

Photo by JR Korpa on Unsplash

RESEARCH FOCUS

Volume 3, Issue 2, 2021

RESEARCH FOCUS

An International Open-Access Scientific
Journal for Students and Graduates Research

ISSN: 2668-4675

www.researchfocus.org

CONTENTS

Vol. 3, Issue 2, September 2021

Ethics in Technology Vinit Mahabala ANCHAN	<u>4</u>
Ethics in Digital Marketing Aulakh Vikrambir SINGH	<u>10</u>
Ethics in Management Philosophies Ilinca BANITA	<u>15</u>
Ethics in Tourism. The Art of Travel after the Covid-a9 Pandemic Cristian CRETU	<u>28</u>
Ethics of Recruitment and Selection of Academic Staff in Nigeria Universities Moses Daniel SANNI	<u>35</u>
The Ethics of E-Commerce in Egypt Ahmed Elmongi KHALED	<u>47</u>
Ethics in Finance Vlad Alexandru POPESCU	<u>58</u>
Ethics in Artificial Intelligence Ionut Sorin ILIE	<u>69</u>
How Ethical is Gender Equality in Leadership? Larisa MACOVEI	<u>77</u>
Ethics in Ethical Hacking Rishi RAJU	<u>88</u>

Ethics in Technology

Vinit Mahabala ANCHAN

International Business and Entrepreneurship, Romanian-American University, Romania

Abstract

The aim of this paper is to illustrate how technology has impacted our lives and what we should look forward to. Throughout this paper, various types of technological concerns versus their benefits have been raised. This paper also shares few examples and views of experts on what we should be expecting and the dilemmas we are living through at this moment of technological upscaling.

Keywords: technology, artificial intelligence, data, algorithms, computer, ethics.

Introduction

Since the dawn of the new millennium, the blossoming of digital technology has been hailed as a new ray of optimism, further defined by steadfast conviction that every new progress in technology, be it formidable smartphones, super-fast internet and computers or the ever-scaling social media would just make our lives better. With new technology coming of age, we stand at a point in tech-revolution where ethics will be pivotal to the direction, we as human race will be heading. Ethics can be defined as a way to think consciously to take the right actions. Futurologist, Gerd Leonhard claimed that one of the dangers is advancement in technology could overpower human principles. Adding to that he also said that technology doesn't have ethics and a society without ethics is doomed.

Technology has always played a significant role in our daily lives. It often plays as an agent between the user and their surroundings. Our lives are getting more and more intertwined with technology at so many different levels, as augmented reality, virtual reality, self-driving cars, robotics, space technology, etc. are used on a much larger scale. It is very important for organizations to keep a check ethical issue that may arise during the course of creating a product. Disruptive technologies definitely empower an organization to become more efficient, agile, flexible and responsive. In spite of this, organizations encounter issues related to privacy, preferential algorithms, and a series of other technology related questions which could hamper their reputation and also can risk their financial stability (<https://news.harvard.edu/gazette/story/2020/10/experts-consider-the-ethical-implications-of-new-technology/>, n.d.) (<https://superhumantalks.com/technology-ethics/>, n.d.)

Ethics problem in modern technology

The main purpose of technology was to automate things. As we look back at history, walking was automated by bikes, horse-carriage was automated by cars, written calculations performed by people was automated through the first computers. Initially, only simple errands were automated, but gradually progressed towards complicated projects. We have advanced from simple computers in the 1980's to super-robots like in sci-fi movies in the present day.

On the other hand, we have the medical domain responsible for saving lives. They have their own concerns regarding the principles and ethics of automation. Algorithms have been developed by researchers which can foretell the last wishes of debilitated patients closer to what could be their real wishes. This has been achievable for the last 10 years.

Are we willing to let life-or-death decisions to be taken by computers ? Computers are emotionless machines which analyses the situation and tries to accomplish its objectives successfully based on what they have been instructed to do. We need to ponder upon some critical questions such as, in case the algorithm suggests a particular action, resulting in the death of someone, who is ethically responsible for it ? The program, the programmer, the person who carried out the advised operation, the authorized regulator ? The traditional way of ethical thinking doesn't really work with

expanding technology. Computer ethics were never really looked at as a concern before the beginning of 21st century, however, it appears that we might be little too late.

Moral responsibility is very subjective and differs for everyone. Adults and adolescents have far more responsibilities than infants and children. Also, the ones whose actions are affected by external forces like psychological disability or addictions are considered to be less responsible ethically. Based on these observations, researchers assume that interference by machines would decrease human accountability. Computers have enabled us to accomplish targets faster and accurately. However, an average operator does not really know the inner functioning about the calculations performed, hence making humans non-labile for their actions (<https://medium.com/@matthewbiggins/modern-technology-has-an-ethics-problem-abcfa755fb97>, n.d.).

Some of the areas where concerns have been raised with respect to ethics are mentioned below. Every one of them show huge potential steering us towards a promising future. However, each of them also has the possibility to turn against us. A brief summary with some of the domains where ethics are of major concern.

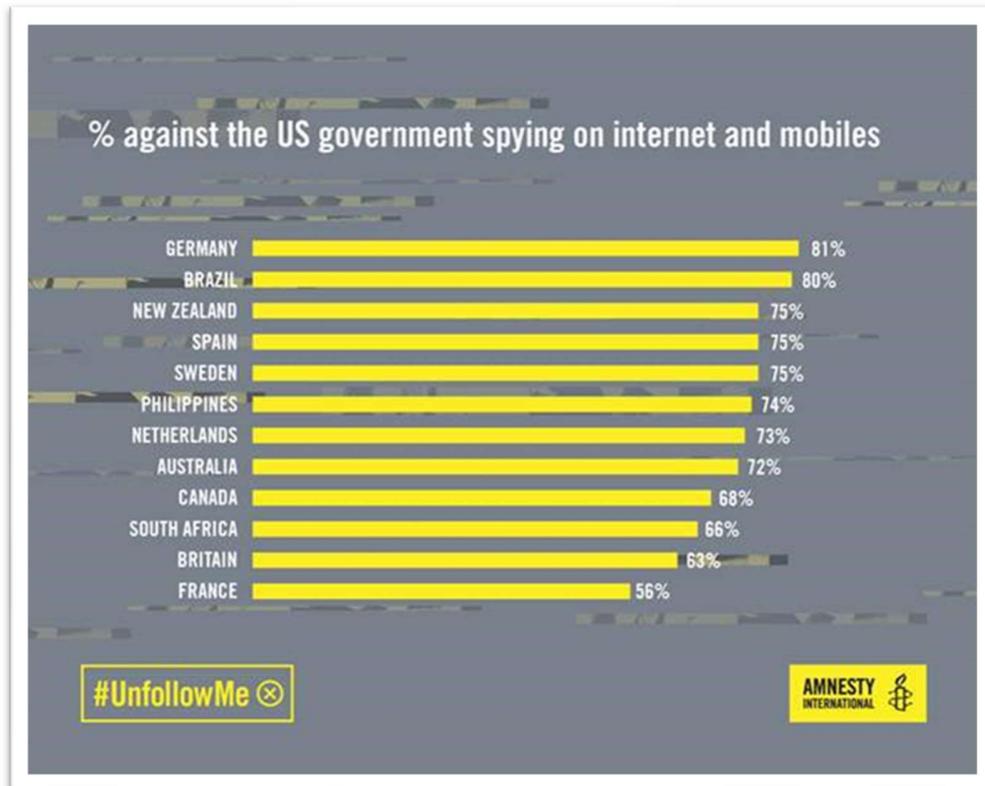
Mass surveillance

It is true that active surveillance can act as a deterrent in many cases, however also have a huge potential of being misused. Social media giants as well as network provider organizations are gathering large amount of detailed data, real-time location and transmission meta-data which are later sold to or shared with authorities from law enforcement, immigration enforcement and other intelligence agencies without the users' consent.

These systems under immigration authorities could literally lead to life and death situation. The technologies can be used by the law enforcement to track protestors and identify them. Devices such as Amazon Ring can bestow risks that protectors of law could heighten their way of retorting against unlawful activists.

Figure 1. US government spying in different countries

(<https://www.amnesty.org/en/press-releases/2015/03/global-opposition-to-usa-big-brother-mass-surveillance/>, n.d.)



Deepfakes

An insurance company called State farm created a TV commercial displaying a sports presenter predicting a stunningly precise outcome of a basketball game about the year 2020, in 1998. This was a highly alarming deepfake, which started trending in the media worldwide.

Deepfakes are usually media versions of individuals uttering or performing activities that they didn't really utter or perform. Someone collates all the videos, photos, audio clips of someone and swaps them to someone else's interests. These tools can be used to manipulate the public during elections or hamper some famous personality's reputation. Imagine a deepfake of a prominent personality such as the President of United States threatening or saying some nasty things to

another world leader, which could lead to catastrophe. In a way deepfakes are another tool to spread misinformation (<https://www.prindlepost.org/2020/12/ethical-considerations-of-deepfakes/>, n.d.).

Disinformation

Unlike misinformation, this is a way of spreading propaganda to misdirect your opponents. Misinformation is false or inaccurate information provided irrespective of intention to deceive. Disinformation is a type of misinformation here the main intention is to deceive. The biggest example in recent times is said to be the online propaganda campaigns which were speculated to be run by Russian agencies to manipulate the social system to support Donald Trump's position in 2016 US election.

Disinformation can snowball into various kinds of activism or protests, damaging public property, governments reputation and financial losses. Another major example we came across in recent times is during the Brexit deal. Social media platforms were used by miscreants to create chaos and panic amongst the citizens to achieve their vicious goals. It is very easy to fall prey to these kinds of devices. Therefore it is very important to stay vigilant and to get information from reliable sources (<https://www.triplepundit.com/story/2020/5-ethical-issues-tech/138326>, n.d.), (<https://ethicaljournalismnetwork.org/resources/publications/ethics-in-the-news/fake-news>, n.d.)

Data portfolio of children

Parents are considered to be the rightful owners of their children's privacy. The frightening part is that now-a-days parents are the ones who breach their children's privacy by posting pictures of ultrasounds on social media platforms and sharing real time information during the child's birth implies that children already have digital footprints even before they are born. And as anything on the internet is considered to be unsecure and hackable, there were already reports that families were extorted for money due to the result of this. The FBI in the US has also cautioned that children are at high risk in school as hackers have already stolen academic and character data from hundreds of schools. In the age of high relevance on digital data and personality, it leaves the future of children at high risk.

Autonomous translation

Many big tech firms are working on developing AI technology that can make instantaneous translation of human conversations. As we all know, languages are not that simple. Also add to it the idioms and slangs to make it even more complicated for a machine to produce a satisfactory translation to bank on it in delicate circumstances like during a military confrontation. There are possibilities that the translator is unavailable and so there is no option but to work with such technologies. Regardless of predestined advancement ahead, it is a thought worth pondering if we're willing to take a chance by using this technology and put lives at risk.

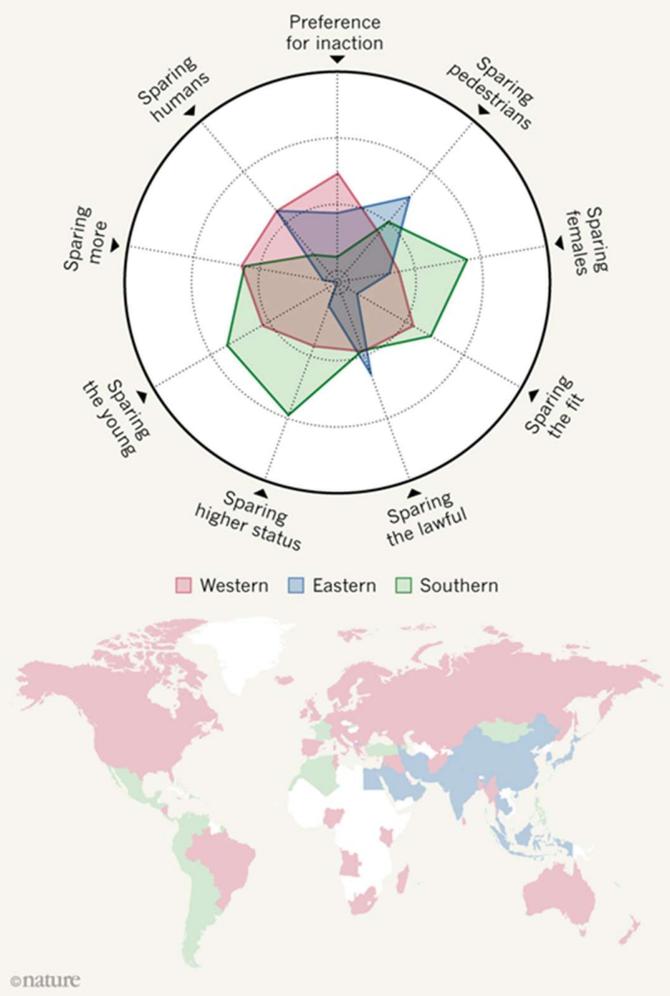
Behaviour Identity

As we move further ahead from using touch screen smartphones to other high end devices, we leave a lot of digital trace such as hand-eye coordination, pressure point of the finger, angle of device while operating with hand, hand tremors, steering pattern, hand shudders and other gestures to verify if you are the rightful user of the device while logging in an app. While wanting to be protected from hackers, it is very important to contemplate in what way your information is gathered, kept and utilized. We might want to know what kind of behavioural identity we have (<https://www.forbes.com/sites/jessicabaron/2018/12/27/tech-ethics-issues-we-should-all-be-thinking-about-in-2019/>, n.d.).

Autonomous Vehicles As tech giants along with automakers move to take the next big leap with driverless vehicles, we ought to know about the dilemma in this story as well. We all are excited to delegate the tedious job of driving through a traffic, to a machine. While we sit and enjoy our journey, our car operated by a computer will make traffic decisions on the go, when to speed up, when to brake and when to make the appropriate turns. However, in the case of an unavoidable accident, involving someone's death, the question to ask is if the car would choose to save the driver or the pedestrian. If the pedestrian is an infant or a pregnant woman or an old person or a handicapped person, how will the car choose to decide who lives and who doesn't. According to

MORAL COMPASS

A survey of 2.3 million people worldwide reveals variations in the moral principles that guide drivers' decisions. Respondents were presented with 13 scenarios, in which a collision that killed some combination of passengers and pedestrians was unavoidable, and asked to decide who they would spare. Scientists used these data to group countries and territories into three groups based on their moral attitudes.



some surveys carried out, this choice is mostly based on cultural factors as well. Some cultures chose the option to save the life of the other person over themselves. Some chose the death of the person crossing the street illegally. Car companies claim that such surveys might help them decide how to design the algorithm, however, morality is not universal. Hence, this question is yet to be answered.

(<https://www.nature.com/articles/d41586-07135-0>, n.d.)

Figure 2. Moral compass around the globe

(<https://www.nature.com/articles/d41586-018-07135-0>, n.d.)

Conclusion

These are some of the main points that illustrates contrasting thoughts with regards to the position of ethics affected by automation. These are serious concerns that will have long lasting consequences when AI comes to the forefront eventually. Nations that would build weapons based on artificial intelligence; the algorithm will make decisions to eliminate to eliminate people without human intervention. It will also decide what ads should we see, what news should we obtain, which places should we visit. We are at an inflection point where a program makes a predetermined analysis of our psychology based on previous behaviours. Thus, it is an important juncture where we need to decide a set of rules or framework before we pass the control over to AI. (<https://medium.com/@matthewbiggins/modern-technology-has-an-ethics-problem-abcfa755fb97>, n.d.)

References

(<https://news.harvard.edu/gazette/story/2020/10/experts-consider-the-ethical-implications-of-new-technology/>, n.d.)

(<https://superhumantalks.com/technology-ethics/>, n.d.)

(<https://medium.com/@matthewbiggins/modern-technology-has-an-ethics-problem-abcfa755fb97>, n.d.)

(<https://www.amnesty.org/en/press-releases/2015/03/global-opposition-to-usa-big-brother-mass-surveillance/>, n.d.)

(<https://www.forbes.com/sites/jessicabaron/2018/12/27/tech-ethics-issues-we-should-all-be-thinking-about-in-2019/>, n.d.)

(<https://www.triplepundit.com/story/2020/5-ethical-issues-tech/138326>, n.d.)

(<https://www.nature.com/articles/d41586-018-07135-0>, n.d.)

(<https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02415/full>, n.d.)

(<https://ethicaljournalismnetwork.org/resources/publications/ethics-in-the-news/fake-news>, n.d.)

(<https://ethicaljournalismnetwork.org/resources/publications/ethics-in-the-news/fake-news>, n.d.)

Ethics in Digital Marketing

Aulakh Vikrambir SINGH

Romanian-American University, Romania

Abstract

The term digital marketing is thriving and represents the growing growth in rural areas of India and popular technology is having a powerful influence on home marketing in relation to digital marketing. Companies face major challenges in meeting the needs of rural people and this brings rural marketing to grow faster than urban advertising. This paper provides insight into how digital marketing will impact rural marketing in the Chickballapura region. In recent years the domestic market has gained importance and attracted the attention of advertisers in the rural market, and it is becoming increasingly important due to the overcrowding of the urban market. Retailers therefore want to expand their product categories to an untested market namely the domestic market. The main purpose of this study was to identify the potential for digital marketing to rural people and to identify the various problems facing rural people. The use of mobiles and the internet will help both business organizations and customers in rural areas to meet demand by providing the required products. The study is based on the Chickballapur region, which means that locals use a variety of digital marketing tools to meet the needs of the people of the region. Companies, especially those with consumer purchases, should start identifying people with internet-connected phones who will spread the word orally. Everywhere. Businesses should start to take seriously every Facebook user as they will have a huge impact soon. This paper provides ideas for digital marketing and other proposals for the development of home marketing through digitalisation. Keywords: Customers, Digital Marketing, Organization, Rural Marketing, Technology, Villages.

Introduction

'GO RURAL' is that the mantra for nearly all marketers in Asian nation these days. As urban market is turning into saturated for many of the product, entry towards rural market is that the solely property strategy for them. therein context, rural market provides vast potentiality to most makers. HUL, P&G, ITC etc., area unit a number of the examples United Nations agency created history in rural market by with success creating Associate in Nursing entry and retentive their place until these days among organized ones. Thanks to the appearance of technology, entry into rural market has become a lot of easier through good phones and net property. No additional villages stay remote within the era of medical care. Virtual property between makers and rural customers has created entire world as a 'Global Village'. The impact of digital promoting on the expansion of rural market has shown positive hopes for the marketers in most sectors. Since, Asian nation has quite seventieth of its population in rural areas, the marketers might see a replacement ray of hope to grab untapped rural potential.

Edward J. Malecki (2003) worked on the potential and pitfalls of digital development in rural areas. Clearly there area unit potential edges of the digitalisation in geographical region that will increase the potency of the work however it additionally has downfalls am passionate about it would be the explanation for shortage of human capital. As there's increase in technology the products and services area unit on the market at a click far from folks which has reduced the human interaction. net and mobile became integral a part of our life, whether or not just in case of telecommunication, diversion or promoting. the rise within the digital economy additionally.

Laura Galloway et al (2005) have over that there's abundant proof that data and communication technologies (ICTs) area unit drivers of economic process. As a result, government is keen to push to push, notably wherever there's economic development would like. the agricultural economy in most countries is thought to be that which needs intervention so as to foster property and development, and also there are several empirical studies of each the worth and the use of ICTs in rural areas. These are, however, extremely disparate, typically being trade, country- and, indeed, type-of-technology-specific. the most aim is to tie the extremely eclectic literature on the utilization of ICTs in tiny to medium-sized enterprises (SMEs) in rural areas so as to produce an outline of generic problems, relevant to policy.

Erda CV (2008) studied the comparative shopping for behavior of rural and concrete customers on mobile phones. The study highlighted the distinction in terms of consciousness regarding worth, quality, style, operate and whole. it had been over those rural segments pay less attention towards the standard, function, and whole and area unit additional aware regarding worth and magnificence. it had been over that minor modification or extrapolation of urban promoting ways may fail in rural promoting.

Michael Trusov et al (2009) studied the result of spoken (WOM) promoting on member growth at a web social networking website and compare it with ancient promoting vehicles. as a result of social network sites record the electronic invites from existing members, departing WOM are often exactly tracked, along side ancient promoting, WOM will then be joined to the number of recent members afterwards connection the positioning (sign-ups). owing to the endogeneity among WOM, new sign-ups, and ancient promoting activity, the authors use a vector autoregressive (VAR) modeling approach. Estimates from the volt-ampere model show that WOM referrals have well longer carryover effects than ancient promoting actions and manufacture well higher response snap. supported revenue from advertising impressions served to a brand-new member, the cost of a WOM referral are often calculated; this yields associate degree upper-bound estimate for the monetary incentives the firm may provide to stimulate WOM.

Heikki Karjaluoto et al (2010) in their study to make a abstract model of consumers' temperament to just accept mobile advertising, first, investigated factors that influence the acceptance of mobile advertising from each industry's and consumers' purpose of read. Second, supported a review of previous studies within the field, the authors projected a abstract model of consumers' temperament to just accept mobile advertising.

The model, supported four analysis hypotheses, indicates that consumers' temperament to receive mobile advertisements to handsets is principally driven by four factors: role of mobile medium in promoting mix; development of matched promoting medium; regulative. The findings offer many abstract and social control insights into the role of mobile advertising these days and within the close to future.

Saroj Kumar Verma (2013) examined the challenges and opportunities of rural promoting in Republic of India. one in every of the most important challenges known within the study were the non-homogenous and scattered nature of the market. different challenges enclosed seasonal

promoting, low per capita financial gain, transportation, and repositing On the opposite hand, Brobdingnagian|an enormous a large} population seen as huge client base in rural section is loved as a chance for the marketers to channelize their efforts.

Increase in buying power, as rumored by Rural promoting Association of Republic of India (RMAI) is associate degree other conclusion of the study that highlights that there so exists an untapped market during this section.

Pooja and Neha (2014) in their study examined the scope of rural promoting in Republic of India. They over in Imperial Journal of knowledge domain analysis (IJIR) Vol-3, Issue-8, 2017 ISSN: 2454- 1362, <http://www.onlinejournal.in> Imperial Journal of knowledge domain analysis (IJIR) Page 706 their findings that there exists an oversized scope of selling, providing improvement in infrastructures is applied. It additionally declared that the agricultural market is however to be exploited. International Journal of Advanced in Management, Technology and Engineering Sciences Volume eight, Issue 1, JAN/2018 ISSN NO: two49-7455 2 <http://ijamtes.org/>

Mahalaxmi et al (2016) have opined that folks area unit victimisation digital channels for buying regardless of their qualification and financial gain level. publicity towards digital channels has created awareness among folks. Customers' area unit happy with the merchandise that they bought through the digital channels.

Research Gap: By reviewing the on the market literature, it's clearly noticed that, several authors have conducted analysis on digital promoting. However, the impact of digital promoting on the expansion of rural market has not been given abundant importance and scope in any of the studies. Hence, the researchers have an interest in knowing its impact on growth of rural market notably in Chickballapur region: to grasp rural mass behavior towards usage of sensible phones and net. □ to research rural folks' perception towards digital promoting.

Objectives: to seek out avenues for digital promoting in rural areas. To analyze rural people perception towards digital marketing: to understand rural mass behavior towards usage of smart phones and internet.

Scope of the study: this analysis aims at finding avenues for digital promoting in rural areas, rural client perception towards digital promoting and finding potential avenues for the marketers in

implementing digital promoting in rural areas. This study is confined to solely Chickballapura region.

Limitations: the end result of analysis depends on information provided by the respondents which can not be the true illustration of the population. Research is limited to the Chickballapura region only and that is why the results may not occur as often.

Conclusion

Rural market - one side that is still a market for many producers has the potential for many competitors. On the other hand, retailers are not ready to use digital marketing strategies in local markets. The current study presents those opportunities for retailers to take advantage of opportunities that are not available in the domestic market. But this research sheds light on the domestic market in general, another research can be done mainly on the product or service sectors to determine the feasibility of digital marketing in such areas.

References

Ahmed, E., Ward, R. (2016). Analysis of factors contributing to the adoption of personal, academic and professional portfolios. *Computers in human behavior*, 63, 152-161. Google Scholar || Crossref | ISI

Ajzen, I. (1991). A vision of organized behavior. *Journal of Organizational Behavior and Decision-Making Procedures*, 50 (2), 179-211. Google Scholar || Crossref | ISI

Anvesh. (2016, June 26). Digital marketing is spreading like a virus: The automotive industry is affected.

Scholar. Retrieved 29June2016, from <http://intelliassist.in/digital-marketing-spreading-like-a-virusautomobile-industry-affected/> Google Scholar

Ethics of Management Philosophies

Ilinca BANIȚĂ

Domestic and International Business, Banking and Finance-International Business, Romanian-American University, Romania

Abstract

Management, from a very simplistic perspective is about directing the company's resources, to meet the strategical master plan of the business. Nowadays, the work environment changed dramatically from how it looked 20 years ago or more, in terms of diversity and collaborated workforce. Here we can talk about migrating workforce, outsourcing companies or even integrating AI in daily business, intercultural structure implementing globalized end to end business solutions such as software solutions or conceptual strategic models. If in the past, people hired in a national company were a community relevant to its location, cross cultural environment workforce demands creating a coordinated approach in terms of strategy and resources conveying a sustainable business environment. One of the key aspects nowadays is to successfully manage the employee retention so that the business can meet its standards. All these changes and interdependencies require a refreshed approach described under the ethics of management philosophy.

Keywords: ethics, management, intercultural, strategy, management philosophy, ethics of management philosophy

Introduction

Why do we need a management philosophy? Because the most valuable resource within a company is the human factor and considering that a company's purpose is to maximize its profit, the company should act in two precise directions: producing value using economical strategies and also raising valuable employees.

Which are the means to raise valuable employees? How do we develop coherent and consolidated policies within an organization?

A modern company in order to find its most appropriate management strategy would do a good job abiding (UDHR, 1948) which sets directions for civil, cultural, economic, political and social rights, described under the Human Rights Conventions that evolved to a much higher degree of intricacy over the time.

Then let's look into the Management Theories that changed with time, from setting directions while transforming small manufactures into industrial productivity establishments to contemporary multicultural organizations.

Thus we can start from *The Manager*, by (Fayol, 1909) "A replacement should always be named in advance to replace the absent or delayed director Authority must always be represented".

Then *The Principles of Scientific Management* were stated by (Taylor, 1911) in the sense that "The remedy for this inefficiency lies in systematic management, rather than in searching for some unusual or extraordinary man."

Mayo (1945) was the one analysing behavior of people within the work environment, resulting in the Human Relations Theory explaining that "Management, in any continuously successful plant, is not related to single workers but always to working groups. [...] management succeeds (or fails) in proportion as it is accepted without reservation by the group as authority and leader."

Weber (1946/1958) was the one setting a clear direction saying that "Precision, speed, unambiguity, knowledge of the files, continuity, discretion, unity, strict subordination, reduction of friction and of material and personal costs" under *The Bureaucratic Theory*.

The Human Side of Enterprise where (McGregor, 1960/2006) describes *The X & Y Theory* that brings to our attention key aspects to the ethical concepts of management "Many of our attempts

to control behaviour [...] are in direct violation of human nature. [...] Discussion of the idea of controlling human behaviour raise justifiable apprehensions about possible manipulation and exploitation.”

Bertalanffy (1968) General System Theory sets common patterns “The real values of humanity are not those which it shares with biological entities, the function of an organism or a community of animals, but those which stem from the individual mind” .

The following concept went even into deeper perception, understanding motivational factors within the work environment in (Fiedler, 1970)’s Organizational Behavior and Human Performance "Leadership experience and leader performance - another hypothesis shot to hell".

Conceptual Analysis

1. Classical Management Theories

The purpose of this article is to raise awareness on how to produce sustainable policies and practices within the business organization having in mind the multicultural aspect of the work environment as it is present in all types of business organizations, from the smallest business establishments to the largest corporations worldwide. Therefore, the blend of globalized economic strategies with socio-cultural diversity and the management theories bring up to the means a manager applies to be successful in developing economic value of the company.

The Manager (Fayol, 1909) role would come with high responsibilities and commitments towards the company, the company’s clients and suppliers and also towards the company’s stockholders, board of directors, president, vice-president, CEO and from middle management to all workers. Looking at this task only, it is naturally that we will try to find a way to gather and manage all the party’s involved information in some structured manner. Therefore, Administrative Management Theory is meant to set order within a business organization by determining precisely who does what and to whom each employee reports to. Within this concept, employees are perceived as productive if they are specialised in their field of activity, so their work will improve due to their skills and the output of their job ensuing efficiency. The hierarchical chart should have been respected and thus responsibility became shared from the top manager to every designated

department manager to the last supervisor in charge in order to set authority and discipline among workers.

Of course, while creating the organizational chart there would be only one manager responsible for a designated department, and all managers reporting to their superior, this way setting unity in both command and direction. In order for the company to be prosperous the settled goals and strategies were for everyone in the company to follow as their core motivation, while not every one of them had to know the whole picture of the plan but only the information that would help them deliver their best outputs, limited within the organizational chart. The employees would have benefited the freedom of manifestation within the settled boundaries and the companies would promote unity and team work.

The managers should have had an appropriate attitude towards employees in both directions: severe or kind, adapting to the situations they were facing, so that the employee's turnover would remain low. The task that would apply to everyone in the company was to keep the work environment tidy and safe for everybody. Therefore, the manager's prestige is irreplaceable, and the organization cannot function without a manager, even if for a very short while.

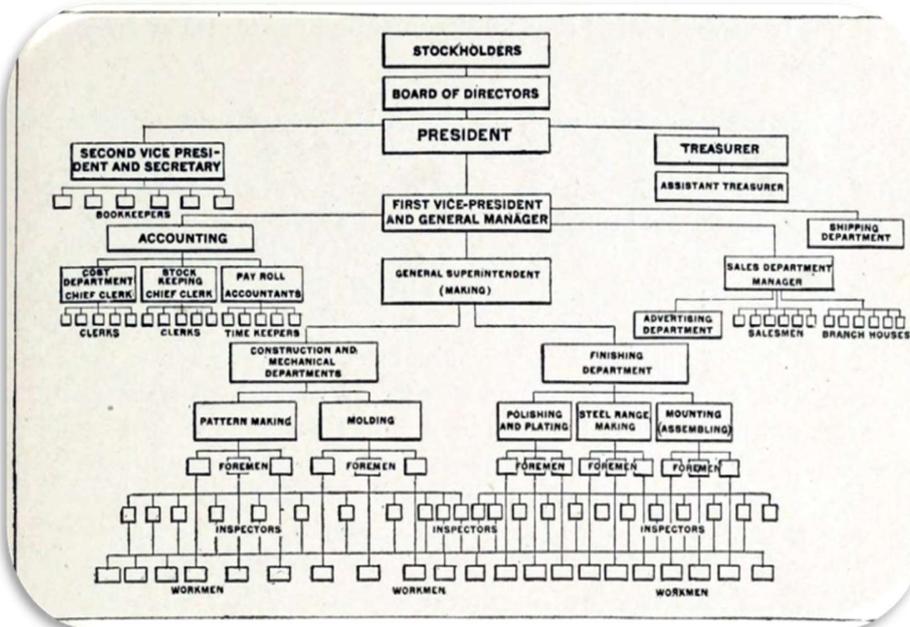


Figure 1 - Organization Chart of a large Company Manufacturing Stoves 1914

(Source: 1 - <https://courses.lumenlearning.com/wmintrobusiness/chapter/reading-management-theory/>)

For all these principles there is a very logical route-cause-effect as described below.

Figure 2 - Administrative Management Theory Dependencies

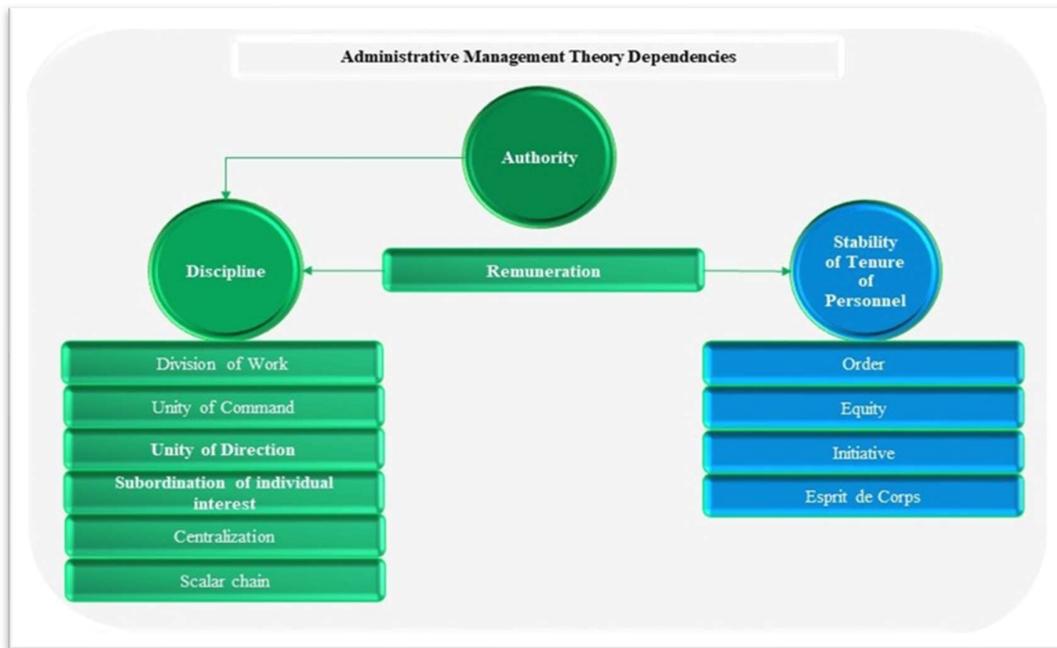
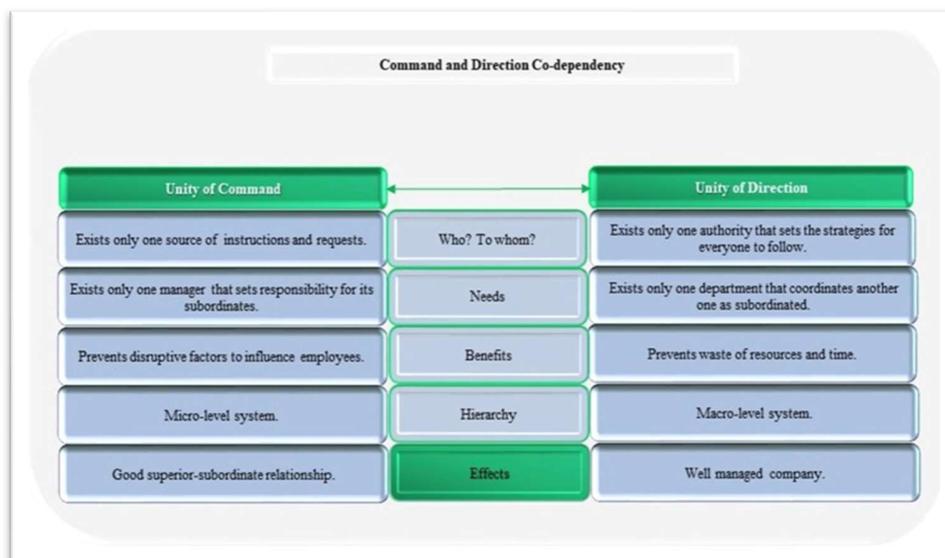


Figure 3 - Command and Direction Interdependency



Two years later (Taylor, 1911) brought more light on the way the settled order should be applied within The Principles of Scientific Management. This set of principles are meant to design the foundation of a manager's decision using science for every business process or sub process, harmony among employees should provide the best work environment, and that a mental revolution of both managers and subordinates in the sense that they all should work for the same goal which should be: maximise profits for the organization. Further on combining harmony with mental revolution we'll get to the next principle that says that managers and employees should find ground for cooperation in work environment. The individualism was seen disruptive, being a source of competition that was in the way of cooperation. The best productivity of an employee was seen as an effect of education as training on the job; also recruiting was proven to be best if selection would have been realised on scientific base, so that training would have a solid base thus maximised efficiency.

Mayo (1945) introduces the concept of community at the working place as a result of his Hawthorne studies developed into The Human Relations Theory. He showed that people at work should be treated as individuals, social people with different and unique type of needs and skills with desire to develop and growth. The high quality or efficient work was proven to be done by those employees who received attention and were encouraged to get involved. Human relations are "a study of human problems arising from organizational and interpersonal relations" as defined by (Merriam-Webster, since 1872). The most significant traits required to set the best human relations premises are: communication, negotiation, organization (self-discipline), conflict solving orientation and multitasking. The key findings of the research were that the most influential factor in productivity are the human relationships within the work environment.

The Bureaucratic Theory by (Weber, 1946/1958) actually seems to be a renewed concept of (Fayol, 1909)'s Administrative Management Theory, stating that strict order within the organization would have been maintained with clear rules in order for it to be successful; in such type of organization each employee knows their place and their tasks.

Figure 4 - Bureaucracy's Advantages

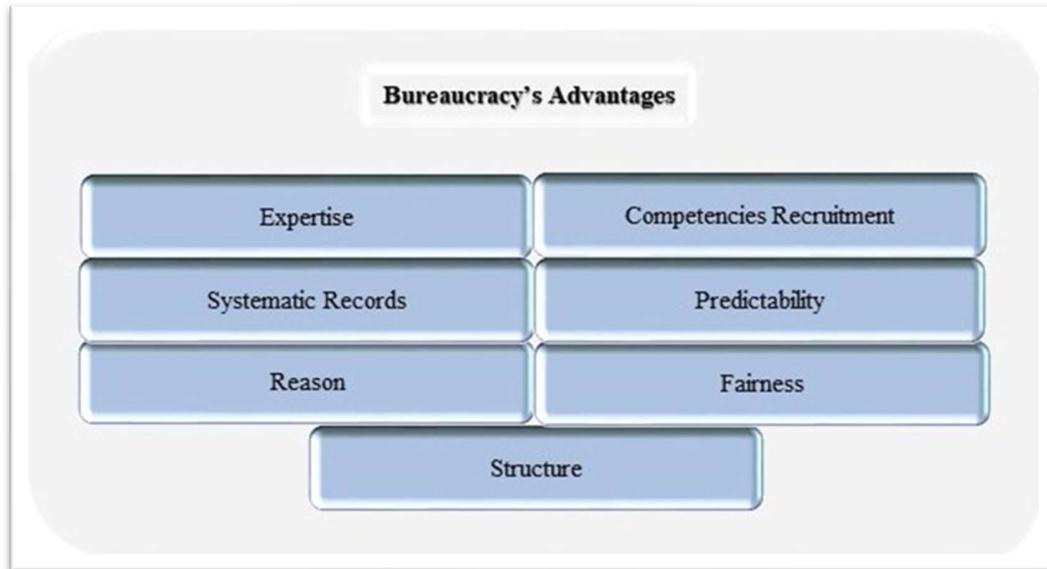
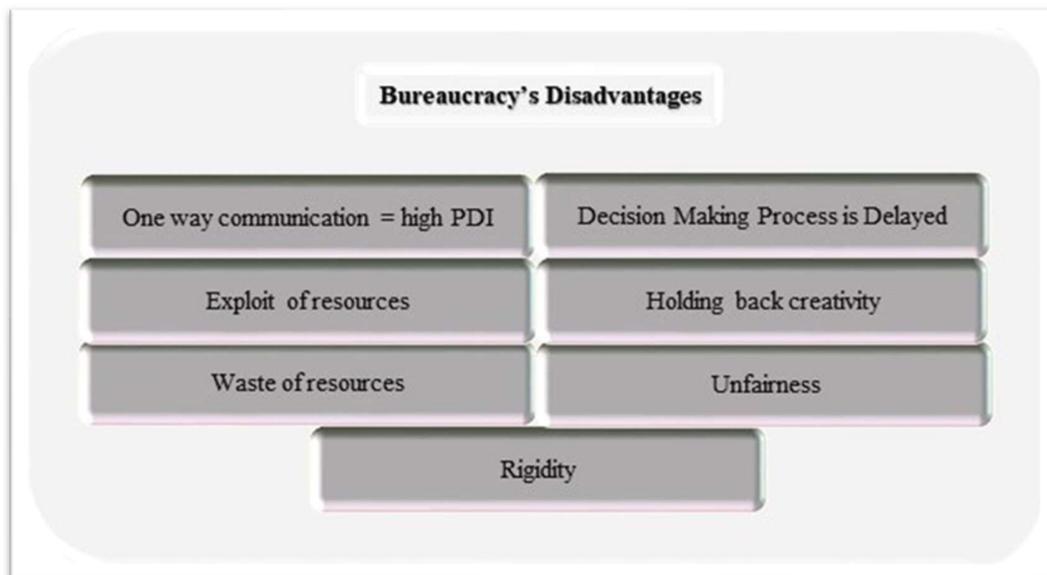


Figure 5 - Bureaucracy's Disadvantages



McGregor (1960/2006) took further the concept of human relations into profusely studies and meaning. The outcome was that the more valued and respected the employees are the more quality-effective is their work and also their sense of belonging to a well-respected entity providing responsibility and motivation. He was quite daring to talk about exploitation and manipulation in a work environment as consequence as using various means to controlling human behaviour yet setting premises for motivation and ethical approaches on human relations within a company under the term of human resources. Thus, he described two ways on employee motivation as perceived by managers into Management Theory X & Theory Y.

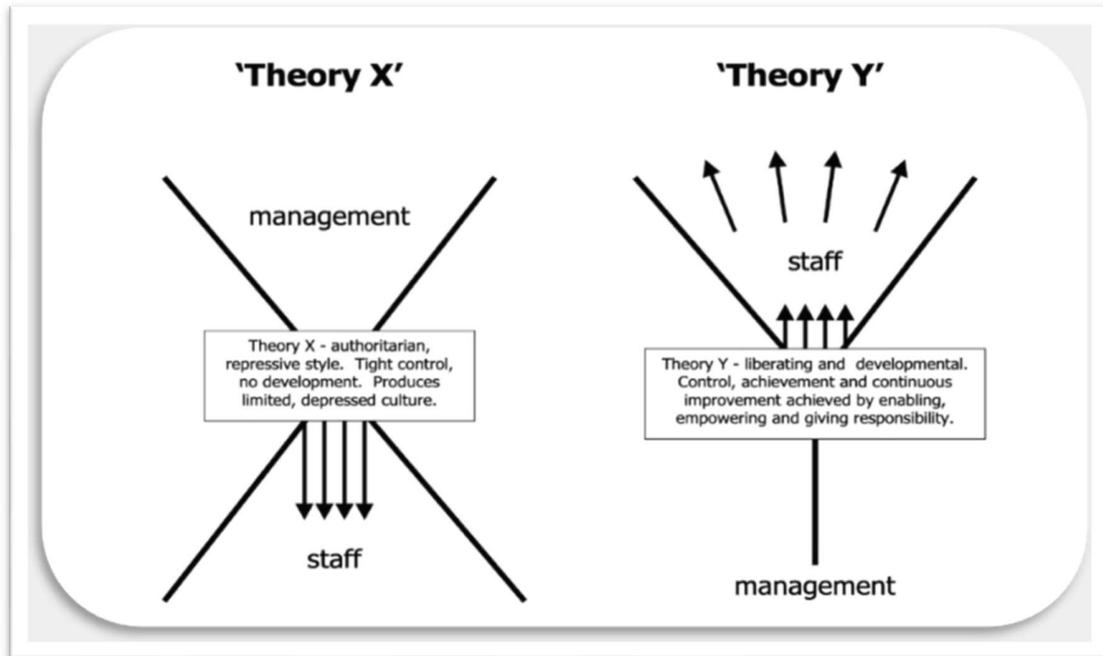
Within the Theory X we can find the following approach: most people don't really like to work and they will elude it if possible; as most people do not have ambition, sense of responsibility and leadership; most people are naive and resistant to changes; because most people are self-orientated they should be controlled and coerced in order to meet the organization's purposes; not too many people have a creative mind into solving any kind of problem that might occur within the work environment. The conclusion shows that often employees are irresponsible, unintelligent, uninterested, unable to adapt to the company's needs and therefore they should be controlled and directed. In this case the motivation of an employee is the money.

Within Theory Y, we can discover a totally different perspective on how the employee is perceived: most people do not perceive work as a hustle, are committed and responsible, with a sense of proactive attitude resulting in being creative at work.

This way the relationship between management and employees becomes a disciplined partnership where everyone works for the highest purpose of the organization; the managers delegate some of their tasks and also consult their subordinates in the decision making process; there are objectives set at all levels and scientific evaluation terms as settled from the start, helping everyone to broadening their professional path.

Figure 6 - Management Theory X & Theory Y

(Source: 2 - <https://www.businessballs.com/improving-workplace-performance/mcgregors-xy-theory-of-management/>)



Later on, Bertalanffy (1968) in General System Theory puts an accent on the individual, in the sense that within every system, each element has its role and importance, thus the efficiency of an organism reaches its highest potentials. In the case of humans this attitude may come only having the right mind-set into wellbeing and integration within the environment.

Fiedler (1970)'s Theory turns towards managers who are defined as leaders having the ability to adapt to a changing environment, not only the work environment but in all their situations.

Here is a breakdown table on the most effective leading style. The acronym LPC stands for Leader's Position Power.

Figure 7 - Breakdown of Most Effective Leader Style

(Source: 3 - <https://www.mindtools.com/pages/article/fiedler.htm>)

Leader-Member Relations	Task Structure	Leader's Position Power	Most Effective Leader
Good	Structured	Strong	Low LPC
Good	Structured	Weak	Low LPC
Good	Unstructured	Strong	Low LPC
Good	Unstructured	Weak	High LPC
Poor	Structured	Strong	High LPC
Poor	Structured	Weak	High LPC
Poor	Unstructured	Strong	High LPC
Poor	Unstructured	Weak	Low LPC

2. Ethics

“Ethics, also called moral philosophy, the discipline concerned with what is morally good and bad and morally right and wrong. The term is also applied to any system or theory of moral values or principles” as defined by (www.britannica.com - Peter Singer, 1999/2020). Ethics is a simple discipline and yet reaches a deep complexity as it starts with the common sense of each person, developed in our own principles that manifest in our behavior affecting not only our private life but also our professional environment. If what happens in our private life can remain private to some extent, our behavior in our professional environment directly affects our colleagues. Starting with only one employee that manifests a type of behavior in their professional environment it will affect several other employees that will manifest differently to the same initial stimulus. To put it allegorically, the reaction generated to a certain stimulus, produced by each and all the employees in a company, at the same time in a certain timeframe, looks like the domino effect replicated randomly and with different and unique intensity for each individual. This effect produces reactions to the initial stimulus, that does not get carried out backwards to its initiator but creates another

wave of reactions and so on and on, multiplied infinitely in the daily professional work environment. But we need to be focused, responsible and constantly alert while conducting our daily business giving the fact that we must be productive daily and any disturbing factor should be set aside. Therefore, in order to prevent, control and repress chaos or other types of disruptive behaviors we need rules and regulations gathered in a coherent document to set both boundaries and values that apply to each individual and should be abided by each individual, equally, without discrimination.

Ethics applies to individuals, companies, study disciplines, conceptual thesis, and beyond, so much that actually we could say that ethics happens at all levels of human being interaction, in all types of environment.

3. Writing a Management Philosophy

After studying the management discipline, ethics, the company and the market environment along with the strategy to follow, we should focus and choose on the best practices, as each of us perceive it differently, and decide the path to take. The Management Philosophy can be looked at as if it is a mission statement, a company's code of principles where the manager lays their own values.

The key is communication: simple, open, direct and clear towards and for everyone within the company. Therefore, we should define the functional attributes of the manager, integrated within the vision to be implemented. Then we should explain which type of relationship is expected to have between manager and employees also elucidating the manager's role. The relationship with employees would be for the best to stand within the leadership-strategy concept. Now for a better impact with the company's employees the manager should share some of his traits that support their vision, followed by the strategy or strategies that wants to implement within the work environment.

Thus, a good management philosophy has a good practitioner of inherent values and principles, also with an open mind so that they could adapt when needed in order to demonstrate their skills, empowering their employees with strength and motivation yet also delegating tasks if necessary.

A Management Philosophy should conclude showing how this chosen concept adopted within the global strategy are useful into the manager prosper professional life.

Conclusions

We can achieve business value by setting harmony between both external and internal factors, with economic and socio-cultural approaches, into coherent and consolidated policies creating a stable work environment. We are not talking about predefined templates in an equity relationship, in such case each factor has its precise role that is performed exactly the way it should because real life teaches us differently; therefore, harmony in a management perspective is about dealing with imperfect factors to create constant symbiosis in an unstable environment.

References

- Bertalanffy, L. v. (1968). *General System Theory*. (G. BRAZILLER, Ed.) Edmonton, Canada: George Braziller, Inc. Retrieved 04 2021, from https://monoskop.org/images/7/77/Von_Bertalanffy_Ludwig_General_System_Theory_1968.pdf
- businessballs - Alan Chapman. (n.d.). <https://www.businessballs.com/improving-workplace-performance/mcgregors-xy-theory-of-management/>. Retrieved 05 2021
- Fayol, H. (1909). https://books.google.ro/books?id=dLg6CgAAQBAJ&pg=PA185&lpg=PA185&dq=A+replacement+should+always+be+named+in+advance+to+replace+the+absent+or+delayed+director.+Authority+must+always+be+represented.+Henri+Fayol&source=bl&ots=8L_mI7f_rJ&sig=ACfU3U1tDZYocn1uv. Retrieved 04 2021, from <https://books.google.ro/books>.
- Fiedler, F. E. (1970). <https://journals.sagepub.com/doi/10.1177/000276428102400503>
- lumenlearning. (n.d.). <https://courses.lumenlearning.com/wmintrobusiness/chapter/reading-management-theory/>, Organization Chart of a Large Stove-Manufacturing Company, 1914. Retrieved 04 2021
- Mayo, E. (1945). *The Social Problems of an Industrial Civilization*. Boston, USA. Retrieved 04 2021, from

<https://ia800205.us.archive.org/14/items/socialproblemsof00mayo/socialproblemsof00mayo.pdf>:
<https://ia800205.us.archive.org/14/items/socialproblemsof00mayo/socialproblemsof00mayo.pdf>

McGregor, D. (1960/2006). *The Human Side of Enterprise*, Annotated Edition 1st Edition. USA: The McGraw-Hill Companies Inc. Retrieved 04 2021, from <https://read.amazon.com/?asin=B009E71XRE>

Merriam-Webster. (since 1872). <https://www.merriam-webster.com/dictionary/human%20relations>. Retrieved 04 2020, from <https://www.merriam-webster.com>.

Mind Tools Content Team. (n.d.). <https://www.mindtools.com/pages/article/fiedler.htm>, Fiedler's Contingency Model. Retrieved 05 2021, from <https://www.mindtools.com>.

Taylor, F. W. (1911). Retrieved 04 2021, from <https://courses.lumenlearning.com/https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/scientific-management-theory/#:~:text=Scientific%20management%20is%20a%20management,1890s%20in%20U.S.%20manufacturing%20industries>.

UDHR. (1948, December 10). *The Universal Declaration of Human Rights*. Retrieved 04 2021, from <https://www.un.org/>: <https://www.un.org/en/global-issues/human-rights>

Weber, M. (1946/1958). *Essays in Sociology - Chapter VIII. Bureaucracy*. New York, USA: Oxford University Press. Retrieved 04 2021, from <https://www.faculty.rsu.edu/users/f/felwell/www/Theorists/Weber/WeberWords.pdf>

www.britannica.com - Peter Singer. (1999/2020). <https://www.britannica.com/topic/ethics-philosophy>. Retrieved 04 2021, from www.britannica.com.

Ethics in Tourism. The Art of Travel after the Covid-19 Pandemic

Cristian CRETU

Business Administration in Tourism, School of Domestic and International Tourism Economy,
Romanian-American University, Romania.

Abstract

This paper is based on the premise that even covid-19 virus will not stop the individuals of this planet to have the desire to continue to travel and explore breathtaking destinations after this pandemic. The research was made in a way that will show the travel behavior and perception among travelers regarding the pandemic period in 2020 and the future potential plans to travel in a country that is known to offer safety for its visitors.

Keywords: tourism, travel, Covid-19, pandemic, behavior, safety

Introduction

In human history, Pandemics have had a major influence. Many individuals have died, and economies have been seriously damaged in terms of social issues. As stated by the World Health Organization (WHO), the epidemic is considered to start when a virus/disease not detected previously, spread very fast and continuously throughout communities, rising the number of life-threatening cases and a high percentage number of deceased individuals. However, pandemic prevention and isolation are not quite that easy to implement in the Covid case, the government and the heroes of the front line have faced many problems in organizing, introducing, and maintaining restrictions. The increased number of travels is perhaps the most significant aspect. When the airline traveling rate increases, in parallel, the virus spread rate also was rising, because the pandemic doesn't have borders. The tourism sector was one of the most affected industries because of the Covid19 pandemic restrictions. When all of a sudden, the international and domestic

flights were banned, not only the travelers were affected but also the airline companies that saw a huge drop in their revenues. The European region is still one of the important markets of the worldwide tourism industry and constitutes one in two holiday vacations globally taking into account for approximately 48% of the total outbound tourism. Therefore, in the close future, we have to think in which ways we can still maintain this sector, the tourism sector, open and safe for the travelers and also for the employees. For example, regarding the pandemic crisis over the tourism sector, the UNWTO data says that was leading to a cut of almost 57% in airline international arrivals in March 2020 and even more in the next months of 2020, with huge losses and reduction up to 1.1 billion worldwide travelers and also the unemployment rate was increasing reaching sometimes the number of 120 million employees from direct tourism jobs internationally without a job or having a long break from work.

First of all, we need to have a better understanding of the individuals' behavior and mentality regarding traveling after the pandemic, to diminish the disastrous influence of the Covid19 pandemic on the tourism sector, instead of just simply forecasting the tourist demand.

What are the reasons that will make people travel after the pandemic?

The pandemic caused a high level of fear amongst people, being one of the reasons why some of the individuals will unlike have the desire to travel soon. It is also the lack of understanding of the current situation and many of them being confused about what's happening, having also conspiracy theories about the virus, pandemic, vaccine, and the government that push them to be against the rules and don't obey and listen to the authorities or even don't want to do the Covid19 vaccine.

The fear of infection could last for a while after the pandemic, which leads to fear-induced consumption and interaction behaviors during and after the pandemic outbreak. Due to the fact that travelers have to challenge very risky situations and do not have insurance or medical care available throughout the pandemic burst, they have the fear of being infected with the virus and in the unfortunate case even dying, that could make them anxious and nervous towards traveling. Moreover, existing research on travelers' reactions to crises has focused exclusively on their perceived risk and post-crisis travel motivations, ignoring the psychological consequences of wellness crises. There is a lack of studies regarding the way tourists will recover from the

psychological point of view towards a pandemic. Regardless of the public health emergency that could eventually end with repercussions for travelers, there are some studies about the way that travelers rate the pandemic threat and the way they possibly determine some travel behaviors.

As we all know in the long period of the lockdowns and restrictions everyone was nostalgic and they were looking thru old photos when they traveled and also compared the old good days when they were exploring different destinations, visiting their loved ones, partying, and having fun with friends and so on. At the same time, many individuals changed their behavior and become spontaneous, being concerned and caring more about others.

In the following statement, you can read what are the reasons why people should consider when they choose to travel in the post-pandemic period. First of all, most places for a long period will be less-crowded and ready for you to explore them. We all know how many tourists were in Rome at Fontana di Trevi, or in Venice in Piazza San Marco, but I can assure you from my own experience that if you'll travel there now or in the near future everything will be yours. You'll be able to enjoy the architecture, the sculptures and to take some picture-perfect shots. There will not be a huge waiting line at the Vatican's Museum, and you will be able to enjoy properly, all the fine art of the Italian artists.

The next trend in tourism will be about seeking quality over quantity. No more crowds and just enjoying the destination's attractions fully, by keeping some of the restrictions that were implied by the Covid-19 pandemic we can manage to create a new trend. The next reason will be much deeper and will be about ourselves and the way that we connect with nature, that will be a life experience, spiritually, giving us more freedom in thinking, more inspiration, and creativity. It will be to reconnect with the four natural elements (Water, Fire, Air, Earth) and not with technology that we've been relying lately upon. It will be a sustainable way of thinking, an eco-friendly action towards our planet and its wonders.

Another reason it will be to escape from the monotonous daily life where we stuck between work and home and doing the same activities over and over. Rethinking tourism as being a desirable reward. You will realize that traveling could be an amazing escape that might give you strength, motivation, hope, and happiness. It also could connect you with others and bond relationships that will last forever. And then, when you'll arrive home with all the memories and the thoughts about the experiences that you've had, you will be able to digest them and see how beneficial was for you

to travel. It will be just like after a fitness session when your body and mind are telling you how good you feel, with your energy fully charged for the next challenges. And after that, you become so grateful for the choice you've made and start thinking about the next trip.

Let's also not forget about the pleasure that the experience of planning a trip, the act of booking a flight, accommodation, and activities gives you, the excitement, happiness and fulfillment. Travel is also boosting mental health and personal growth. For example in the year 2013, a survey had the following results regarding the tourists in U.S. that tourism makes them to improve energy, empathy, attention and focus.

Which destinations can offer safety for its tourists in the next period?

And now, let's talk about your safety, where is safe to travel, where people feel safe to be after the Covid-19 pandemic. While doing research about this topic, my eyes just stopped for a second on the Travel Pulse article about the safest places to travel in 2021 because I agreed with that immediately when I saw the photo of the capital of Iceland, Reykjavik. I was actually traveling to Iceland in 2020 for an exchange program, before the pandemic started, and I know what the situation is there and I couldn't agree more with Iceland being the safest place to travel. There are also other destinations in that article that I will love to mention as well.

Regarding Iceland and why is the safest place to travel, there are some reasons that will make you think about having this country as your next destination. A good reason is that Iceland does not have harmful animals like snakes, bears, poisonous spiders, etc. For example, you can easily walk outside at the night without thinking that you will going to meet a bear, but instead if it is wintertime there are many chances for you to see the northern lights. The only "hazardous" animal in Iceland will be the Arctic Fox but is a pacifist animal, that will approach you just for food.

Another good reason is the fact that the crime rate is very low and the murder rate from 0 up to 1.5 a year. Also, there everyone stands for equality and the aim is to reduce inequities, they have a law that is stated as follows, "the women can not be paid less than men for the same work", and also agrees to be legal with same-sex adoption and marriage. All individuals can practice their religion that they believe in, and in the capital, it's plan to be build a mosque and also a Pagan center. A

good reason for travelers from all around the world is that in the country, everyone uses the English language, sometimes as a primary language, even do they have the Icelandic language.

Everyone is safe and feels safe, nobody has a bodyguard, not even the president. And also, another interesting fact is that the police do not carry any weapons with them, because there is no use for them, they don't need guns, everyone is peaceful.

The next destination that is safe to travel to is Canada, especially the Quebec region, followed by Auckland, New Zealand, and Australia being countries that responded very well to the Covid-19 crisis and managed to be on this top. Other destinations that could be mentioned in this top are Switzerland, Scandinavian countries with Norway, Sweden, and Finland that is still the world's happiest country, Italy, Ireland, Singapore, Thailand and Taiwan, Portugal, and even Japan that was being ranked as 10th in the top made by the Berkshire Hathaway regarding the safest countries.

Leaving aside this globally top of the safest countries/ places to visit after the pandemic. In Europe has been nominated by the European Best Destinations, Braga, Portugal, the best destination of 2021 to travel to. Is a mesmerizing place as seen online platforms like Instagram, and worth to be explored.

Conclusion

In conclusion, we all have to remind ourselves, the power of traveling and the beneficial aspects that come with it. We need to support the local businesses that depend on tourism while trying to be as eco-friendly and sustainable as possible and promote traveling in every way we can. This paper will increase the awareness of the safest destinations to travel post-pandemic towards individuals that search for a place that could provide safe for them. Don't stop dreaming! Don't stop traveling!

References

Bulletin of the World Health Organization [online]. Website <http://www9.who.int/bulletin/volumes/89/7/11-088815/en/>

Cetin, Ceren, and Ateş Kara. "Global surveillance, travel, and trade during a pandemic." *Turkish journal of medical sciences* 50.SI-1 (2020): 527-533.

D.A. Fennell, Towards a model of travel fear *Annals of Tourism Research*, 66 (2017), pp. 140-150

Danni Zheng, Qiuju Luo, Brent W. Ritchie, Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic 'travel fear', *Tourism Management*, Volume 83, 2021

E.A. Cartier, L.L. Taylor, Living in a wildfire: The relationship between crisis management and community resilience in a tourism-based destination, *Tourism Management Perspectives*, 34 (2020), p. 100635,

European Best Destination 2021, <https://www.europeanbestdestinations.com/european-best-destinations-2021/>

Gagan Deep Sharma, Asha Thomas, Justin Paul, Reviving tourism industry post-COVID-19: A resilience-based framework, *Tourism Management Perspectives*, Volume 37, 2021

Iceland Travel, Top 11 Reasons why Iceland is the safest country in the world!, 2019, <https://www.icelandtravel.is/blog/iceland-safest-country-in-the-world/>

Larissa Neuburger & Roman Egger (2020) Travel risk perception and travel behaviour during the COVID-19 pandemic 2020: a case study of the DACH region, *Current Issues in Tourism*, DOI: 10.1080/13683500.2020.1803807

Laurence Costa, 5 reasons why traveling should be considered radically differently after COVID-19, *A Luxury Travel Blog*, Apr. 2020, <https://www.aluxurytravelblog.com/2020/04/03/5-reasons-why-traveling-should-be-considered-radically-differently-after-covid-19/>

Nguyen, Thi Hong Hai, and J. Andres Coca-Stefaniak. "Coronavirus impacts on post-pandemic planned travel behaviours." *Annals of Tourism Research* (2020), <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7254008/>.

Patrick Clarke, The Safest Places to Travel in 2021, Travel Pulse website, <https://www.travelpulse.com/gallery/destinations/the-safest-places-to-travel-in-2021.html?image=19>

S. Bali, K.A. Stewart, M.A. Pate Long shadow of fear in an epidemic: Fearonomic effects of Ebola on the private sector in Nigeria *BMJ Global Health*, 1 (3) (2016), pp. 1-16

Sharun, Khan, et al. "International travel during the COVID-19 pandemic: implications and risks associated with 'travel bubbles'." (2020), <https://academic.oup.com/jtm/article/27/8/taaa184/5913447?login=true>.

Steve Brock, Here are 8 ways travel will change after the pandemic, Oct. 2020, National Geographic, <https://www.nationalgeographic.com/travel/article/heres-how-covid-is-changing-travel-according-to-the-experts>

UNWTO United Nations World Tourism Organization. (2019). International tourism highlights. 2019 Edition. UNWTO, Madrid.

UNWTO World Tourism Barometer May 2020 Special focus on the Impact of COVID-19. Madrid: UNWTO; 2020

Ethics of Recruitment and Selection of Academic Staff in Nigeria Universities

Moses Daniel SANNI

International Business and Entrepreneurship, Romanian-American University, Romania

Abstract

Ethics – the moral code, doctrines and principles guiding how recruitment and selection (R-S) of academic staff is carried out, is a common discourse in the academia. Therefore, this study theoretically x-rayed ethics, R-S of lecturers in universities in Nigeria. How most vacant positions in the institutions were filled were uncovered to be commonly based on ethnicity and political affiliation or ‘godfatherism’ of the applicant as opposed to ethics and merit. This means that politics and ethnicity are some of the attendant factors affecting ethics and due process in using relevant criteria such as academic qualification, teaching experience, current research, recognize publication, contribution to university/the nation, academic recognition/distinction, references and interview performance for selection. It was suggested that university administrators need strengthen the recruitment process of the personnel unit for autonomy or self-dependence. Autonomy is expected that R-S to make the unit uphold ethical dictates, avoid bride induced recruitment, discourage loyalty to political affiliation in the discharge of statutory roles of recruiting competent staff for the university.

Keywords: Ethics, Recruitment, Selection, R-S, University, Recruitment Criteria

Introduction

Universities are institutions established to contribute to national growth through the development of human capital. They are academic institutes established to inculcate right values for the survival of the individual and society (Federal Republic of Nigeria, 2013). Specifically, university education is recognized to be useful in bringing about political, moral, human and socio-economic changes

in the lives of people in a given nation. In the light of the foregoing, the Federal government in the National Policy on Education succinctly stated that the objectives of establishing any university are geared towards:

- (a) Contributing to national development through high level relevant manpower training;
- (b) Developing and inculcating proper values for the survival of the individual and society;
- (c) Developing the intellectual capability of individuals to understand and appreciate their local and external environment;
- (d) Acquiring both physical and intellectual skills for relevance among members of the society;
- (e) Promoting and encouraging scholarship and community service;
- (f) Forging and cementing national unity; and
- (g) Promoting national and international understanding and interaction (FRN, 2013).

In achieving the aforementioned goals, the role of the non-academic and academic staff among other categories of human resources in the university cannot be overemphasized. The relevance of the non-academic staff in the attainment of university goals and objectives cannot be undermined due to the fact that they are involved in the day-to-day duties that border on administration while the academic or teaching staff handle the teaching and research activities in various Faculties and Departments (Ajibola, 2011). Hence, the non-academic staff in administrative, executive, secretarial, and technical units among others can be said to provide anchor that make teaching and research purposes attainable. In order to ensure that the right manpower are employed and selected for the university, the personnel division are charged with the responsibility of performing two important duties “recruitment” and “selection” (R-S) while respecting some ethics.

The question of who to recruit and select must be answer by managers at the helm of affairs for the attainment of predetermined goals (Gamage, 2014). To better understand the subject matter of discuss, some concepts – recruitment, selection and ethics are defined in this work as follows.

Concept of Recruitment (R)

Recruitment to Subramaniam, Shamsudin and Ibrahim (2011) connotes all managerial practices and decisions that border on the number, personality of individuals that are willing to apply for, or to accept a given vacancy. Similarly, Costello (2006) defined recruitment as the set of proceedings that define the number of qualified manpower needed within an institution for selection and job placement. In other words, the recruitment process makes judicious selection possible can be made to fill vacancies. Recruitment refers to the series of steps undertaken to ensure that skill persons of interest or apposite for various academic job position are called upon (Opatha, 2010). From the foregoing, one could rightly say recruitment is the procedure of getting competent individuals for various job vacancies in the university.

Concept of Selection (S)

The common saying from the Holy Bible “many are called but few are chosen” has a lot to explain in recruitment and selection, side by side. “Many are called” explains the recruitment part while the later of choosing the suitable few from the many, connotes selection (Opatha, 2010). Selection can be seen as the various mechanisms, approaches or procedures of making choices on who is best, fit and also advancing reasons why candidate A would be better choice than Candidate B or C (Ofori and Aryeetey, 2011). It can be likened to a separation, fishing or harvesting approach whereby what is needed is separated from what is collected (the applicants that indicated interest for the vacancy).

Dessler (2007) on the other hand, described selection as the process of matching people and jobs, whereby the decision-making process in hiring typically involves multiple interviews and interviewer ratings, and it may make use of performance tests and assessment centers. Therefore, employee recruitment and selection involve those organizational activities that influence the number or types of applicants who apply for a position and assess whether a job offer is accepted (Adiele, 2017). This implies that selections requires that use of some particular instruments to select the best.

Getting the “right hands” with high knowledge, skills, abilities and other relevant characteristics that fit a job position are some of the justifications for selections to be made (Onah, 2003). For

organization to request for application, objectives must be established and used for the selection process. The position to be filled must be defined in terms of job description and specification (Cascio, 1986). It should be stressed that any mistake or foul play at this stage leads to selection of mediocres into the organization whose pre-occupation will be mostly to collect monthly salaries, without any serious commitment to the goals and objectives of the organization.

Concept of Ethics

Ethics can be defined in relation to morals, principles, value code that defined a set of proceedings and undertakings within an institution (Cascio, 1986; Biobele, 2007). Ethics for recruitment undertakings may therefore have something to do with the series of underlain principles or moral framework that sets pace for judging fit and unfit practices (Gberevbie, 2009; Onwe, Abah & Nwokwu, 2015). This explains that ethics has something to do with standards, codes, doctrines, tenants, cannons and creeds that affects how valuable decisions are made on matters of recruitment cum selection.

Ethics in R-S of Academic Staff in Nigerian Universities

In other to follow ethics and predetermined guidelines, most universities are expected to strictly follow some recruitment/selection criteria. These recruitment criteria for the university are centered on the following:

- academic/professional qualification,
- teaching, current research,
- recognized publication,
- contributions to university or nation,
- academic recognition/distinction,
- references,
- interview performance.

Qualification is one of the criteria used to recruit academic staff into the university system. It describes the qualification from an institution of learning such as a primary school, secondary school, and tertiary institution with attendant certificate of learning. The general expectation is that higher qualification promotes teachers' quality and increases their understanding of pedagogy and methods of stimulating learners (Ibrahim, 2011). Hence, the qualification for academic staff is often a minimum of Master degree (M.Sc., MA, M.Ed) in the relevant area of specialization. In most cases, evidence that an applicant has begun a doctorate degree (Ph.D.) in a given area of specialty is often an added advantage.

Teaching experience covers two major aspects namely: teaching length and load. Teaching length connotes the years of experience in the teaching field. It can be seen as the period of service that a prospective candidate has had as a classroom teacher in a school as measured in cardinal terms of days, weeks, months and mostly years. On the other hand, teaching load refers to the subject or course coverage or scope of teaching experience that a candidate for recruitment has. It is believed that the longer a teacher stays in the service of teaching, the better their experience and higher their knowledge will become in all it takes for an academic staff to effectively engage teaching and research (Jones, George, and Hill, 2000).

Current research and recognized publication are two (2) criteria that have been greatly considered in the recruitment of academic staff for the university. Quality of current researches publication can be described in relation to the worth of academic paper(s) submitted for peer review and/or paper(s) presented at conferences, and published in refereed journals at the local, national and international levels. These (current research and recognized publication) are often needed to showcase the intellectual input of a prospective academic staff of the university to the academia or their wealth of contribution to the body of knowledge within a discipline or area of specialty (Costello, 2006). Aside current research and recognized publication, prospective candidates for recruitment are also selected based on their contributions to the university/nation and their academic recognition.

Contributions to the university/nation can be seen as the qualitative worth of input to the development of the university or promotion of national goals in the country while academic recognition can be seen as the award of distinction or excellence that may have been conferred on a prospective candidates based on an outstanding contribution to an academic body such as an

institution, organization or association. On the other hand, academic recognition can come in various forms such as recognition for participating in a workshop, conference, seminar and/or symposium. It could also be recognition to the peer reviewed system of a referred journal as a reviewer, or an academic body such as an institution, organization or association (Ibrahim, 2011). The last two criteria often considered necessary in the recruitment of academic staff of the university are references and interview performance.

References refer to the contact details of an individual or authority that is put forwards by a prospective candidate for a university job position to his/her employee to verify to conduct of the candidate. Due to the university culture of recruitment only individuals of good reputation and conduct, it is generally expected that applicants for prospective job positions must possess a testimonial of good conduct from their previous place of employment or from the last school or college attended as the case may be. This is to verify possible claims the candidate could have made about themselves during the application stage for the job. To achieve this, interviews are often scheduled.

Interviews refers to the face-to-face contact between a prospective candidate for a job position and an interview officer that is geared ay accessing the candidate and verifying all claims in an oral conversation. Akpan and Ita (2015) noted that references are important but should be sought routinely, in combination with an interview and other recruitment criteria. Requesting references encourages candidates to be honest about the claims made at the application stage; but as the candidates selects who to nominate as a referee, it is reasonable to expect that a favorable representation of him/her will be presented. Therefore, additional tests such as interviews are required to establish a 'fuller picture' of the candidate (Dessler, 2007). In addition, the performance of the candidate based on the assessment at the interview is often a way to get some information about their abilities, skills and personality traits such as their openness to new experiences, optimism, agreeableness, service orientation, stress tolerance, emotional stability, initiative or proactivity among others. To ensure that only qualified personnel that are recruited, the following ethical requirements/guidelines for the recruitment criteria are stated in Table 1.

Table 1: Ethical Guidelines on the Recruitment Criteria for Applicants on Academic Staff Position in Nigerian Universities

(Source: Personnel Division Handbook of Ambrose Alli University, Ekpoma, Edo State, Nigeria)

s/n	Recruitment criteria
	Academic/professional qualification
1.	Applicants must have a Bachelor degree in the relevant area of specialization
2.	Applicants must be a member of a recognized professional body/association of their specialization
3.	Applicant must have a Ph.D or have evidence of enrolling for a Ph.D undergoing a PhD programme
	Teaching
4.	Applicants must have taught before in a secondary school for at least five years
5.	Applicants must have taught for at least 1year
6.	Applicants must have taught on his/her subject areas of specialization for at least 1year
	Quality of experience
7.	Applicants must have a work experience of not less than three years
8.	Applicants must have some cognate experience in the teaching field
9.	Applicants must have some experience in the area of academic research
	Current research
10.	Applicants must have current papers dated within the last two years
11.	Applicants must have evidence of ongoing research for publication with reputable journals
12.	Applicants must have evidence of attendance at conferences
	Recognized publication
13.	Applicants must have evidence of scholarly publications in local journals
14.	Applicants must have evidence of published conference papers
15.	Applicants must have evidence of scholarly publications in one or more international journal
	Contributions to university or nation
16.	Applicants must have evidence of contribution to the nation e.g. contribution to the community development service (CDS) at the Youth Service
17.	Applicants Must have evidence of contributing to their local community
18.	Applicants must have evidence of contributing to organizational goals at their previous place of employment
	Academic recognition/distinction
19.	Applicants must have received an award of excellence in the teaching related
20.	Applicants must have some award of contribution as reviewer to any reputable journal in his/her area of specialization
21.	Applicants must have received an award of excellence as contributor to any reputable journal
	References
22.	Applicants must have a referee from place of previous employment
23.	Applicants must have a referee from school of graduation employment
24.	Applicants must have a referee from the institution of appointment

	Interview performance
25.	Applicants must score above an average at the time of interview
26.	Applicants must demonstrate some confidence in attending to interview questions
27.	Applicants must demonstrate mastery on their knowledge of their job duties

The foregoing in Table 1 shows that there are three ethics guidelines for each of the recruitment criteria and these guidelines all have a predetermined maximum score point during selection of applicants or candidates for the vacancy. Table 2 shows the total expected score point that can be given to applicants on each of the recruitment criteria during selection.

Table 2: Ethical Guidelines on the Selection criteria for Applicants on Academic Staff Position in Nigerian Universities

(Source: Personnel Division Handbook of Ambrose Alli University, Ekpoma, Edo State, Nigeria)

s/n	Criteria	Selection Score point
1.	Academic/professional qualification	10 points
2.	Teaching:	
	Length	10 points
	Load	5 points
3.	Quality of experience	5 points
4.	Current research	5 points
5.	Recognized publication	30 points
6.	Contributions to university or nation	5 points
7.	Academic recognition/distinction	5 points
8.	References	5 points
9.	Interview performance	20 points
	Total	100 points

Barriers to Ethics in Recruitment-Selection (R-S)

The idea of “who knows the prominent and powerful” among academic staff sometimes erode the value and importance of ethics. In describing this, Osakwe (2007) noted that ethics is sometimes put aside when R-S is left to the hands of the politically influential. Similarly, Onwe, Abah, and Nwoku (2015) noted that applicants who are related to anyone in the political class sometimes

take advantage of their standing relationship with “the big and prominent” to gain position in the university even when they do not meet up with all the recruitment criteria. On some situations, express orders are given by the Visitor (the sitting State Governor) to Vice Chancellors of the state university to appoint a preferred candidate without recourse to ethics or R-S guidelines criteria.

One area where politics downplays on existing moral recruitment code is the political affiliations of most Vice Chancellors (VCs) with state governors that is acclaimed to give most prospective applicants a chance to be sit of the VC. With little or no consideration for experience, skill, contribution to service, many VCs have gain access to becoming head simply because they know a friend who also knows someone that knows another person in power (Tiemo & Arubayi, 2012). Consequently, nepotism, erosion of character principle, injustice and unfair treatment emerges in appointment.

Onwe, Abah, and Nwokwu (2015) submitted that low productivity, inefficiency, overstaffing, indiscipline and mediocrity constitutes the major consequence of these barbaric act. Ethnicity, may also interface the R -S process in a university (Okereka, 2015). For instance, an attempt to favour an individual of the same ethnic group with the recruitment officer may affect ethics in recruitment. Beyond the basic recruitment criteria of academic/professional qualification, teaching, current research, recognized publication, contributions to university or nation, academic recognition/distinction, references and interview performance; Sanusi (2006) submitted that ethnicity is sometimes given the topmost priority during selection after the recruitment for various academic positions. The consequence of this is that ethnicity puts aside ethics and merit; giving room for mediocrity and incompetence to have a free ride.

Conclusion

Ethics in R-S of suitably qualified academics for job vacancies in the university is so key. The recruitment criteria considered relevant by academic staff are academic qualification, teaching experience, current research, recognize publication, contribution to university/the nation, academic recognition/distinction, references and interview performance. In recent times, the R-S of candidates are based on their ethnicity and political affiliation or ‘godfatherism’ as opposed to ethics and merit. Hence, the following suggestions are made:

1) University administrator should strengthen the recruitment process of the personnel unit for autonomy or self-dependence. Autonomy is expected that R-S to make the unit uphold ethical dictates, avoid bribe induced recruitment, discourage loyalty to political affiliation in the discharge of statutory roles of recruiting competent staff for the university.

2) Personnel officers of the university should establish an ethics review board that would scrutinize recruitment criteria score on teaching experience, academic recognition/distinction as the current criteria score was considered inadequate.

3) University administrator should recognize the role of the personnel division by making them independent and also trying not to interfere in the recruitment process. By making them independent, it is expected that recruitment and selection would be devoid of ethnic consideration, bribe induced recruitment, loyalty to political affiliation in the discharge of statutory roles of recruiting competent staff for the university.

4) Interview performance should be given high sense or priority over and above references by the university management team. Hence, due emphasizes should be placed on interview in order to get some information about the abilities, skills and personality traits of candidates

References

Adiele, G.N. (2017). A study of recruitment, manpower training and productivity in Ado-Odo Ota Local Government, Ogun State (2006 – 2016). An unpublished thesis submitted to Department of Political Science and International Relations, College of Leadership Development Studies, Covenant University, Ota, Ogun State

Ajibola, A. D. (2011). An overview of the university registry: Purpose, process and people. *Journal of the Association of Nigeria University Professional Administrators (ANUPA)*, 7(1), 27-35.

Akpan, C. P. & Ita, A. A. (2015). The relationship between teachers' professional development and recruitment criteria in Lagos State, Nigeria. *Global Journal of Arts, Humanities and Social Sciences*. 3(9), 65 – 76.

Biobele, R. B. (2007). Problems of recruitment in civil service: Case of the Nigerian Civil Service. *African Journal of Business Management* 1(6), 142-153.

Cascio, W.F. (1986). *Managing Human Resources: Productivity, Quality of Work life, profits.* McGraw-Hill international Editions, management Series

Costello, D. (2006), *Leveraging the employee life cycle*, CRM Magazine, 10 (12), 48-48. Accessed: February 15, 2019, from Academic Search Premier Database.

Dessler, G. (2007). *Human resource management*, 11th ed., Prentice-Hall, Englewood Cliffs.

Federal Republic of Nigeria (2013). *National Policy on Education (6th edition)*. Abuja: NERDC Press.

Gamage, A. S. (2014). Recruitment and selection practices in manufacturing SMEs in Japan: An analysis of the link with business performance. *Ruhuna Journal of Management and Finance*, 1(1), 37-52.

Gberevbie, D.E. (2009). Personnel recruitment and retention strategies in Lagos State Civil Service of Nigeria. *An International Multi-Disciplinary Journal, Ethiopia*, 3(3), 226-243.

Hall, L. & Torrington, D. (1998). *The human resource function the dynamics of change and development*, Financial Times Press

Ibrahim, H. (2011). Linking human resource practices and organizational performance: Evidence from small and medium organizations in Malaysia. *Journal Pengurusan*, 32, 27-37.

Jones G. R., George J. M., & Hill C. W. L. (2000). *Contemporary Management*, 2nd Edition. Irwin: McGraw- Hill. Koontz, H. and Weihrich, H. (2005). *Management: A Global Perspective*. New Jersey: McGraw-Hall.

Ofori, D., & Aryeetey, M. (2011). Recruitment and selection practices in small and medium enterprises: International. *Journal of Business Administration*, Vol. 2(3), 45-60.

Okereka, O. P. (2015). The ecology of recruitment and selection of personnel and the quest for efficiency in the delta state civil service. *Global Journal of Political Science and Administration*.3(5), 9-20

Onah, F. O. (2003). *Human resource management*. Nsukka: Fulladu Publishing Co.

Onwe, S. O. Abah, E. O. & Nwokwu, P. M. (2015). Politics of recruitment and selection in the Nigerian civil service– An Ebonyi State Experience. *Public Policy and Administration Research*, 5(2), 92-99.

Opatha, H. H. (2010). *Human resource management*, Colombo.

Osakwe, A. A. (2007). Application of Elite Theory to corruption in Nigeria Society. In Ugwu, C. O. T. (ed) *Corruption in Nigeria: Critical Perspectives*. Nsukka: CEP.

Osisoma, C. & Osisoma, H.E. (2009). Restoring excellence and integrity in the Nigerian public service, in the *Bureaucratic*, a bi-annual journal of the Delta State public service, Vol. No. December.

Sanusi, T. (2006). An assessment of employees security recruitment required by secretarial studies teachers in tertiary institutions in Kogi state. *Business Education Journal*, 7(1), 81-94.

Subramaniam, C., Shamsudin, F. M. & Ibrahim, H. (2011). Linking human resource practices and organisational performance: Evidence from small and medium organizations in Malaysia. *Journal Pengurusan*, 32, 27-37.

Tiemo, J. A. & Arubayi, D. O. (2012). Recruitment practices in Nigeria: Issues of Equality and Diversity. *Journal of Emerging Trends in Economics and Management Sciences (JETEMS)* 3(3): 210-213.

Ugwu, C. O. T. (ed) *Corruption in Nigeria: Critical Perspectives*. Nsukka: CEP.

The Ethics of E-Commerce in Egypt

Ahmed Elmongi KHALED

International Business and Entrepreneurship, Romanian-American University, Romania

Abstract

The age of the Internet has created ethical challenges for the Egyptian economic institutions because of the increase in competition between institutions because of the network.

The international is a port that is not subject to the law and what happens in it from the immoral actions that take place in it. E-commerce has helped with the existence of a vast number.

Of the institutions that own websites and offer their offers through them, which has increased the cases of piracy on the information related to the viability of

The Foundation, as it allowed some to devise new methods of intrusion and spy on customers through the Internet, and other electronic businesses.

Immoral. Egypt's chances of developing in the field of electronic commerce depend on the availability and development of information and communication technology. Global growth

The accelerating e-commerce and the increasing international trend to spread its applications leaves Egypt no room for hesitation in implementing this trade.

Keywords: E-commerce, business ethics, ethics of e-commerce

Introduction

The development in the global environment on all levels was accompanied by many moral violations that resulted from a lack of interest.

Ethical standards in the practices of many economic institutions for their activities, all these transgressions aroused the interest of those interested in the necessity. Thinking of appropriate ways to ensure the supremacy of the dimensions and ethical components to adapt and ensure survival in the business environment with a set of benefits.

Ethically competitive

This does not depart from the framework of e-commerce, in which ethical principles have become more required than traditional commerce, despite the advantages. The positivity it achieved, however, created a set of challenges for some institutions that faced more competitive pressure,

E-commerce has become one of the main means of exchanging information, expertise and products between various sectors and across countries. It also supported the ability of institutions to benefit from the ease, ease, and accuracy they provided in conducting their business, which led to the loss of some.

Institutions have many of their customers because of the fierce competition, which puts them under constant pressure that may lead them to unethical practices. To achieve its goals and support its capabilities in achieving competitive advantages.

What is E-commerce: E-commerce is the use of the Internet to trade in products and services, whether between companies and some B2B or between companies and individuals (B2C).

History of E-commerce: The history of e-commerce goes back to 1979, when English entrepreneur Michael Aldrich introduced the first online shopping system. 1981 was the year of inter-business online shopping when Thomas Holiday launched the first online shopping site in England. In 1984, he established the first online shopping site between companies and individuals, Gateshead CIS / Tesco. The next ten years have been full of breakthroughs in e-commerce. And companies began to use the Internet for financial transactions. In 1985, Amazon and eBay - the most important e-commerce sites - were created.

Today, there are many sites that provide online shopping services to users around the world, such as Alibaba, Tesco, and Shopify, and most brands have created electronic stores in parallel with their regular stores.

There are states say that 40% of the world's internet users have purchased products online, and their number is estimated to exceed one billion buyers (Statista 2016).

E-commerce classifications: There are four classifications in electronic commerce as well as in traditional commerce, namely: B2B, B2C, C2B and C2C (motabein 2018).

B2B trade to commerce - includes companies that do business between themselves, for example, producing companies that sell their products to distributors and wholesalers who sell products to retailers.

B2C business to consumer includes businesses that sell goods to people in general through online stores and without the need for any interaction with people. This is what most people think about "e-commerce". For example, Amazon Online Store.

C2B Consumer to Commerce - In C2B e-commerce, consumers send a budget project online and companies bid to do that project. The consumer then studies the quotations and chooses the right company for them. Elance is an example of this type of e-commerce.

C2C consumer to consumer- This type of trade is implemented in classified online ads, forums, or markets where people can buy and sell goods to each other. Craigslist, eBay, and Etsy are examples of this type of e-commerce.

E-commerce features

1. E-commerce features for customers:

Comfort: Any product you want can be found online. Simply type the name of the product you want into your favorite search engine and all options will appear in an organized and tidy way, in just a few seconds time saving: With e-commerce, you no longer must drive for hours and search for stores hoping to find what you want. Online stores provide you with a full range of products and instead of using the store to display their products they use warehouses. You can find the products easily and they will arrive on your doorstep in a matter of days.

A wide range of different options: In e-commerce, a customer can easily compare products with each other without having to go from one store to another and see who is the seller that offers the best price and has the widest options to choose from. In the real world, every store has a limited space, but the store itself can display the entire warehouse inventory online.

Convenience in comparison: In e-commerce, it is easy to make two-way comparisons. When goods are displayed on the Internet, all their specifications and characteristics are explained, and online stores ask you to compare their products with other products to know that they provide the best options and to return to purchase from this store again.

Ease of finding opinions and polls: Because of the intensity of the competition, companies want you to look at all consumer's opinions and surveys. There are both positive and negative surveys on every site, and in addition to being able to see positive reviews and opinions for each product, you will also realize the reasons why some people dislike that product.

2. Business e-commerce features:

Increase your customer base: The customer base is a primary concern for all online and offline businesses. There is no need for online businesses to worry about getting the best features in their city because people from all over the world can access their products and can refer to it for purchase at any time.

Increase Sales: An online business does not need to run a store and can generate more sales online with a higher profit margin. They can in several ways receive money from the customer to make the customer's buying process faster and easier. By reaching the global level, these businesses can sell more products.

Expanding the field of trade: Translation is one of the great tools available on the Internet! So online businesses do not have to build a site for every language. With the right marketing, customers around the world can find their website, products, and information to do so without having to leave home.

Simplify periodic payments: With a little research, any business can create for itself periodic payments. Find the bidder that best suits your needs so that invoices can be made in a convenient way and payments are received in this way as well and consistently.

Instant transactions: In e-commerce, there is no need to wait for checks to clear or wait 30 days for other types of payments. Transactions are executed instantly or require up to 2 or 3 days to deposit funds into your bank account via the banking system.

The Egyptian market for e-commerce: The Egyptian Ministry of Communications estimates that the number of internet users across Egypt is 46.2 million, which represents more than 54% of the total population. Egypt is ranked 14th in the world (Minister of Communications 2016).

In 2006, Ronaldo Mishwar - a Syrian entrepreneur - launched Souq.com, thus introducing e-commerce for the first time in countries with 110 million internet users, according to PayPal estimates. This site has attracted more than 6.2 million registered users between sellers and buyers in 5 countries, paving the way for the launch of other platforms.

In 2012, Rocket International formed a team of entrepreneurs to launch Jumia, an online shopping site with warehouses in 9 countries including Egypt. Despite the intense competition with Souq.com, Jumia has managed to establish a strong customer base in Egypt. With around 300 employees, the company has attracted more than 100,000 users and provided more than 60,000 products. This year, the company pumped \$ 20 million in investment in the Egyptian market.

While Jumia remains the largest e-commerce platform in Egypt, these two competitors do not have a monopoly on the market. Babyboons is an example of an e-commerce platform that joined the market in 2013, targeting the mothers of newborns. Several platforms have managed to find a place for themselves, while others are still on their way.

Challenges facing e-commerce in Egypt: With all the promises and hopes that e-commerce holds, there are still challenges that keep people away from it, threatening its progress. According to a report issued by the Ministry of Communications and Information Technology, more than 56% of all Egyptian families do not have the awareness that they are using e-commerce (Ministry of Communications and Information Technology 2017).

Besides the difficulty of shipping and transportation, the financial and legal aspects present difficulties for e-commerce. The lack of legal recognition of electronic contracts constitutes at least 24% of barriers to home use, and the lack of convenient online payment methods accounts for 16% of the problems, according to the Ministry of Communications. Despite this, companies have devised many solutions to address these challenges, such as cash on delivery as a payment option

and expanding their marketing campaigns to reach more users and raise awareness about e-commerce.

Although statistics indicate that only one dollar is spent on e-commerce compared to 11 dollars in regular commerce, the volume of e-commerce spending has grown from 1.2 trillion dollars in 2013 to 1.7 trillion dollars in 2015. It is expected to reach 2,3 trillion dollars in 2017, This growth rate will provide good opportunities for those who want to try the field or are already ready to take critical decisions and start a new venture in the world of e-commerce (emarketer 2017).

Business ethics

A. What is business ethics: Beginning with the linguistic readings of the term ethics as creation, creation is religion, nature, and attributes, and it expresses the declared image of the human being and the inner image of him (Ibn Manzur, 1968, P 86).

The business ethics is a set of principles and standards that govern the behavior of individuals and groups and It helps them find what is right and what is wrong and then determine how to get the right things done (Robbins & Coulter, 1999, P16).

In what (Hellriegel & Slocum) sees it as a set of moral rules and principled values that govern the behavior of the individual and the group regarding the right and wrong of behavior, as they contribute to defining the necessary standards for what is good and bad from the behavior and actions of individuals (Hellriegel & Slocum, 1996, P 146). And it was defined as: a behavior committed to the ethical and value aspects that express trust, transparency, honesty, and distance from distinction and elusiveness, as it leads to satisfactory results for all parties by adopting legitimate means and tools.

Business ethics indicates that there are specific principles or rules that must be respected, which result in the characteristics of an organization's business, and can defining it as the analysis of means of applying ethical standards to individuals in their concrete decisions taken within the organization (L'impossible éthique des entreprises P 4).

Adherence to principles and ethical behavior is of utmost importance to all segments of society, as the most important benefits that organizations can get Business is due to its commitment to an ethical perspective.

- Within the framework of the modern perspective there is a positive correlation between the ethical commitment and the financial return achieved by the organization, and if not in the short term, it will certainly be evident in the long term.

- Enhancing the reputation of the organization at the local and international level, which has a positive impact on the return of its friendliness.

- Adherence to the ethical dimensions of the workplace it within the framework of enlightened self-interest.

- Obtaining special international certificates such as "ISO 9000, ISO 14000" is coupled with the organization's commitment to many ethical standards, and thus carries with it recognition of ethical content.

The current business environment has imposed many challenges that have prompted organizations to invest in activities that are consistent and based on the principles set by the law and ethical values, and many organizations seek to avoid being boycotted by customers, so they are very keen to spare themselves from such situations, which drives them. To do more in the area of ethical engagement (Mohr et al. 2001, p: 45).

Business ethics is the comprehensive framework that governs actions and actions towards something, and it clarifies what is acceptable or right and what is rejected or relatively wrong in light of the norms prevailing in society by virtue of custom and law, in which the organizational culture, values, organization systems and stakeholders play a fundamental role in determining it And the same thing implies the concept of ethical and distinct responsibilities, as ethical responsibilities include expected behavior that goes beyond legal obligations and responsibilities. Distinctive includes specific pre-action behaviors to protect the well-being of the main components. Realizing the ethical and distinct responsibilities of a business does not have environmental and legal obligations. Business is not only responsible for its owners but for its employees, customers and society in general, in addition to other groups and as a result, increasing profits should be the only goal. For business, the conviction must prevail that the funds transferred

to social actions in the short term will result in improvements in society that make it easy to maintain business and enjoy long-term profits (Al-Maadi, 2005, p. 6).

E-commerce ethics: Although what distinguishes the e-commerce method is the presence of a high degree of interaction between the two parties to the transaction, the options available for documenting transactions may be limited due to the presence of a great ability to change or imitate them due to the absence of any reciprocal documents in the implementation of transactions, and thus the electronic message becomes the only legal basis available to both The two parties in the event of any dispute arising between them, which opens the door to a legal issue As great as legal proof, which made it an obstacle to confidence in electronic commerce, and electronic commerce gives the ability and ability to implement all components of the commercial process, including the delivery of non-material goods on the network, which requires a greater moral commitment and for each stage of the implementation of the transaction, as for the material goods, the commitment to the terms of the contract represents the dimension The ethical includes the quality, delivery time, warranty period, etc. Issues accompanying the implementation of the contract.

Most of the electronic crimes dealt with by the security services in this field are limited to the piracy of some Egyptian hackers of bank accounts, current account card numbers, sexual harassment, extortion, and the threat of defamation, and Egyptian online shoppers face fears of fraud and fraud in light of the increasing number of fake companies for online shopping The high rates of electronic crime and the exacerbation of sabotage attacks, in the absence of effective government laws that would control commercial transactions and secure electronic buying and selling, especially since most Egyptians are ignorant of how to complete transactions. This is reflected negatively on electronic commerce in the Egyptians, where. The phenomenon of fraud and fraud on the Internet is woven through more than one means and passes through e-mail or phone calls, targeting a wide range of people.

Ethical commitment when concluding deals

Disclosure of information and products: The results showed that most Egyptian economic institutions disclose information about the products and services they provide through their websites.

Safety of products and services: The results showed that most of the Egyptian economic institutions provide sound and high-quality products and services.

Credibility in advertising: The results showed that the advertisements of most Egyptian economic institutions enjoy high credibility, as they do not deceive, mislead, and seek profit without paying attention to ethical considerations.

Fair pricing: The results showed that the Egyptian economic institutions are fair in pricing their products and offer low and high quality offers with competitive production costs.

Commitment to delivery dates: The results showed that the Egyptian economic institutions deliver on time and with the required specifications and respond promptly to customers' requests.

Gaining a competitive advantage: The results showed that the Egyptian economic institutions have close relationships with customers and are eager to win their satisfaction and loyalty, which results in an increase in profits, an increase in the market share, and consequently an enhancement of their competitiveness.

Conclusions

There is no doubt that the development of the use of electronic commerce has created several problems, which necessitates the provision of security and confidence in e-commerce transactions by finding entities that work to ensure the correctness of the data contained in e-commerce contracts and to provide the confidence and security necessary for its development, and that the privileges offered by e-commerce And the technologies that are based on it make us think about what you can add The Egyptian economy has a future, and that is because of shortening a long time, which leads to the widening gap between it and the economies of developed countries and Arab countries that are in the process of development.

Despite Egypt's delay in the field of information technology penetration and the adoption of electronic commerce, there are indications that the sector could improve, and there is great hope for the launch of e-commerce if the appropriate technical, educational, legislative, and commercial environment is provided for the development of this trade, especially since there are many institutions that She has already started doing some of her business online.

References

Site: <https://www.motabein.com>

Site: egyptinnovate.com

Site: Aawsat.com

Site: bigcommerce.com

Site: spiralytics.com

Site: mcit.gov.eg

Site: youm7.com

Site: en.wikipedia.org

Sumaya Dimash - Electronic Commerce, Its Reality and Reality in Egypt - Memorandum for obtaining a master's degree in Economic Sciences - Mentouri University, Constantine - 224 - 2011/2010

International Telecommunication Union - Measuring the Information Society Report 2016, Executive Summary – 02

Bakhti Ibrahim - The information and communication technology industry and its relationship to the development and development of performance - the international scientific conference on the distinguished performance of organizations and governments March 02, 2003 - University of Ouargla

Nasser Khalil - Commerce and Electronic Marketing - Osama House - Amman - 2002 - Page 28

Muhammad Abdel Azim Abul-Naga - Advanced Marketing - University House - Alexandria - 2008 - Page 320

Mustafa Yusef Kafi - E-Marketing considering Contemporary Technological Changes - Raslan House - Syria - 2002 - Page 105

Masoud Jamani - The Impact of E-Commerce on the Productivity and Competitiveness of the Enterprise - Graduation Memorandum for a master's degree - Business Administration Specialization - 2008 - Page 59

Hussein Shanini - The Reality of Information and Communication Technology Infrastructure in Every 2010 Study - From Algeria, Egypt, and the UAE during the period 2000 comparison - Qasdi Merbah University, Ouargla, Algeria - Faculty of Economic, Business and Management Sciences - Al-Baheth Magazine - Issue 09-2011 - Page 71

Thamer Al-Bakri, Ahmed Hashem Suleiman - “Management Ethics in Business Organizations and Their Implications for Electronic Commerce” - The Fourth Scientific Conference on Entrepreneurship and Innovation

Saleh Al-Amiri, Mansour Al-Ghalibi - Social Responsibility and Business Ethics, Business and Society - Wael Publishing House - First Edition -. 2008

L'essentiel de la gestion - André Boyer – 2002 - page 4

Hellriegel & Slocum, 1996, page 146.

Robbins & Coulter, 1999, page 16 .

Ethics in Finance

Vlad-Alexandru POPESCU

School of Domestic and International Business, Banking and Finance, Business Management and Audit Program, Romanian-American University, Romania

Abstract

The ethical standards are becoming increasingly important in the finance area. Whether we talk about the accounting profession, audit or investment areas, the business organizations are struggling to conform to the generally accepted ethical standards in order to maintain their position on the market, improve their public relations and deliver superior-quality services. The pressure to achieve some ethical standards is also the result of certain public scandals with significant impact on the finance/advisory area (i.e.: Enron case, EY – Wirecard scandal).

Key words: code of ethics, standards of professional conduct, ethical principles, threats to ethical principles

Introduction

This subject was chosen as a result of its increasing importance in the finance area. More and more companies need to adopt certain codes of ethics in order to ensure a proper business environment. This is especially true for companies acting in the accountancy, advisory, audit and investment areas. The last decades have shown an important increase in the number of scandals within the accounting profession (Kiradoo, 2020), scandals which might have been avoided if proper ethical standards were encouraged and enforced starting with the top management of international accounting companies.

The primary question addressed by this paper is: what is the importance of professional ethics in the finance area for avoiding scandals and ethical dilemmas?

First, we have to define the ethics in finance. The UK-based Association of Chartered Certified Accountants defined ethics as a branch of philosophy that studies the difference between right and wrong . The US-based CFA Institute considers that ethics [...] are essential to achieving its mission to lead the investment profession globally by promoting [...], education, and professional excellence for the ultimate benefit of society.

Second, we must understand the importance of ethics in the finance field as well as to understand the necessity to include the code of ethics in any type of financial education. Bafghi considers that the basis of the accounting profession is based on ethics. McNair and Milam emphasize that developments in the business world have caused the academic community to address the coverage of ethics in the accounting curriculum. As shown by their 1993 study a significant majority of the accounting universities professors considered that while they covered the ethics part in their courses, more emphasis should be put on this matter. A more recent study conducted by Limijaya (2019) in this matter shows that three areas are capable of enhancing the learning of ethics in the accounting profession: emphasis on principles-based approach (instead of regulatory), shifting the focus on ethics education to avoid failures, generally adopt a role of business ethics.

Not in the last turn, the ethical standards also impact the way in which various professionals promote their services. State, Tanase and Petre (2019) conclude that professional ethics and deontology have a significant impact on the promotion of accounting services by professionals .

The research methodology used in this paper is based on qualitative method and includes the systematic review of applicable literature (books and papers published in scientific journals).

The next two sections cover the theoretical and practical concepts related to ethics in accountancy and external financial audit as well as the ethics in the investment area.

Ethics in accountancy and audit

1. General concepts

The accounting profession is distinguished from other professions through assuming responsibility in front of the public and all interested parties.

While members of the accounting profession have the duty to serve the public interest, the professional accounting bodies have a significant role in ensuring education, ethics, and quality within the accounting area. According to CECCAR's code of ethics, the regulation of the accounting profession is thought to ensure the protection of the public interest which is one of the ultimate roles of the professional accountant. Dixon (2018) shows that the training of professional accountants can build upon work done by the leaders of the accounting profession.

For example, a professional accountant might work for a company whose management requires him to book fraudulent transactions which ultimately lead to the manipulation of the financial statements of that company which in turn might induce the users of the financial statements into making wrong investment decisions. Normally, a professional accountant would not accept the booking of such transactions and might even report this manipulation to the external interested parties (i.e.: professional body of accountants, authorities).

In Romania, the body regulating the accountancy profession is CECCAR (The body of expert accountants and certified accountants from Romania), while the bodies regulating the auditor's profession are ASPAAS (The Authority for the Public Supervision of the Statutory Audit Activity) and CAFR (Chamber of Financial Auditors of Romania).

IFAC (International Federation of Accountants) is the parent organization of IESBA (International Ethics Standards Board for Accountants) which is responsible with the regulation of ethics applicable to the accounting profession at international level.

IESBA adopted several fundamental ethical principles which are also applicable in Romania via CECCAR/ASPAAS/CAFR. These principals are presented in the Revised Code of Ethics:

1. integrity – refers to the honesty of a professional accountant
2. objectivity – refers to the fact that a professional account should avoid conflicts of interest and not allow bias in their judgement and influence of other third parties

3. professional competence and due care – refer to the fact that a professional accountant should act in line with the applicable technical standards when providing services to clients / organizations and continue his professional development in order to maintain an adequate knowledge of law and techniques required to deliver adequate quality services

4. confidentiality – refers to the fact that a professional accountant should preserve the confidentiality of information gathered through business relations except for the situations exempted by law or when the accountant has the permission of the client / organization

5. professional conduct – refers to the fact that a professional accountant should not discredit the accounting profession and comply with the applicable laws and regulations

The main threats identified by ACCA within the Guidance on ethical matters for members in business that could impair the ethical principles mentioned above are:

1. self-interest – occurs when a member of the profession or one of his immediate relatives have certain financial or non-financial interests which might impair their objectivity and independence

2. self-review – occurs when a professional accountant has to review a work in which he had prior involvement

3. advocacy – occurs when a professional accountant supports a position that may ultimately impair his objectivity

4. familiarity – occurs when a member of the accounting profession develops close relationships with others within the business area

5. intimidation – occurs when a member is threatened either directly or as perceived

Next, several study cases illustrating the applicability of some of the threats to ethical principles will be presented.

2. Study case 1 – self-interest threat

Michael Smith has been working at an audit and advisory company for the last 5 years. Starting with 2020, he is the manager of the team involved in the audit of ABC Software Consulting's ("ABC") financial statements prepared in accordance with the International Financial Reporting

Standards for the year 2020. ABC Software Consulting is a company developing e-learning platforms for adults in UK and is listed on London Stock Exchange so its shares are publicly traded. Michael Smith also has a portfolio of equity and debt securities. Given that the IT sector had a better than average performance during the Covid-19 pandemic, Michael bought in 2020 a significant number of shares traded by ABC. Consequently, the ABC shares accounted for more than 50% of Michael's portfolio. Michael did not inform his employers about this acquisition.

After performing the audit mission, Michael is reviewing the work of his team and he finds one major issue with potential impact on the auditor's report. The Company capitalized research & development expenses in total amount of 81 million pounds on 31 December 2020 for a project that was considered a failure and cancelled in 2021 due to subsequent market changes and before the issuance of the 2020 financial statements; in other words, the intangible assets should be adjusted for impairment. The management's main arguments for not booking an impairment adjustment are:

- the event leading to the impairment of the R&D expenses took place after the year-end
- the management does not want to significantly impact the financial performance presented in the financial statements and desires to write off the intangible over a period of three years instead of one year because recognizing a loss directly in 2020 will lead to negative results presented in the income statement which would lead to the decrease of price per Company's share on London Stock Exchange.

For audit clients with similar problems, Michael issued qualified audit reports. Nevertheless, due to his financial interest in the Company and due to his fear that he might incur significant losses in his own portfolio of securities, he chooses not to include any mention in the auditor's report regarding the impaired R&D expenses. Soon after the issuance of the audit report, there appears to be a public coverage in the press regarding the project developed by ABC (for which the R&D expenses were recognized) and its failure. Given such news, the price of the shares of ABC drops and Michael comes under scrutiny from his employer due to his failure to report the impaired R&D expenses.

This is a classic case in which the self-interest threatens the ethical principles of a professional accountant/auditor.

3. Study case 2 – self-review threat

Patton & Partners is a multinational group providing financial services to various clients from various industries. The Company has separate legal entities for the following services: accounting, audit, fiscal advisory, transaction services, valuation services, payroll services, AOS, legal advisory. Until the end of 2020, Patton & Partners has been providing accounting services to EVE Logistics, a Dutch transportation company. Starting with 1 January 2021, the management of Patton decided to internalize the accounting function given the increase in the company's activity. Taking into account the good relationship with Patton & Partners accounting entity, the management of EVE decides to request auditing services for the year ended on 31 December 2020 from the same group. Due to an error occurring during the acceptance procedures, the management of the audit legal entity of Patton group does not realize that the accounting records for 2020 were kept by the same Group.

During the audit mission, the allocated team discovers several significant errors with impact on the auditor's report. When the audit partner reviews the file, he discovers the acceptance error and finds out that Patton also provided accounting services for the year ended on 31 December 2020. In other words, one legal entity of Patton Group kept the accounting records for 2020, while another audited those records and found several significant errors. Given that the audit partner did not want to discredit the accounting division of the Group, he chose not to report any significant findings in the audit report. This is the self-review threat.

Ethics in Investment Profession

1. General concepts

Given that the most developed market for investment profession is the United States market, the analysis of ethics from an investment professional's point of view will be made in regard to one of the most prestigious institute in the US Investment profession, namely the CFA institute. The CFA institute adopted a code of ethics which provide quite similar insights to the IESBA code of ethics (CFA Institute, Code of ethics and standard of professional conduct):

1. act with integrity, competence, diligence
2. place the integrity of the investment profession and clients' interests above personal interests

3. use reasonable care and exercise independent professional judgement
4. promote the integrity and viability of the capital markets
5. maintain and improve the professional competence
6. practice in an ethical manner

The CFA Institute also adopted a series of standards of professional conduct divided in several categories:

I. Professionalism

- a. knowledge of the law – CFA members and candidates have to adhere to the strictest law (i.e.: in case the CFA standards are tougher than the local law, the member of candidate must adhere to the CFA code)
- b. independence and objectivity – CFA members have to use reasonable care to avoid situations in which their independence is impaired (i.e.: gifts)
- c. misrepresentation – members must not knowingly misrepresent their profession (i.e.: during investment advice)
- d. misconduct – members must not be involved in fraud, deceit or similar actions

II. Integrity of capital markets

- a. material non-public information – members who have such information must not act on it in order to affect the value of securities traded
- b. market manipulation – members must not take actions as to mislead market participants in certain actions on the market (i.e.: through artificially inflating or deflating trade of a certain security in order to increase or decrease its price)

III. Duties to clients

- a. loyalty, prudence and care – client's interests must be placed above personal interests
- b. fair dealing – members must deal fairly with all their clients, not only with a certain group

c. suitability – members must understand the investment objectives of their clients, their risk aversion and their financial situation and act accordingly to such variables normally stated in an investment policy statement

d. performance presentation – for example, when a member communicates information related to the investment performance of a client’s portfolio, he must make reasonable efforts that the client understands what he meant

e. confidentiality – confidentiality of information received from the client must be preserved except for cases in which disclosures are necessary according to law or when the client gives his consent

IV. Duties to employers

a. loyalty – members must act in the interest of their employer

b. additional compensation arrangements – members must disclose to their employers any compensations arising from other activities (especially those posing potential competition to the employers)

c. responsibilities of supervisors – supervisors must see that their personnel comply with the law / regulations and to ensure that adequate quality work is performed under their supervision

V. Investment analysis, recommendations, and actions

a. diligence and reasonable basis – members must have adequate basis for their investment recommendations

b. communication with clients and prospective – when communication with clients, members must not be deceptive in any way

c. record retention – members must preserve evidence of their recommendations and communications with clients and potential clients

VI. Conflicts of interest

a. disclosure of conflicts of interest – any conflict of interest must be disclosed to the employer and the clients when applicable

b. priority of transactions – clients have priority in face of members when it comes to trading in case a member is a beneficial owner of the potentially traded security

c. referral fees – any referral fees must be disclosed to clients and employers when conducting business transactions in the investment area

VII. Responsibilities of a member or candidate

a. conduct as participants in CFA program

b. reference to CFA institute, designation and program

Such standards are considered to improve the quality of services provided by professionals in the investment area, especially after the 2007-2008 financial crisis.

2. Study case

George Smith, CFA, is a Chief Investment Officer at Alpha, an investment adviser large pension clients. The compliance manual of Alpha is consistent with the CFA Standards. George also serves in his spare time as a member of board of directors for several entities. Some of those entities have their investments managed by Alpha.

One of Michael's duties is to supervise the research analysts and portfolio managers of Alpha. One of the portfolio managers, Steve David is also a shareholder of an IT company that develops and sells portfolio administration platforms to medium corporate clients. Some of those clients are also clients of Alpha where Steve works as a portfolio manager. During his work at Alpha, Steve made contacts with those clients and recommended them to buy software from his IT company. Steve disclosed his interest in the IT company to Alpha's management, his additional compensation and the possible conflicts of interest. Nevertheless, no such disclosures were made to his clients at Alpha.

According to standard VIa mentioned above, due to the fact that Steve is a portfolio manager with fiduciary responsibility for clients of Alpha who may also be clients of the IT company where Steve is a shareholder, this might compromise his ability to make unbiased and objective investment recommendations. Taking this into consideration, the potential conflict of interests should be disclosed not only to Alpha, but also to his clients.

Conclusions

This paper concludes that professional ethical values are highly important for counteracting issues in accounting that can discredit the reputation and of the accounting profession. As shown by the available literature, adhering to good ethical standards might help companies working in the financial areas avoid any public scandals which might completely damage their reputation and even cause their insolvency as was the case with Arthur Andersen in the Enron case.

Implementing the ethical standards as principles-based approach will lead to better financial reporting processes, more confidence in the markets and better representation of the public interest.

References

1. ACCA, Guidance on ethical matters for members in business, available at: <https://www.accaglobal.com/gb/en.html>, accessed on 10 May 2021
2. Azadeh Alsadat Torabzadeh Bafghi, Professional Ethics and Behavior in Accounting, International Journal, of Multicultural and Multireligious Understanding, Vol 8, No 1, 2021
3. CECCAR, Ethical code, available at: <https://www.codetic-standardeinternationale.ro/>, accessed on 10 May 2021
4. CECCAR, National Ethical Code of Professional Accountants, Ed. CECCAR, Bucharest, 2011
5. CFA Institute, Code of ethics and standard of professional conduct, available at: <https://www.cfainstitute.org/-/media/documents/code/code-ethics-standards/code-of-ethics-standards-professional-conduct.ashx>, accessed on 10 May 2021.
6. Dixon, Kevin, Mind-Ful Consulting, Routledge, 2018.
7. Frances, McNair & Edward E., Milam, Ethics in accounting education: What is really being done, Journal of Business Ethics volume 12, pages 797–809(1993)
8. IESBA, Revised Code of Ethics, available at: <https://www.ethicsboard.org/>, accessed on 10 May 2021

9. Kiradoo, Giriraj, Ethics in Accounting: Analysis of Current Financial Failures and Role of Accountants, *International Journal of Management (IJM)*, Volume 11, Issue 2, February 2020, pp. 241–247
10. Limijaya, Amelia, Accounting Ethics Education: What And How to Teach?, UNPAR Institutional Repository, *Kajian Akuntansi*, Vol.21 No.2, March 2019. p. 1-13
11. State, Violeta; Tănase, Loredana Cristina; Petre, Raluca-Georgiana, Study Regarding the Respect of Professional Ethics and Deontology in the Promotion of Accounting Services in Romania, *Valahian Journal of Economic Studies; Targoviste* Vol. 10, Iss. 1, 2019

Ethics in Artificial Intelligence

Ionuț Sorin ILIE

Computer Science for Business, Romanian-American University, Romania

Abstract

This article emphasizes the importance of moral values in artificial intelligence (AI). The topic is approached through dividing it into two parts: roboethics and computer ethics, moral values and use in technology. The first chapter approaches the features and behavior of a robot, as well as the issues it causes and how it poses a danger to humans. The second chapter of the article draws a parallel between computer ethics and roboethics.

Machine ethics only applies to human-designed computed machines and their moral conduct. Furthermore, the author has gone into great depth on the social normative ideals of artificial intelligence and how it threatens human and future technologies in terms of theory and law. In the moment, only moral principles and ethics cover the technology controlling AI, and no regulation exists to formally prosecute offenses involving AI.

To reshape the current situation, the author broadens the topic to include regulation and other ethical considerations of artificial intelligence.

One way to solve the challenge of regulating artificial intelligence is to secure copyright on inventions, which will ultimately fall into the category of intellectual property rights. Several nations, including the, the United States, Japan and United Kingdom, discussed including artificial intelligence as intellectual property. Since artificial intelligence is a growing area of technology, a lot of other countries are in the process of establishing legislation governing it.

Onward to the following section of this article, the author discusses AI's impact on the human race. Regarding that would be a detailed breakdown of the topic of job disabilities. This paper begins by discussing both the positive and negative sides of AI: how it helps in developing infrastructure and

moving to an industrialized world, as well as how it eliminates employment opportunities from humans and the threat it raises.

Keywords: Artificial Intelligence AI Ethics, , Ethical AI, Ethics of AI, Machine Ethics, Roboethics

Introduction

The intelligence displayed by computers or algorithms is referred to as artificial intelligence (AI). That is also the name of the research area that examines how to build intelligent devices and applications. This area is described by major AI research and textbooks as "the study and design of intelligent agents" where an agent is a machine that understands its environment and proceeds accordingly to increase its chances of succeeding. Intelligence, including time, space, and randomness, is a computational attribute.

Similarly to how children observe countless hours of adult behavior in order to anticipate what would happen, robots will observe so much of human and computer behavior in order to predict the next moment, then the next second, next minute, and so forth.

The ethics of artificial intelligence is divided into roboethics and machine ethics, as well as moral principles and technology's importance.

The first branch, roboethics, is involved with the moral principles and actions of artificial machines, while the second is concerned with the ethics of computed machines created by humans. Beginning with the creation and background of AI and robotics, as well as the broader spectrum behind the hierarchy of robot and AI development. A machine's ethics are differentiated based on its values and behavior in terms of work implementation.

Artificial intelligence study is very technical and detailed, and it is split into several areas of study that often struggle to coordinate with one another. Some of the conflict is attributed to sociocultural factors: subfields emerging up around specific institutions and researchers' work. Several technological problems often separate AI science. Other subfields concentrate on solving complex problems. Others concentrate on one of the alternatives, the use of a certain instrument, or the completion of certain tasks.

The principle must be accepted in society in order to manage the ethics of AI and robotics. The actual case on the topic of ethics reveals challenges and confidentiality for humans and robots. Addressing topics related to the legal frameworks of several countries and the different specializations of rules that affect the ethics of AI. The final take on the ethics of implies an uncertainty of AI and other computers domination, also known as artificial intelligence takeover.

With AI taking over, the positive aspect can only be set for the digitalized growth of civilization point of view, while the negative aspect tends to endanger the functions of individuals. Other problems come from the cautious side of the takeover, such as the unemployment scenario and the stagnation of the economy, as well as the existence of socio-cultural traditions. At the moment, artificial intelligence has a tight grip on the world. Humans rely on artificial intelligence, which forecasts the upcoming dominance of AI and robotics.

Considering the fact that artificial intelligence creates a distorted scenario all over the globe, abuse of technology makes humans redundant.

History

Aristotel proposed that humans could acquire virtue through the development of behaviors. The term "robot" was first used in English by playwright Karel Capek in his humorous drama R.U.R (Rossum's universal robots) in 1921. Initially, robots were created with a public good in order to replace human employees. The history of industrial robotics can be traced back to the post-World War II era. During the late 1940s, slave robots were programmed to lead on actions. Industrial groups were substituted by hydraulic and electronic power in the mid-1950s.

Later, McCarthy and his team at Stanford's artificial intelligence department developed like humans and implemented and understood spoken signals according to instruction in the late 1960s.

In the meantime, Japan and its neighbors proceed with industrial robotics. Late in 1968, Japanese Kawasaki factories negotiated a license for use of the robots.

Since 1975, robotics evolved and ended up living in various destinations. The autonomous robots are still in the initial stages. We now consider robotics to be a much wider field of expertise than we did only a few years ago.

Roboethics

“The ultimate goal of machine ethics is to create a machine that itself follows an ideal ethical principle or set of principles”

Responsibility, predictability, auditability, incorruptibility, transparency, and a predisposition trying not to harm are common factors among: any variables regarding human social functions; any variables considered in an algorithms intended to replace rational thoughts; any variables that might not occur in a report of a machine learning assessment.

It is technically simple but practically difficult to develop ethical guidelines for AI agents. How could humans instruct a computer to be ethical if there are no rigorous and impartial ethical standards?

Human ethics, which itself is founded on the moral entity and subject to moral action is very different to roboethics. A robot’s character and roles differ from human traits in the field of roboethics. The study of robot design and actions in accordance to commands is known as roboethics. As a result, any robot is pre-programmed based on the state of the robot's job and the instruction provided by the human.

This concern arose after questioning whether robots are acting in accordance with their ethics while still under human control. Machines are not moral agents, therefore they have no understanding of humanity, social norms, or human behavior. They are pre-programmed, but they cannot think or behave like humans, even if they are more intelligent than humans in terms of adapting to changing situations.

The primary goal of roboethics is to keep robots or other autonomous technology away from causing damage. The secondary goal addresses the undefined moral viewpoint of machines.

The major concern in the following part of roboethics is why robots are regarded as moral agents.

It's important to remember that if we need AI to help us make good moral choices, it raises doubt on efforts to ensure humans still maintain control of AI.

By reasoning on one side of roboethics, including its moral character, the robots can think better than a person. Since the robots are preprogrammed based on knowledge about human actions and evolution, they can be referred to as ethical moral agents. On the other hand, robots do not have

the capabilities of ethical moral principles. They can think like humans but cannot behave like humans because humans are moral actors who understand societal and cultural moral values.

Technology is evolving on a daily basis. As a result, the present situation would have little effect on robot ethics. Robot dominance can be predicted by projecting the same condition into the future. Considering the last statement, robots cannot be considered moral agents. We should refine our understanding of ethics and morals in order to deal with the emergence of emerging technology with capacities that could potentially increase our understanding of human behavior and cultural principles.

As a result, many scientists believe that robots should not go beyond their robot ethics and do not take on the characteristics of humans.

The third component of roboethics is a robot's and humans' duty to society and practices.

Robots are not deliberate, but they lack the perception to care of situations; humans are intentional, and they behave in accordance with the situation. Human contact will be reduced, and robots will not comply with society.

Machine Ethics

What exactly are machines? Machines are distinct components that create the purpose of the given job without human interaction; these parts include engines, gears, and every other piece that is entirely known to be a computer. Machines can only execute a single purpose, while robots can be designed to perform a variety of tasks. Computers have been modernized as "virtual machines" as a product of the successive evolution of devices, and many scientists and researchers have developed significant machine ethics in order to control the engines. Digitalisation allows one to do a variety of things, like manipulate or actually delete a document or the control system to which it refers.

Computer ethics is a modern area dealing with training machines ethical concepts and moral standards, as well as procedures for learning how to overcome ethical dilemmas they may face in their own decision making. Why is computer ethics required? Excessive complexity of machines led in the mechanism crashing, the behavior of the machines would have been pre-programmed, and there is no certainty regarding the decisions or actions taken by machines.

In the middle of the 20th century, computers were used for manufacturing rather than people, resulting in inequality, while the production stayed similar to the human activity over development. Machines cannot act autonomously; they need human interaction on an as-needed basis. There is a risk that robots will do harm to humans if they act in a certain way. A simple example will be food factory workers who work with heavy equipment such as grinders and scrappers, workers who test the machine for manufacturing without realizing they have fallen into the machine, and the machine, which has its own ethics and instructions, would eventually grind the human as a substance in production. It advises that, in order to minimize deaths and damage to workers, computer ethics be enforced and maintained.

By digging deeper into the moral logic behind ethics, philosopher Immanuel Kant, during the mid-twentieth century, influential in radical thinking in “Activity-based ethics” illustrates the implication machines of the action of its act. Action-based ethics guide ethics. According to Jeremy Bentham's utilitarian theory of action-based learning “the rules and procedures should be implemented on particular concern to avoid conflict”.

A.I. and law

Any human being is ruled by law, and the law was created by humans to improve the welfare of the people who live in society and to have control crime. Humans have been ruled by law since ancient times, and anyone who commits a crime will be prosecuted according to the law. And, if a person is harmed or injured as a result of the actions of another, he may be entitled to reimbursement under the law. Humans create artificial intelligence so artificial intelligence, but it is not regulated by any rules. Artificial intelligence should be regulated by ethical principles. Others are concerned that unethical programmers of such systems could make deliberate design features that purposely favor some groups at the detriment of others.

If someone assumes computer ethics to be about moral agents in a meaningful way, then these agents may be referred to as "artificial moral agents," with rights and obligations.

AI have its own regulation and authority because, in the near future, artificial intelligence would be on the rise, necessitating the implementation of effective legislation to regulate the technology. In 2016, the UK Committee in Commons Science and Technology condoned a study regarding

ethical control of robotics and artificial intelligence. The government's next step is expected to include a discussion on artificial intelligence policy.

The debate is whether artificial intelligence is subject to copyright. The patent issue is being debated in many countries, with the aim of determining if invented devices can be patented.

The study from MadyDalvaux, 2017, goes through whether the robots should have been granted legal rights and status as an electronic entity. The EU premises of this report include insight on machines and whether they will or will not affect human beings through its actions. As a result, the human control should be ensured. Countries such as the United States, the United Kingdom, and Japan planned to make legal implications for artificial intelligence in intellectual property in 2017.

Conclusions

Understanding and approaching AI-related legal and moral questions is also in its beginnings. AI ethics is more than just "right or wrong," "good or evil," and "virtue and vice." Artificial intelligence seems to be the radical innovation to affect our existence, but it has its own species to mature, so let's not treat it like something we use and then abandon. It is not even a dilemma that a tiny number of people can overcome. However, legal and moral questions concerning AI are important and must be addressed immediately. This study attempts to draw attention to the major importance of multiple stakeholders paying attention to the ethics and morals of AI agents. While attempting to formulate AI ethics in order to encourage the growth of ethical AI, we will also gain a deeper understanding of human ethics, enhance current ethical values, and improve our relationships with AI agents in this present day and age. AI ethics should be a primary concern in the creation of Ai systems, not an afterthought. The proper implementation of AI ethics might be essential to humanity's future.

References

1. Russell, S., Norvig, P. and Intelligence, A., 1995. A modern approach. Artificial Intelligence. Prentice-Hall, Englewood Cliffs, 25, p.27.
2. The Cambridge Handbook Of Artificial Intelligence, Edited by Keith Frankish and William M. Ramsey, Cambridge University Press 2014
3. Ethics of Artificial Intelligence, edited by S. Matthew Liao, Oxford University Press 2020
4. Towards a Code of Ethics for Artificial Intelligence, Paula Boddington, Springer International Publishing 2017
5. Regulating Artificial Intelligence: Binary Ethics and the Law, Dominika Ewa Harasimiuk, Tomasz Braun
6. The Age of Artificial Intelligence: An Exploration editat, Steven S. Gouveia, Vernon Press 2020
7. The Oxford Handbook of Ethics of AI, Markus Dirk Dubber, Frank Pasquale, Sunit Das, Oxford University Press 2020
8. Machine Ethics, Michael Anderson, Susan Leigh Anderson, Cambridge University Press 2011
9. Müller, Vincent C., "Ethics of Artificial Intelligence and Robotics", The Stanford Encyclopedia of Philosophy (Winter 2020 Edition), Edward N. Zalta (ed.)
10. Artificial Intelligence Ethics and International Law, Abhi Vardhan, BPB Publisher, Aug 2019
11. Surden, Harry, The Ethics of Artificial Intelligence in Law: Basic Questions (August 22, 2019). Forthcoming chapter in Oxford Handbook of Ethics of AI, 2020, U of Colorado Law Legal Studies Research Paper No. 19-29
12. https://en.wikipedia.org/wiki/Artificial_intelligence#CITEREFMcCarthyHayes1969

How Ethical is Gender Equality in Leadership?

Larisa MACOVEI

Organizational Management and Marketing, Romanian-American University, Romania

Abstract

We are facing a completely different global crisis and it has added to the existing inequalities for women in leadership. Organizations need to develop ethical campaigns to encourage leaders to eradicate disparities between women and men in the workforce. Recent data shows that job insecurity is higher for women in EU due to the COVID-19 pandemic and female leaders may face new barriers in gender stereotypes in the future. Companies have a moral responsibility to reflect on gender inequality and to provide equal employment opportunities.

Keywords: ethics, gender equality, leadership, women, COVID-19, diversity

Introduction

Historically, women have faced various degrees of inequality – from what jobs they are allowed and not allowed to work, not being allowed to vote, violence and more.

Women's careers are continuing to suffer due to maternal leave and childcare-related topics while men are rarely burdened by these issues.

While we have seen gender equality take a front seat in public debate and politics in the past decade, there is still much left to be done before women have the same opportunities as men.

A year since the pandemic started, general lockdowns, work from home, schools & kindergartens being closed, female leaders have been facing even more challenges. Creating a more balanced culture, compatible with family life will be an immense challenge for our leaders and I consider that an empathetic view will be the solution to move forward.

In the following pages I'll dive deeper into views regarding gender discrimination, equality in leadership positions, the impact of Covid-19 in gender ethics and how the future of work will affect women and their careers.

Forms and gender discrimination

The most debated gender equality issue is the pay gap between women and men. In 2015, the World Economic Forum highlighted that "women today earn what men were earning ten years ago" (Cann, 2015). Moreover, the European Union states that "In 2019, women's gross hourly earnings were on average 14.1% below those of men in the EU" (Eurostat, 2021).

The European Commission treats these problems beyond the discrimination and take in consideration 4 points that women face in regard to work, rewards and advancement (European Commission, n.d.):

1. Sectoral segregation – this means that the pay gap can be explained by the over representation of women in low paying sectors (ex: education, care) added on top of the over representation of men present in better paid sectors (ex: technology, STEM, engineering)
2. Work-life balance – flexible working time adequate to childcare
3. The glass ceiling – the position of women in the organization hierarchy influence the pay level
4. Discrimination – women can earn less than men for doing the same type of job

More recently, a study called "State of Gender Pay Gap 2020" suggested that "last year women earned 81 cents to every dollar earned by their male counterparts" (Ruiz, 2021). The same study also reveals that women are often more often penalized after significant absence at work, when compared to their male counterparts. At the same time, qualified women trying to re-enter organizations have difficulties to negotiate salaries or to achieve job offers immediately.

Additionally, organizational culture can have unintended consequences, like maternity leave and childcare activities being frowned upon – but this can change by offering similar possibilities (paternity leave, childcare leave) to men. This, in turn, will improve women representation - when men have the possibility to take time off for family reasons, women can be at work and improve their chances of promotion and participate in the talent pool.

Women talent needs to be present in the work environment and companies must create the right policies to encourage women to perform their best.

To add to the pay gap and organizational stresses, for millions of women, daily life reality consists of unpaid work. Unpaid work is „work performed in the home, like childcare or others forms of caregiving, cooking, cleaning, and errands done by a family member who’s not being paid” (Gates, 2019). Research has shown that there is no country where the gap between women and men is zero. According to Melinda Gates, „the unpaid work a woman does in the home is a barrier to the activities that can advance here – getting more education...unequal unpaid work blocks a woman’s path to empowerment” (Gates, 2019). The solution to this is as simple as it is far from becoming a reality – share household activities equally and act as partners.

The fourth aspect keeping women from being true equals to men consists of sexual harassment in the workplace.

#MeToo movement started with a female employee at Uber that wrote a blog post about her abuse. The movement uncovered deep sexism existing in Silicon Valley but also other industries while the #MeToo movement became viral around the world and women everywhere shared their stories and started finding their voices. 54% of women report workplace harassment. Being sexual harassed can impact women’s development and psychological health. They can face decreasing job satisfaction, lose new opportunities or promotions, experience drops in work performance due to physical stress or hostile performance evaluation.

Organizations need to respond with the right approach by having a harassment policy that is regularly reviewed, regular trainings promoting a positive culture that doesn’t tolerate harassment and discussing about this topic openly, even if there are no complaints.

Last, but not least, violence against women is responsible for the fact that “about 50 women lose their lives to domestic violence every week in the EU and this has increased during lockdown” (European Parliament, 2021). It seems that the restrictions, encouraged violence, making it harder for female victims to get help.

According to the World Health Organization, “1 in 3 women worldwide have experienced physical or sexual violence” (World Health Organization, 2021). This can also have a negative effect on the

pay gap and women's ability to perform in the workplace and constitutes an enormous socio-economical cost.

Women facing violent abuses have shown an inability to participate in work, they are isolated and often lose their jobs. The social economic cost are enormous and have impact on all organization. Women face inability participation on work, isolation, loss of wages and even the job.

Women in leadership position

Traditionally, men are the ones that promote into leadership roles – this can also be noticed in private enterprises since – „only 5% of FTSE 100 CEO's (chief executive officers) and 7% of word leaders are women in 2020" (Ohr, 2020) – making women a minority of the managerial population. Globally, a recent survey revealed that „just 5% of over 3000 companies across 56 countries had female CEO's in 2019" (Credit Suisse Research Institute, 2019).

History, however, has given us notable female leaders that can tackle challenging tasks with great success: Cleopatra, Elizabeth 1, Margaret Thatcher and the latest brave woman leading has been Angela Merkel.

The global health crisis demonstrated the power that women can have in politics through the following key figures: New Zealand's Prime Minister Jacinta Ardern, Germany's Chancellor Angela Merkel, Finland's Prime Minister Sanna Marin, Barbado's Prime Minister Mia Mottley – „They have all been especially successful in fighting the coronavirus and saving the lives of their citizen – a case study in women's leadership for years to come" (Morse, 2020).

While women only represent 8% of global political leaders, they have accounted for roughly 40% of the most successful campaigns against COVID-19. (Ellis, 2020)

In order for women to take control of their careers, I believe there are 7 essential steps (Monroe, 2018):

A. Find a mentor - a mentor can help guide women, teach them the values of authentic leadership, offer encouragement, help maximise their potential and empower them

B. Speak up Early – women are more often afraid to speak up in meetings due to a lack of confidence. In reality, all perspectives are valuable and, in order to be noticed, women need to start sharing their opinions, asking questions and be comfortable putting questions in a larger meetings

C. Be professional to everyone – to be taken seriously women need to remain composed and polite in every situation

D. Resilience – women need to support each other when they're passing leadership crisis, in this way, every failure will help them build resilience and they will learn new ways of acting

E. Work Hard and Smart – women need to stay out of office politics by producing great results that communicate their successes inside the entire organization

F. Trust their abilities – having faith in their abilities and capacities

G. Ask for opportunities – often women wait to be given an opportunity rather than ask for them; they need to take control of their careers and not be intimidated by the process of asking for what they want

Organizations need to stop identifying leadership styles with gender as this perpetuates gender stereotypes. Allowing individuals to lead in their own way and learn from their mistakes helps eradicate disparities between men and women in the workplace.

In the end, „gender equality is a basic human right, and for this reason, all companies should integrate it into their day-to-day work and business management” (Medina-Vicent, 2014). Therefore, it's necessary for organizations to include women in all groups, promote dialogue, connection and integrate them in day-to-day business.

Ethic movements after COVID-19 pandemic

The pandemic has come with a lot of negative aspects for everyone, and women have been disproportionately negatively affected. However, M. Gates believes that „this is how we can emerge from the pandemic in all of its dimensions: by recognizing that women are not just victims of a broken world; they can be architects of a better one” (Ellis, ‘Building Forward Better’ – Why Women’s Leadership Matters During COVID-19 and Beyond, 2020).

The stage is set to give women equal opportunity to become valued and recognized leaders in the recovery and building of a more inclusive economy:

- governments need to create and promote economic autonomy policies for supporting women;
- private organizations have to ensure that women are included in the leadership recruiting process and hire more female staff in key roles; developing policies that recognize the difference in requirements between women and men;
- civil society needs to recognize women economic aspirations and engage men to support women leaders in organizations;
- all of us need to see women beyond traditional models of partnership - building a culture that encourages women to make strategic decisions.

A report from McKinsey & Co suggests that while women make up 39% of global employment, they actually account for 54% of overall job losses. Specialists suggest that the effect of the pandemic might set women back an entire generation.

The financial implications of such a setback are not small either, being estimated that if the trend continues, by the end of the pandemic, global GDP will decrease by \$1 trillion by 2030.

In the end, taking action and improving gender equality will benefit us all, not only women. (Ruiz, Covid-19 And Gender Equality: Employers Can Help Women From Being Unfairly Punished For Challenges They Face, 2021)

The pandemic has created job insecurity for millions of people worldwide. However, women are also severely more impacted than men given that around 30% of women work part-time in the informal economy, having fewer labour rights and basic benefits. (European Parliament, 2021)

Some companies may see the pandemic as an excuse to slow down their efforts for diversity and inclusion since we still seem to associate leadership with masculine features (McClennan, 2019). It seems that, in fact, organizations that understand the fact that women tend to handle crises better, will be preparing themselves for future success (West, 2020).

Future of work

Covid will definitely impact the near future of work as Vice President Kamala Harris drew attention to the economic crisis that the 2.5 million women who have left or lost their jobs during the pandemic: „our economy cannot fully recover unless women can participate fully...it is a national emergency”. Her hope is that the administration’s relief plan can help in this regard. It’s clear, however, that the pandemic has intensified the disparities between women and men that already existed (Rogers, 2021).

The pandemic has also highlighted a couple of other of key terms describing the medium-term future of work (Castrillon, 2021):

1. **Balanced** – many women already faced remote work combined with childcare and household duties and this made them more resilient and taught their employees that they are able to properly balance their duties;
2. **Remote** – organizations are thinking more about remote work in the future and women have a great opportunity to remain in the workforce even while handling childcare related activities;
3. **Flexible** – many women adjust their careers for family therefore flexible career options will help organizations to not lose talented women any longer;
4. **Authenticity** – leads women to higher job satisfaction and better performance; authenticity will also align the disparities between men and women leadership styles;
5. **Entrepreneurial** – women will have control of their careers by running their own business (a number that has increased by 114% over the past 2 decades)

In the long term however, work is going through a radical transformation as data usage empowers automation technologies to spread further. While this can negatively impact women, it also brings new opportunities, especially in growing sectors such as healthcare. Given the barriers for women in tech, these opportunities will not be easily reached but they will be there, nonetheless (McKinsey Global Institute, 2019).

Conclusion

Gender inequality is real and the pandemic has brought up some of the worst aspects of it: increased violence, increased unpaid work, more women leaving the workforce, slowed down inclusion initiatives in companies and more.

While transitioning to gender equality is happening, it's still slow. In the private sector, companies need to ensure that they reduce the pay gap, create more opportunities for women and give men the same parental benefits as they offer women. These three will have ripple effects for diversity & inclusion in companies as well as positive effects for the worldwide economy. Also, applying ethical principles when deciding benefits and pay can help turn gender equality into a reality sooner rather than later.

As more company boards are realizing that leadership styles based on transformational, empathetic values serve everyone better in the long run – women have a clear advantage over men who are viewed as being more aggressive values that don't always promote transparency and communication. We're transitioning to a meaning-based economy and women are ready to pick up the baton and lead everyone in the right direction.

Governments and political parties should also do a better job at recognizing talented women with leadership potential in order to use their specific skills for the better. Continuing investments for women in STEM is also a key factor in preparing women for the future of work and automation.

Women are and have been ready to lead for a while. It's about time they got an equal chance at that.

References

Cann, O. (19. November 2015). Women only earn now what men did a decade ago. Von World Economic Forum: <https://www.weforum.org/agenda/2015/11/women-only-earn-what-men-did-a-decade-ago/> abgerufen

Castrillon, C. (28. March 2021). This Is The Future Of Work For Women. Von Forbes: <https://www.forbes.com/sites/carolinecastrillon/2021/03/28/this-is-the-future-of-work-for-women/?sh=613962112591> abgerufen

Credit Suisse Research Institute. (10. October 2019). CS Gender 3000 report shows one fifth of board positions globally now held by women. Von Credit-Suisse: <https://www.credit-suisse.com/about-us-news/en/articles/media-releases/cs-gender-3000-report-shows-one-fifth-of-board-positions-global-201910.html> abgerufen

Ellis, A. (25. November 2020). ‘Building Forward Better’ – Why Women’s Leadership Matters During COVID-19 and Beyond. Von Global Governance Forum: <https://globalgovernanceforum.org/building-forward-better-why-womens-leadership-matters-during-covid-19-beyond/> abgerufen

Ellis, A. (12. August 2020). “Building Forward Better” – Why Women’s Leadership Matters. Von International Leadership Association: <https://ilglobalnetwork.org/building-forward-better-why-womens-leadership-matters/> abgerufen

European Commission. (kein Datum). The gender pay gap situation in the EU. Von European Commission: https://ec.europa.eu/info/policies/justice-and-fundamental-rights/gender-equality/equal-pay/gender-pay-gap-situation-eu_en abgerufen

European Parliament. (1. March 2021). Understanding Covid-19's impact on women. Von European Parliament: <https://www.europarl.europa.eu/news/en/headlines/society/20210225STO98702/understanding-the-impact-of-covid-19-on-women-infographics> abgerufen

European Parliament. (1. March 2021). Understanding Covid-19's impact on women. Von European Parliament: <https://www.europarl.europa.eu/news/en/headlines/society/20210225STO98702/understanding-the-impact-of-covid-19-on-women-infographics> abgerufen

Eurostat. (February 2021). Gender pay gap statistics. Von Eurostat: https://ec.europa.eu/eurostat/statistics-explained/index.php/Gender_pay_gap_statistics abgerufen

Gates, M. (2019). The Moment of Lift. London: Bluebird.

Institute of Business Ethics. (11. September 2011). Business Ethics and Board Diversity. Von Institute of Business Ethics: <https://www.ibe.org.uk/resource/business-ethics-and-board-diversity.html> abgerufen

McClennan, J. (29. August 2019). In an Age of Ethical Business Dilemmas, Women Leaders Should Be in Higher Demand. Von Recruiter.com: <https://www.recruiter.com/i/in-an-age-of-ethical-business-dilemmas-women-leaders-should-be-in-higher-demand/> abgerufen

McKinsey Global Institute. (June 2019). The future of women at work. Von McKinsey: <https://www.mckinsey.com/~/media/McKinsey/Featured%20Insights/Gender%20Equality/The%20future%20of%20women%20at%20work%20Transitions%20in%20the%20age%20of%20automation/MGI-The-future-of-women-at-work-Exec-summary-July-2019.pdf> abgerufen

Medina-Vicent, M. (2014). Business ethics and gender equality: the basis for a new leadership model. Strategica International Academic Conference. Bucharest.

Monroe, E. (21. June 2018). Gender Inequality in Leadership. Von Markhula Center for Applied Ethics: <https://www.scu.edu/ethics/focus-areas/business-ethics/resources/gender-inequality-in-leadership/> abgerufen

Morse, M. M. (20. November 2020). WHEN WOMEN LEAD: PERSPECTIVES FROM A GLOBAL DIALOGUE. Von United Nations Foundation: <https://unfoundation.org/blog/post/when-women-lead-perspectives-from-a-global-dialogue/> abgerufen

Ohr, T. (3. April 2020). Discover the top female CEOs of the FTSE 100 Index. Von EU Startups: <https://www.eu-startups.com/2020/04/discover-the-top-female-ceos-of-the-ftse-100-index-sponsored/> abgerufen

Rogers, K. (18. February 2021). 2.5 Million Women Left the Work Force During the Pandemic. Harris Sees a ‘National Emergency.’. Von The New York Times: <https://www.nytimes.com/2021/02/18/us/politics/women-pandemic-harris.html> abgerufen

Ruiz, M. (17. April 2021). Covid-19 And Gender Equality: Employers Can Help Women From Being Unfairly Punished For Challenges They Face. Von Forbes: <https://www.forbes.com/sites/allbusiness/2021/04/17/covid-19-and-gender-equality-employers->

can-help-women-from-being-unfairly-punished-for-challenges-they-face/?sh=7a460d8b6d50
abgerufen

Ruiz, M. (21. April 2021). Covid-19 And Gender Equality: Employers Can Help Women From Being Unfairly Punished For Challenges They Face. Von Forbes: <https://www.forbes.com/sites/allbusiness/2021/04/17/covid-19-and-gender-equality-employers-can-help-women-from-being-unfairly-punished-for-challenges-they-face/?sh=7a460d8b6d50>
abgerufen

West, K. (7. August 2020). IN A WORLD IMPACTED BY COVID-19, WOMEN LEADERS CAN MAKE THE DIFFERENCE. Von Graduate School of Business University of Cape Town: <https://www.gsb.uct.ac.za/ideas-exchange/leadership-and-ethics/in-a-world-impacted-by-covid-19-women-leaders-can-make-the-difference> abgerufen

World Health Organization. (9. March 2021). Devastatingly pervasive: 1 in 3 women globally experience violence. Von World Health Organization: <https://www.who.int/news/item/09-03-2021-devastatingly-pervasive-1-in-3-women-globally-experience-violence> abgerufen

Zetlin, M. (March/April 2018). 54 Percent of Women Report Workplace Harassment. How Is Your Company Responding? Von Inc.com: <https://www.inc.com/magazine/201804/minda-zetlin/sexual-harassment-workplace-policy-metoo.html> abgerufen

Ethics in Ethical Hacking

Rishi RAJU

Computer Science for Business Management, Romanian-American University, Romania

Abstract

This article explores the ethics in Ethical hacking, the problems faced by ethical hackers, companies, and network systems and a general guideline followed by ethical hackers.

Keywords – Ethical hacking, Ethical hackers, hacking process, White hats, Black hats, network systems.

Introduction

Ethical hacking and ethical hackers (white hat) are terms used to describe hacking that is done under a legal guideline by a company or individual to help identify potential threats on a computer or a network. These methods are used to search for any weak points of a security system that can be exploited by malicious hackers. The information that is gathered through ethical hacking is then used to improve system security, and to minimize any potential attacks. Ethical hacking is a challenging area of study that requires a vast knowledge and mastery of everything that makes up a network or system. Ethical hacking is also called as penetration testing (Wikipedia, the free encyclopedia, 2021).

Background & History

Hacking was first used as a constant way of learning new methods of improving and optimizing systems to run more effectively, hacking was not always displayed under a bad spotlight. It was a term used by engineers who consistently worked to build their systems. Throughout the years

hacking has been used to manipulate and attack networks and systems illegally. In the 1970s with the growing popularity of computer systems people started learning about the capabilities of these systems. People soon began to exploit these capabilities of systems and networks for selfish purposes, which led to the term hacking be an exclusive representation of criminals.

Hacking gained a bad profile in the media. The term “hacker” was used to represent people who were indulged in these malicious activities for personal gains, these group of people today are known as black hats. And then there were people who would try to prevent such malicious attacks on systems and networks, these group of people tested the weaknesses and flaws in a network or system. The people that prevent such malicious activities are known today as white hats or ethical hackers. Ethical hacking started gaining its precedence over the years due to the increase in cybercriminals, it has become a part of a legal system in cybersecurity.

The Ethical Hacking Process

White hat hackers (ethical hackers) honor the boundaries and confidentialities of a business or company they are hired by. They process through the systems same as the Black hat hackers. After the security has been breached through the mentioned process, they work to improve and prevent any malicious access to private details or control over any system (Jaskolj, 2009).

Educational challenges

An ethical hacker needs to possess a bigger understanding of computer skills. It is not feasible for each ethical hacker to be an expert in every field and thus ethical hacking whose members have skills that contribute to one another are created to provide an organization with a team that have the complete skill set required of an ethical hacker.

Organizations may have a large sort of computer systems and it’s essential for any ethical hacker to be knowledgeable in operating systems, as well as network hardware platforms. It’s also a baseline that an ethical hacker holds a solid foundation of the principles of information security.

I believe with the ever-rising need of cybersecurity; ethical hacking being certified for a good cause is a necessity. Ethical hacking has been a controversial and socially immoral topic but having the

knowledge and ability to control systems and networks that are a huge part of everyone's lives in this generation has become a key in privacy, confidentiality and security.

However, ethical hacking requires a lot of system and network-based knowledge, and to be able to think and predict possibilities. Some forms of knowledge that impact an ethical hacker's skills would be:

- a) Programming
- b) Scripting Knowledge
- c) Networking skills
- d) Understanding database
- e) Knowledge of platforms and operating systems
- f) Knowledge of search engines and servers.

Code of Ethics

Before performing any form of ethical hacking, one must know and understand the state of an organization's system and network. This will provide a guideline for handling information and the sensitivity of the information of that organization.

Deciding the sensitivity of information should be done before and while proceeding with ethical hacking. This is so that one does not violate any company principles or legal laws.

Keeping all the information transparent to the one that has hired him/her always and letting them know of the flaws while ethical hacking is a given. This makes sure that the client knows how to proceed with their confidential data and how to act upon it.

Ethical hacking should always be done within the limits of the client. There is always a way to access beyond the targeted area of a network system but staying within the targeted area and respecting the client's wishes is a huge part of an ethical hacker's morality. This increases the trustworthiness and reliability of the ethical hacker.

After the penetration testing has been conducted, any information gained from it should be held within the company and not disclose any information to other parties (Johansen, 2017).

Social concerns

The field of IT relies on the society's reaction to everything performed by them. As per the ethical principles a firm should communicate with its society. If information systems or schools were to be hacked there will be a huge uprising in the current society. Therefore, with the involvement of ethical hackers in such areas there needs to be a basis of trustworthiness and reliability on any actions performed by them (UKessays, 2018). In the current generation, society plays a major role in how something is perceived and allowing even people who are certified for ethical hacking might be a harder pill to swallow. "The roots of the fabrication of hacking as a social problem lie ultimately in the complex relations of humans to the technologies they create" (Alleyne, n.d.).

Conclusion

Ethical hacking primarily consists of teaching and developing the younger generation's mind-set to only work within the legal boundaries, to report any system vulnerabilities and respect the data sensitivity of the organizations. Companies face a lot of variables and need to consider these variables while hiring white hats or ethical hackers. Building a relationship based on trust is a huge part of being an ethical hacker. The term "Ethical hacker" is a misappropriation of the term "Ethical" (Olivier, 2020), even so in our current society we need to keep security as a primary source of trust for companies that are looking to build themselves within the society. And Ethical hacking to be a part of a bigger picture, rather than to be looked down on due to the history society has dealt with hackers.

With the rising popularity of social media, gadgets, military defenses that rely on system and networks that contain confidential information, ethical hacking should be a variable that adds to the security and safety of our society.

References

Alleyne, B. (n.d.). Retrieved from gold.ac.uk: https://research.gold.ac.uk/id/eprint/22394/1/Alleyne%20Hacking_Cambridge%20Encycl%20%20ACCEPTED.pdf

Jaskolj. (2009, april 7). McMaster. Retrieved from wiki.cas.mcmaster.ca: http://wiki.cas.mcmaster.ca/index.php/Ethical_Hacking

Johansen, R. (2017, march 24). ethical-hacking-code-of-ethics-security-risk-issues. Retrieved from panmore.com: <http://panmore.com/ethical-hacking-code-of-ethics-security-risk-issues>

Olivier, D. (2020, February 11). Springer. Retrieved from https://link.springer.com/chapter/10.1007/978-3-030-29053-5_9

UKessays. (2018, november). Ukessays. Retrieved from <https://www.ukessays.com/essays/information-technology/issues-in-ethical-hacking-and-penetration-testing-information-technology-essay.php?vref=1>

Wikipedia, the free encyclopedia. (2021, march 23). Retrieved from Wikipedia: [https://en.wikipedia.org/wiki/White_hat_\(computer_security\)](https://en.wikipedia.org/wiki/White_hat_(computer_security))

<https://www.simplilearn.com/tutorials/cyber-security-tutorial/what-is-ethical-hacking>

http://wiki.cas.mcmaster.ca/index.php/Ethical_Hacking

[https://en.wikipedia.org/wiki/White_hat_\(computer_security\)](https://en.wikipedia.org/wiki/White_hat_(computer_security))

<https://www.eccouncil.org/ethical-hacking/>

<http://panmore.com/ethical-hacking-code-of-ethics-security-risk-issues>

UKEssays. (November 2018). Issues In Ethical Hacking And Penetration Testing Information Technology Essay. Retrieved from <https://www.ukessays.com/essays/information-technology/issues-in-ethical-hacking-and-penetration-testing-information-technology-essay.php?vref=1>

https://research.gold.ac.uk/id/eprint/22394/1/Alleyne%20Hacking_Cambridge%20Encycl%20%20ACCEPTED.pdf

-Brian Alleyne, Department of sociology, Goldsmiths, University of London “Computer hacking as a Social Problem”

https://link.springer.com/chapter/10.1007/978-3-030-29053-5_9

https://citations.springernature.com/item?doi=10.1007/978-3-030-29053-5_9

-David-Olivier and Jaquet-Chiffelle, “Ethical and Unethical Hacking”

Research Focus

An International Open-Access Scientific Journal for Students and Graduates Research

Vol. 3, Issue 2, 2021

Editors:

Ovidiu Folcut

Victoria Folea

ISSN: 2668-4675

www.researchfocus.org



This work is licensed under a [Creative Commons Attribution 4.0 International Licence](https://creativecommons.org/licenses/by/4.0/). Articles are free to use, with proper attribution, in educational and other non-commercial settings.