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## **INTRODUCTION**

Today's world is comprised of cut-throat competition where relationships are not valued when profession or money come into picture. Competition is also not going in a fair way rather includes all kinds of legal and illegal activities which is making it even worst. Ethics and compliance is the heart of any organization, irrespective of size, capacity, region or culture (Baack, 2005). A work place is a platform where people from different background and culture come together for a common objective. At times we may come across each other's ideology and thinking. Unethical behaviour or practices usually put a negative impact on the culture and minds of larger population. Then it becomes difficult at the part of the organization to take any justified decision. This is because it will be difficult to decide between two parties. Ethical behaviour will add value to the business. However it is quite normal that such ethical issues can be in any part or department or even process of the organization (Vasko, Maturana, Herr, VandenBerg, & Cheng, 2000). Bidding for governmental procurement involves compliance that ensures that the confidentiality of the department is maintained. A fair means is the prime objective of such type of dealings.

## **CASE STUDY ANALYSIS**

In the above discussed situation, I will be performing the role of a manager in a government establishment. My office requires computers for which bidding was encouraged. A bid was submitted in my office which reads for the supply of those new computers to the office. However one of my friends is having his own computer company named Radax and he wants to be one of the bidders for the computer supply to my office. He spoke to me regarding this and he wants support from my side (Esfandiari, & Weiss, 2004). However after studying the whole case I realized that Radax does not meet the criteria that are set by my organization and do not have the best bid. I am an employee of the organization and I cannot do anything which is unethical or doling which is not allowed by conscience or my duty. My one single choice will make a big difference in the individual moral development or by the cultural values of the organisation for which I am working (Zhang, ] Yuan, & Wang, 2014)

## **DISCUSSION**

Competitive bidding and contracting is highly based on ethical considerations and strict follow of instructions. Those elements are purely market driven and the concept behind that is also very clear. It is the fundamental rights of all the stakeholders that they should take

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care of the process with full honesty, equity, fairness and should maintain the integrity of the organization as well as the business principles (Fayek, 2008). Unlike 1970s, when the relationships between commercial/business practices and professional ethics were highly intertwined. Now days those principles and practices are carried with full legal and ethical considerations. Maintaining a fair, transparent and legal process will definitely help in building and continuing long term relationships.

In the above discussed case some of the ethical considerations are,

- Loyalty and respect for rules and regulations – Each organization have their own rules and regulations. Employees need to follow them. They need to live their core values of the organizations (Tomlinson, 2014). While joining the organization they have taken an oath of serving the organization with full respect, loyalty and integrity. Therefore it I the sole responsibility of the individual to take care of the same so that a smooth and fair working environment can be formed and maintained.
- Integrity – In every organisation all the employees are expected to maintain a high standard of moral values and integrity. Their judgement and decisions should always be bias free and should not be influenced by any kind of internal or external factors. Honesty should be their prime objective and should report any kind of unacceptable activities (Laryea, & Hughes, 2010).
- Impartiality and fairness – Each one of us do our job with all efforts and dedications. However some people do not want to lot of effect to it and want their work to done in some other way. This is not ethical and not a fair means of working.
- Transparency – Clarity and transparency in any kind of process or activity will help in building confidence and help in playing a fair game. No risk of doubt or confusion will be there and the risk of conflicts will also be decreased (Rose-Ackerman, 2002).
- Confidentiality – Some information of the organizations should be kept confidential and private because it will maintain the equality in the business. Misuse or loss of information will not be there. This will affect the integrity of the organization (Vasko, Maturana, Herr, VandenBerg, & Cheng, 2000).

Therefore being an employee of the organization I cannot do some activities like this which will affect the integrity and respect of the organization. Lot of expectations and responsibilities are related to the role and position I am holding should be respected and its integrity should be maintained (Speer, & Stokoe, 2014). This will help in maintaining

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fairness in the business and honesty for my role in the organization. My one single choice will make a big difference in the individual moral development or by the cultural values of the organisation for which I am working.

## CONCLUSION

Thus this case study shows how ethics and compliance is the supporting elements for an organization. Competition is also not going in a fair way rather includes all kinds of legal and illegal activities which is making it even worst. Irrespective of the company's characteristics and functions, ethics and policies should be followed strictly so as to have a healthy environment to work and grow. A fair and healthy environment will create a positive spirit which will influence the employees to put their best in their performance and eventually the overall business will grow. Thus in the above case study I will try to help my friend in making him understand the importance of such ethics and how to can help in growing his business as well, instead of helping him doing an unethical activity. Losing something in a proper and ethical way is far better than winning it in an unethical and unfair manner.

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