

ANALIZĂ COMPARATIVĂ PRIVIND ETICA ÎN AFACERI ÎN ORGANIZAȚII DIN ROMÂNIA ȘI EUROPA

COMPARATIVE ANALYSES REGARDING BUSINESS ETHICS IN ROMANIAN AND EUROPEAN ORGANIZATIONS

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Abstract: This paper is the first one from a series that will present the comparative results obtained within two quantitative researches on European and Romanian organizations, with respect to business ethics. The first part approaches general issues such as the role of business ethics in the investigated countries or within the investigated organizations, the measure in which ethical issues are taken into consideration, or the key values in the organizations from the respondents' point of view.

Keywords: business ethics, Romanian and European organizations, relative comparative analyses.