed upon him as a possibility for everyone to live in harmony without conflict". The view of this other student was that "ethics is the way to act according to

the values intrinsic to human beings".

This information shows the diversity of views about the concept of ethics. Ethics, in a general sense, it would be "a theoretical reflection that analyzes and criticizes or legitimizes the foundations and principles that govern a particular moral system", that is, it defines, yes, as people will perform their acts and choices in social life.

We All ethical principles that were slowly inserted in our personality, and that today fro our decisions in sharing with the other individuals. The diversity of these principles, in accordance with the education received by the individual, with his or her personality, with the examples that he had in life, among other factors, will bring social conflicts, because each person has their own values and ethical principles as being correct and that should be practiced.

As stated above by one of the students, there is no profession more ethics, there is opinion and the moral judgment that we do it, normally based in attitudes taken by any health professional this area that we know or have heard about. Therefore, this "freedom of expression" exists today, where everyone can express their opinion with broad access by other individuals, has just become a way of forming opinions.

Despite this situation, it was possible to observe that this manipulation of existing information, and the use of the media to exalt or sink a professional class, at least in the courses analyzed, showed no major achievements. We have as an example the situation of medical class, much maligned by the media and by the government, which says that the lack of doctors in Brazilian public health system is the lack of ethics of the professionals, who worry most about the remuneration of that with the work, and that it is a class that needs to be a process of humanization. In spite of all this negative publicity, the doctor was considered in the course of Administering the professional more ethical in the exercise of their profession, and in the course of Law reached the third placing.

Note that the option of students was determined by their beliefs and opinions, and even influenced by other sources, these influences were not determinant in the choice.

## 5. FINAL CONSIDERATIONS

As we look at the concepts of ethics submitted by students, it was possible to notice that the concepts presented in each group had similar points between students, and different from the other group. Although both quoting basically the same characteristics, they were presented in different quantities from one another. While the concept of ethics for students of Business Administration course is based on respect, students of Law course the understand how make ruler.

This relationship between ethics and rules, cited by scholars of Law, perhaps related to the fact that the Right use of ethical and moral principles, and the Natural Law, to the formulation of its laws and deployment of the legal system. Confounded, then, the principles with the rules they inspired.

The choice of most professional ethical, in none of the cases, was influenced by the profession that will follow. Nor students of Law chose expressively the lawyer for this category, nor the Administration opted for business administrator. The knowledge of ethical conflicts to which professionals are submitted may have influenced their decision.

The professional least ethical, for future administrators, is the lawyer, with a percentage too high, which shows the image extremely negative that this course has of these professionals. The professional relationship of lawyers with the administrators of companies has high and low, in part due to the actions that companies eventually suffer, be they labor or administrative.

The opinion of the students of Law, that the professionals less ethical journalists, can be defined by how the media has been dealing with the profession of lawyer. Are daily broadcast information denigrating the image of these, and this is nothing new. This may have influenced the decision of same.

We conclude then that the image that each profession has will depend crucially on social group that is asked. Each group, each class, each profession sees the other in a different way, according to the experiences. Conceptualize ethics definitively and agrees with the opinion of a whole society is impossible task, and that this concept is encrusted in each individual, and they unite in agreement with the similarities in these views.

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**ETHICAL PROFESSIONAL VISION OF BUSINESS AND LAW ACADEMICS GRADUATE DEGREE FROM.....**

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