

# IMPORTANCE OF MORALITY, ETHICS & VALUES IN OUR LIVES

S M Tazuddin , *Assistant professor and Head of the Department,  
Business Administrations (BBA), Cantonment College Jashore, Bangladesh,*

## Abstract

Morals refer to human behavior where morality is the practical activity and, ethics describes the theoretical, systematic, and rational reflection upon that human behavior (Churchill, 1982). Ethics is a well-established branch of philosophy that studies the sources of human values and standards, and struggle to locate them within theories of human individual and social condition. Value refers to the relative worth of a quality or object. Value is what makes something desirable or undesirable" (Shockley-Zalabak 1999, p. 425). This article presents the importance of morals, ethics in our lives. Both primary and secondary data are used in this study. This paper focuses the present scenario and limitations of importance of morals, ethics in our lives.

**Keywords:** *Morality, value, ethics, culture, religion, law and integrity.*

## 1. Introduction

"The preservation of human life is the ultimate value, a pillar of ethics and the foundation of all morality". We live in society, which has some rules, principles, moral concept, customs and values. Like society every institutions, nation and country has same rules, principles and values. Values and ethics, in simple words, mean principle or code of conduct that govern behaviors. Values are what we, as a profession, judge to be right. The moral values in life hold great importance from the point of personal, social and spiritual development. Values, morals and ethics are inextricably tied together. Values are what we learn from childhood; the 'stuff we acquire from our parents and immediate surroundings. Values are the motive power behind purposeful action. Moral values are meant for making the quest to find the higher self.

Ethics refers to society's sense of the right way of living our daily lives. We do this by establishing rules, principles, and values on which we can base our conduct. The concepts most directly associated with ethics are truth, honesty, fairness, and equity. Ethical conduct is the foundation-stone of every religion. There are five basic elements of ethics. They are: Ethics, Moral Values, religion, culture and law. Basics Concept of Ethics, Moral and Value

## 2. Conceptual Framework

### a). Ethics:

Ethics is derived from Greek word 'ethos' which means character. Ethics deals with questions about how people act towards one another. Ethics in general refers to a system of good and bad, moral and immoral, fair and unfair. It can be defined broadly as a set of moral principles or values. Each of us has such set of values, although we may or not have considered them explicitly. Philosophic, religious, organizational and other groups have defined various ideal sets of moral principles or values. It is a code of conduct that is supposed to

align behaviors within an organization and the social framework. Primarily, ethics is affected by three sources - culture, religion and laws of the state.

**Religion It:** Religion is one of the oldest foundations of ethical standards. Religion wields varying influences across various sections of people. It is believed that ethics is a manifestation of the divine and so it draws a line between the good and the bad in the society.

**Culture:**

Culture is a pattern of behaviors and values that are transferred from one generation to another or those that are considered as ideal or within the acceptable limits. No wonder therefore that it is the culture that predominantly determines what is wrong and what is right. It is the culture that defines certain behavior as acceptable and others as unacceptable.

**Law:**

Laws are procedures and code of conduct that are laid down by the legal system of the state. They are meant to guide human behavior within the social fabric. The major problem with the law is that all the ethical expectations cannot be covered by the law and specially with ever changing outer environment. The law keeps on changing but often fails to keep pace.

**b). Morals:**

Morals are a set of rules or mode of conduct on which society is based. Certain moral elements are universal, such as the laws forbidding homicide and the basic duties of doing good and furthering the well-being of others. Morals have a greater social element and tend to have a very broad acceptance. We judge others more strongly on morals than values. A person can be described as immoral, yet there is no word for them not following values.

**c). Values:**

Values are defined as the acts, customs, and institutions that a group of people regard in a favorable way. Statements of value typically contain words of approval, disapproval, and obligation. Some of these words might be good, bad do's and don'ts.

The organization's core values - depend on, integrity, professionalism, caring, teamwork, and stewardship etc.

### 3. Methodology

The present has been involved in the collection of data both from primary and secondary sources. The paper has been based on mostly descriptive in nature. To complete the study in the light of research objectives, primary data have been collected through personal interview of selected people. The secondary data have been obtained from college library, journal, published report, various books and internal article.

### 4. Objectives of the Study:

The main objective of the study is to evaluate the importance of ethics, morality and values. The specific objectives of the study are as follows: ie. i). To know the basic concepts of ethics, morality and values: ii). To compare among ethics morality and values.

## 5. Importance of Ethics, Morals and Values

"Try not to become a person of success, but rather try to become a person of value."(Albert Einstein). Primarily it is the individual, the consumer, the employee or the human social unit of the society who benefits from ethics. In addition, ethics is important because of the following:

### i. Satisfying Basic Human Needs:

Being fair, honest and ethical is one of the basic human needs. Every employee desires to be such and to work for an organization that is fair and ethical in its practices.

### ii. Benefits of a Professional Code:

A professional code of ethics sets a standard for which each member of the profession can be expected to meet. It is a promise to act in a manner that protects the public's well-being. A professional code of ethics informs the public what to expect of one's doctor, lawyer, accountant, or property manager.

### iii. Creating Credibility:

An organization that is believed to be driven by moral values is respected in the society even by those who may have no information about the working and the businesses or an organization. This perception is held far and wide even by those who do not even know what business the organization is into.

### iv. Benefits of a Corporate Code:

Codes of ethics help employees strike a balance between the ends and the means used to obtain them. This balance may be one of the most challenging aspects of being an ethical organization.

### v. Uniting People and Leadership:

An organization driven by values is revered by its employees also. They are the common thread that brings the employees and the decision makers on a common platform. This goes a long way in aligning behaviors within the organization towards achievement of one common goal or mission.

### vi. Improving Decision Making:

A man's destiny is the sum totals of all the decisions that he/she takes in course of his/her life. The same holds true for organizations. Decisions are driven by values.

### vii. Long Term Gains:

Organizations guided by ethics and values are profitable in the long run, though in the short run, they may seem to lose money.

### viii. Securing the Society:

Often ethics succeeds law in safeguarding the society. The law machinery are often found acting as a mute spectator, unable to save the society and the environment.

**Conclusion:**

Ethics tries to create a sense of right and wrong in the organizations and often when the law fails, it is the ethics that may stop organizations from harming the society or environment. Values are as those things that are important to or valued by someone. That someone can be an individual or, collectively, an organization.

**Reference:**

Churchill, L. R. (1982). The teaching of ethics and moral values in teaching: Some contemporary confusions. *The Journal of Higher Education*, 53(3), 296-306.

Shockley-Zalabak, P. 1999, *Fundamentals of Organisational Communication: Knowledge, Sensitivity, Skills, Values*, Longman: New York.

Loye, D. 2001, 'Rethinking Darwin: A Vision for the 21st Century', *Journal of Futures Studies*, vol. 6, no. 1, pp. 121-136.

Chowdhury, M. A. (2013). Incorporating a soap industry case study to motivate and engage students in the chemistry of daily life. *Journal of Chemical Education*, 90(7), 866-872.

Chowdhury, M. A. (2014). The necessity to incorporate TQM and QA study into the undergraduate chemistry/science/engineering curriculum. *The TQM Journal*, 26(1), 2-13.

Anderson, D. R. (2000). Character education: Who is responsible? *Journal of Instructional Psychology*, 27, 139.

Arthur, J., & Carr, D. (2013). Character in learning for life: A virtue-ethical rationale for recent research on moral and values education. *Journal of Beliefs & Values*, 34(1), 26-35.

