

ASPECTS CONCERNING THE IMPORTANCE OF IMPLEMENTING THE ETHICS CODE AT S.C. MULTIINDEX S.R.L TIMISOARA

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The usage of the ethics codes is meant to solve the interest conflicts in the internal environment and in the external relationships of the company, meaning to establish the principles and the requirements which could make the managers to be more sensitive concerning the ethical problems. The ethics codes do not contain only theoretical concepts; they establish practical meaning useful for all the company members. An ethics code does not ensure automatically a moral behavior and it does not manage to solve all the problems occurred in the organization. The present study highlights the importance of implementing the ethics code in the Romanian organizations, focused mainly on a company from the business environment from Timisoara.

Key words: *ethics code, organizations, management, business activity.*

The managerial ethics represents in this period one of the most important subjects of the media. Daily we are presented scandals involving company owners or executives, the ignorance or the negligence or rapacity of some managers are elements which harm the individuals and the company. Every business decision has an ethical component because that decision establishes and requires conduct that must comply with certain basic values, rules, principles, or laws and rules adopted by legislators and communities. In these circumstances, the management behavior would be the favorable attitude towards the behavior, concepts, ideas and models which were established by the ethics, the regulatory science that provides the moral coordinates of the existence and activity of the humans.

The levels of application of managerial ethics are clearly specified in codes of ethics. Since two decades ago many large corporations have established ethical programs and committed officials to monitor ethical behavior in organizations. Initially, the codes were developed by professional groups in the form of ethical rules and then, there was their explosion in the organizations. The experts state that this was possible, because without a program and an activity with a formal character, the ethical practices can not be encouraged.

Most ethical codes identify the expected behavior in social relations, recommends avoiding immoral and illegal actions in the activities. In most opinion polls addressed to the companies which have written codes of ethics, the questions aimed at particular issues: workforce diversity, practices like bribery and cheating,

support of political parties, correctness of accounting records, relations with customers / suppliers, information confidentiality. The limitation in action of the ethics code is their formulation in general terms precisely because, at the beginning, the managers and their subordinates are unable to identify any ethical issues that may arise.

The manager of an organization is at the interface between the organization and the context in which they operate. The manager is the person who can make the organization policy. The ethics policy of the manager depends on personal philosophy, professional career and education. It is important that the manager wishes to create organizational stability by establishing values and principles.

MATERIALS AND METHODS

MULTIINDEX is an advertising agency founded in 2006, offering various advertising materials on Timisoara market. The main activity of the company is to promote and edit MULTIINDEX guide, which is published in January and which is intended to promote the image of the companies from Timisoara. In addition to this guide, the company offers advertising services through radio and Internet Web pages.

It is well known that the image of a company firm is given by the quality of the advertising. Advertising is essential for a company - the more you are known, the more you will be looked for and you will be successful. Advertising arranges communication between businesses and not only, that's why the company is focused on the quality of services delivered to its customers.

MULTIINDEX is a company with a young team eager to assert themselves, in continuous development, looking to supplement their team with young enthusiastic people, motivated, eager to assert themselves, confident in themselves ambitious, willing to acquire and provide professionalism.

To be able to make itself known on the market, the company offers to the employees a professional working system and organization. Then, one very important fact – working in a team involved in everything it does, flexibility in work and sense of personal achievement. Each of the company employees should know and identify themselves with the company, with the company history and objectives, with its organizational structure. Each employee will have to know the company policy and the steps to follow in order to achieve the company goals. MULTIINDEX managers realize that the image of the employees is the image of company. Thus, the company reputation is achieved by the quality of the employees and their professionalism but also by the seriousness and the quality of the delivered services.

RESULTS AND DISCUSSIONS

Wanting to impose themselves on the advertising market like true professionals in every respect and being aware of the quality of their employee, the managers of MULTIINDEX considered particularly important to develop a code of business conduct and ethics.

Code of Business Conduct and Ethics of SC MULTIINDEX Ltd. establishes the company policies and practices concerning the compliance with the laws and business ethics. It reflects the basic values of the company and its high ethical standards. Each employee is required to read and understand this code and operate

on behalf of the Company, in accordance with the policies and practices contained therein.

Code of Business Conduct covers a wide range of business practices and procedures. However, it is not related to any problems that may occur, but offers a general guidance on the company's expectations regarding employee behavior and basic ethical and legal responsibilities as representatives of the company. Employees are expected to respect the letter and the spirit of the law and fulfill their duties, paying close attention to ethical business practices. The person who violates the policies and practices established by the code of business conduct is liable to incur disciplinary action, up to termination of employment.

All company employees must comply with MULTIINDEX highest ethical standards in business and in private life in order to exercise the responsibilities have been assigned to. This means behaving honestly and with integrity at all times either in the relationship with other employees of the company or with the business community, customers, suppliers and governmental and legislative authorities. It means also to avoid any questionable relationships with persons or companies which have or will have a business relationship with the company, find means to avoid the disclosure of confidential information to third parties obtained during employment at SC MULTIINDEX, and also to avoid situations that may lead to a conflict of interest in the possible detriment of the employee and / or company.

Compliance with code of business conduct and ethics of SC MULTIINDEX Ltd. is a condition of employment. Its failure may lead to a series of disciplinary action, including termination of employment.

MULTIINDEX does not make differences between employees or applicants for employment, based on race, color, religion, national or ethnic origin, gender, sexual orientation, age, disability or veteran status. This applies to recruitment, hiring, training, promotion and other terms and conditions of employment. Discrimination against any employee or candidate for employment is a serious violation of the law of equal opportunities in employment and of the company policies. It is the responsibility of each employee who has subordinates ensures that discrimination is excluded. The company takes actions to ensure that candidates, who are competent, have equal opportunities of employment and promotion. All actions relating to staff and corporate-sponsored programs will be carried further without discrimination. MULTIINDEX company is legally required to make decisions in the interests of one company, without any understanding or agreement with any of the competitors. This standard requires to totally avoid any conduct that violates or would simply appear to violate antitrust laws which prohibit any kind of understanding or agreement between companies competing on price, terms of sale, share markets, allocate customers or any other activities that restrict competition, either by sellers or buyers.

CONCLUSIONS

Ethics is knowledge and identification in consciousness through norms and moral imperatives, the acts and deeds of men. The role of ethics is to help people and institutions to decide what is best to do, on what criteria to choose and they are moral reasons for their actions.

Business activity is a human activity. So it can, and must be evaluated also from moral point of view. One of the most important features of business, in this context of morality, is competitiveness with a major role in the competition game.

Today all organizations in the world must recognize the importance and need to take into account concepts like: ethics, morality, social responsibility, equity and also try to implement them in their organizational culture. The role of ethics in business is to create models, to motivate, to understand, to know, to love, to establish benchmarks, to learn to lose, to know how to forgive, to see the limits of existence, to forget the evil, to rebuild, to compete, to work, to teach, build, etc.

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