

ISSN Online: 2709-4030

ISSN Print : 2709-4022

Vol.8 No.1 2024

"Redefining Ethical Engagement: Integrating Ethics of Care in Contemporary Moral Discourse"

*1stDr. Sobia Tahir

Assistant Professor, Department of Philosophy and Liberal Arts, Government College University (GCU), Lahore dr.sobiatahir@gcu.edu.pk

2ndDr. Saima Hanif

Assistant Professor, Department of Library and Information Sciences, Sarhad University of Science and Information Technology, Peshawar saimahanif2015@Yahoo.com

3rdNadia Iftikhar

Assistant Professor, Department of English, Forman Christian College Lahore nadiaiftikhar@fccollege.edu.pk

Abstract

The paper considers the roots of Care Ethics as a new way of moral thinking that is changing the ways of perceiving to the moral responsibility and compassionate behavior in the present world. Influenced by feminist ethics, relational ontology, and different philosophical sources, the essay confronts the ethical consequences of care systems in different areas like health care, environment care and social justice. By means of its critical elaboration and utilizing case studies from actual experience it shows the way Ethics of Care transcends traditional moral theories and helps change the ethical approach into more empathetic and inclusive. Essentially, this essay argues for the adoption of care ethics as a key component in the worldview of moral decisions when seeking to tackle the complex ethical issues of today.

Keywords: Contemporary Moral Discourse, Care Ethics, Ethical Engagement

Introduction

Moral management means the way management deals with business operating procedures and decision making process in accordance with the ethical principles, values, and norms. It underscores the basis of consistency and fairness in all dealings within the organization. In essence, ethic management is about building an ecosystem of values among staff with high level of ethical consciousness. They require the introduction of ethical leadership, developing codes of ethics and enforcement of ethics guidelines, and training and supporting the employees' expression of ethical problems.

Consequently, ethical management becomes a fundamental factor in the development of trust, reputation, and longevity respectively in the modern world of business that is characterised by high competition. Through practicing ethical principles and sticking to its values, the organizations can build a positive corporate culture, stabilize their stakeholders' relationships, and contribute to the welfare of society.

Caring ethics is a moral theory that puts at heart empathy, sympathy, and relationships in the ethical decision-making process. Besides the feminist theory, care ethics opposes the prevailing moral systems by embracing the essence of caring for other stakeholder's needs and answering their demands especially in relationships that are intimate and interpersonal. Care ethics hence draws attention to the relational and emotional components of dilemmas, highlighting the necessity of considering the context, susceptibilities, and





dependencies of those caught in the middle of them. It puts forth empathy, focus, and attentiveness to the needs of others' welfare confronting them with the importance of acknowledging and recognizing care in any shape and form.

To summarize, care ethics develops a complex view of ethical engagement that is driven by compassion and reciprocity with an underlying appreciation of relationality among people in order to create a more caring and just society. It builds a foundation for reviewing and reforming ethical theories and approaches which view the well-being and the dignity of every person as their main objectives.

The moral rhetoric of today is the term for the present discussion, arguments, and thinking on moral issues in the contemporary time. Through it, individuals, scholars, practitioners, and policymakers can share their ethical standpoints thus making for them an opportunity to confront difficult moral problems with other ethical perspectives. Now, the current morality is struggling to solve the big issues such as right and wrong, justice, fairness and common good. The course deals with various ethical theories, which include the classic deontological and utilitarian theories, and they used to be supported by the feminist ethics, virtue ethics and care ethics nowadays. Such moral topics are as human rights, social justice, bioethics, environmental ethics, technology ethics, and global ethics. These type of discussions investigate arduous questions like healthcare access, environmental stability, genetic manipulation, data security and global poverty, and many more. The contemporary moral debate is widely known for its transdisciplinary character that incorporates knowledge from philosophy, ethics, law, psychology, sociology, and many other disciplines. It represents different points of view and experiences of both individuals and communities, enhancing dialogue and cooperation in the area of ethical development and action

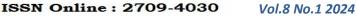
As a result, contemporary moral discourse makes its place in creating ethical sensitivity, providing guidance for decision making and maintaining ethical consciousness in a fast-changing world. It allows for a lively setting in which to deal with moral issues and with a goal of having a better, juster and more humane society.

Limitations of Research

Ethical inquiry and analysis are largely subjective, and they are influenced by the frame of reference of the inquirer or analyzer. Besides preventive measures to be objective even a researcher biases and assumptions can interfere with the conclusions and outcomes of the study. Ethical problems tend to be complicated and unique, so they are hard to grasp and create in-depth research in the narrow frame of an academic paper. The case study may offer a partial view of complexity and the real-world of ethical issues and can hardly present the whole range of ethical challenges. Consequently, ethics of care incorporates a number of points of view and interpretations which are essentially influenced by society, culture, and philosophy. This paper on care ethics may not provide exact description of the whole front line of engagement which may overlook all other existing interpretations and approaches. Also, the research paper has relied on the existing texts and literature and current available evidence. As the study is done, with time new developments, theories, or new research findings can be published, this could change a lot of things regarding the findings of the study in future contexts.

Being aware of these impediments, the research paper endeavors to become a contributor to the ethical engagement debate by presenting care-based strategies as one of its advocates in the modern moral discourse framework. It helps us understand, discuss, or inquire more about the subject as the technology sector persists to grow, emerge, and advance.

Significance of Research





ISSN Print : 2709-4022

This research article stimulates the ethical discussion sphere adding to the support of the idea that care-based paradigms should be an essential part of the modern moralistic frameworks. The article is then able to complement moral concepts such as empathy, relationship and consideration of others' needs in the perception of ethics engagement. Through a new combination of care-based ethics, this research puts forward caring as a guide for decision making in spheres ranging from health care, to education, business, and social justice. The ethical framework stresses the importance of taking into consideration to the social and psychological dimensions of the ethical problem which in turn develops an empathetic and holistic outlook within us for decision-making. In addition, the research paper dwells upon the outstanding imperfections in ethics debate by focusing on the care ethics support the relational and empathetic aspects of ethical consideration. The work contributes to a more holistic interpretation of ethics by revealing previously ignored angles often left out of the box. It encourages practitioners to think broadly and evaluate more vital options. Another key contribution of this paper is to urge for an adaptation of the ethical framework to the principles of empathy. The framework will be thus grounded in the ideas of care that will facilitate making society more compassionate and ethical. Empathy in the relations and importance in ethical engagement is the key object to be pursued by this paper. This will lead to systemic inequalities eradication and humans flourishing.

In a nutshell, this research analysis can be said to contribute to the ethical practice field, develop ethical manner of treating people, expose ethical gaps and improve the policy and practice. Therefore, the article strives to stimulate the conversations in which the principle of taking care dominates and bears in the modern ethical dialogue, thus leading to a more compassionate and responsible society.

Research Questions

- 1. When it comes to various care ethics interpretations, what are the principles and assumptions on which they are based?
- 2. In what kind of ways integration of care ethics into modern moral discourse can be problematic, and also what mechanisms can be applied to address these problems.
- 3. The question is how does the incorporation of ethics of care into organizational policies and operations change the position?

Research Objectives

- With its focus on the principles and underlying notions takes Ethics of Care.
- To suggest ways how to take The Ethics of Care so as to start using in moral discussions of our time.
- To comprehend how care based approaches may affect ethical processes of decisionmaking in different perspectives.

Literature Review

Business ethics, one of the focal point of the company behavior, determines the business culture, and dictates the practices and the results at a company. This involves the integration of moral principles and values into decision-making activities, ensuring compatibility of every stakeholder and maintaining expected society norms. Ethical management is, indeed, the main element that can build up stakeholders' trust and credibility as mentioned in Ferrell, Fraedrich, & Ferrell(2019). From this, companies with ethics get to create strong relationships and positive reputation with the customers they serve, employees they work with and the investors they attract and will all work together in serving a community (Trevino



& Nelson, 2020). At the same time ethics in management lead to employee satisfaction, engagement and retention because those who work for companies which apply ethical principles are more likely to remain devoted to their jobs (Trevino & Weaver, 2003). Although ethical management is important it does in some way face most ethical issues in practice. One major stumbling block is that profit in most industries has been emphasized more over ethics that comes with own business (Gini,2004). This may be a predicament that is common within competitive settings whereby organizations may not be considerate of their ethical codes in their adventures for competitive advantage (Lambert & Saleh, 2010). However, cultural variances, different interests of stakeholders and a degree of vagueness in the ethical-standards can make ethical decision-making process complex (Hoffman, 2009).

Care ethics is a moral theory that stressed on the values of empathy, sympathy, and relational considerations for the ethical decision-making processes. As stated by Tronto (1993) care ethics as a philosophy emerged in response to the male-centric thinking that took up most philosophical moral theories. In light of this, care ethics is a philosophy that at the core gives options to social policies for the purpose of addressing systemic inequalities and the need for policies that promote social justice. Ethicists point out that moral reasoning should not rely only on principles or rules as key moral concepts, but it should also consider the uniqueness of human relationships, the backgrounds in which care happens and the contexts (Gilligan, 1982). According to care ethics, arguably the most crucial element is the idea of "care" itself as it is concerned with attending to the needs of others, especially disadvantaged classes (Noddings, 1984). Care ethics differs from traditional ethical theories, like Kantian ethics and utilitarianism, in its emphasis on the relationship and interdependence among human beings rather than on individualism and rationalism. The opponents' claim that these conceptions looking for detachedness, autonomy, and rationality provide the basis for moral judgment overlooking the feelings and relational elements of morality. Care ethics means a lot and cannot be limited to just healthcare sector. In other words, it also has an effect on the education, social policy and so on. In medicine, ethical philosophers advance such arguments as shunning a reductionist approach toward care to care for the patients' physical illnesses as well as their emotional and relational needs (Tronto, 2013).

The modern ethical discussion is stacked in a complex soil which consists of philosophical, cultural, and socio-political diverse views. This discourse would be born out of the exploration of norms, values, morals and ethics that regulate, guide and inform our behavior in the modern world. A critical area in which the current moral inheritor occupies with moral relativism and moral objectivism is moral relativism and moral objectivism. How, specifically, do scholars and authors like Harman (1975) disagree about the essence of moral truths and the degree to which they are biased by cultural background or universally valid is another question one has to ask. Having the dialogue therefore brought a new level of sophistication to discussions about moral diversity and how it complicates the task of moral discourse in a world that is becoming ever more global (Nussbaum, 2002).

Additionally, moral discussions in the present times includes such matters as justice, rights and equity, notably in social justice activities and individuality debates on human rights. Authors like Rawls (1971) have published groundbreaking works that are the basis for solving questions of socio-economic justice and pronouncing topical policies in multinational societies. In addition, through the advent of innovations and globalization, new ethical quandaries have literally become the onus of rational ethical analysis. The aforementioned problems like privacy rights in the digital age (Nissenbaum, 2010), ethical questions raised by artificial intelligence (Bostrom & Yudkowsky, 2014), and environmental



ISSN Online: 2709-4030

ISSN Print : 2709-4022

Vol.8 No.1 2024

ethics (Singer, 1972) have triggered interdisciplinary deliberations among philosophers, researchers, and policymakers.

Research Methodology

The paper is divided into the different departments of philosophy, ethics, psychology, and sociology. The data process, however, would be a synthesis of thorough literature review on the ethics of care, the current moral debate, and related aspects. Firstly, this disucusion deals with existing ethcal complexities of the real world concerning how compassion guided ways can provide alternative insight and solutions. In a word, the study uses qualitative tools to evaluate the ethical influence of providing care-based model in various conditions.

Broadly, the research attempts to offer a methodological and thorough outline of building the foundations of Care Ethics for modern contexts of moral discussions. This research employs qualitative method to attain well-rounded perception about how empathy, relations and focus on the other people's needs are utilised in the making of ethical decisions.

Discussion and Analysis

Conceptualization of moral responsibility in Ethics of Care

In the person care ethics, moral responsibility is perceived to the extent that in the principle of relationality and interdependence rather than abstract principles or rules. Such an approach, however, promotes one's understanding of the other person with empathy. Moreover, paying attention to other people's needs is also involved with this kind of attitude building. Finally, the crucial thing is to create caring relationships. Moral obligation is perceived through sociability, by understanding fellow people's needs, and the initiative to act upon it thus connecting all of us. It insists on the context, relations and emotional elements during the decision making of morality, which do not totally match the values of self-governing and impartiality. Care ethics is a way of caring for an individual focusing on the well-being and flourishing of the person involved in which the person is seen as part of relationship with the other person and the community, and therefore as co-responsible for each other's well being, contributing to a collective and high-quality life.

Harmonizing care ethics into moral practice of today means applying its principles and attitudes, as for exampling, to examine and handle ethical problems of different spheres of life

Some practical examples of how care ethics can be applied in contemporary moral discourse: Some practical examples of how care ethics can be applied in contemporary moral discourse:

Healthcare: In healthcare, care ethics communicate the necessity for a compassionate approach in case making with close regard to empathetic understanding and astute care for patients. For instance, healthcare professionals would like to apply ethics in care by focusing on patient-centered care, attentive listening to patients' issues, and thinking ahead considering the effect of medical stance on patients' mental and physical health as well as their autonomy. This way we make certain that a person is not only treated on the level of the technical medicine but also on the level of attention to individual patients.

Environmental Justice: In both dialogues for environmental justice, caring ethics could fit to underline relation existing between humans and environment. For example, politicians are can bring care ethics into environmental jeopardy making by taking into account vulnerable groups and future generations who are affected to the mainstreaming of environmental degradation. This kind of thinking brings the point that people around the world should learn how to cope with all the issues regarding environmental protection and it does encourage to create pivotal policies that give a special consideration to ecological sustainability.





Social Welfare: Social policies debates can be guided by care ethics, which can serve as means to have discussions about poverty, inequalities and social excludes and addressing these problems. To illustrate, the policymakers in practice of care ethics can establish policies that concentrate on vulnerable populations, like providing them with the zone for housing, healthcare and education in place that can be afforded. Through this method, we identify the need for (social relationship-) care in the community and consider these ties as social solidarity and mutual actions as the foundation principles of the social welfare systems.

Education: With respect academic advancement, care ethics can guide the critical thinking of teachers and students on aspects such as the establishment of caring bond between teachers and students. Educators can integrate care ethics into their teaching by building inclusive and supportive learning communities, encouraging students to share their own varied realities, and cultivating empathy and mutuality as the key values. This approach will see education being future-oriented and thus academy success will not be only realized but students will be developed holistically and their well-being guaranteed as well.

International Relations: For example, in conversations dealing with justice and intervention it is care ethics that prompts people to think not only about the community involved or the conflict or even its effects but they also address the issue of wellbeing of the individuals and others in the community. As an illustration, concerned issues and humanitarian institutions should incorporate care ethics into their frameworks by first placing high importance on securing civilians and thereafter providing humanitarian assistance on the grounds of need than geopolitical concerns and also striving for dialogues and reconciliation as pathways to peace and justice.

Such life cases are meant to show how an ethical approach based on caring is possible in different spheres of life and can be viewed as the core of ethical choices cooperation, and empathy. Integrating care ethics in the current times, modern moral discourse has been the key toward attaining a more compassionate and inclusive society.

Emphasis on relationality, attentiveness, and responsiveness

The focus on relationality, paying attention, listening and responding is what we could say is the distinguishing feature of care ethics, emphasizing how moral responsibility would be recognized in such situation.

Relationality: Care ethics is based on the principle of a relationship both among individuals and between individuals and the society at large. It observes the fact that we undergo epiphanies about those moral constraints as we participate actively in the social matrixes and relationships. Rather than de-centralizing relationality, the caring ethics puts its central point in taking into account what others in our relationships need, want, and think, no matter the level of relationship be personal, professional, or social.

Attentiveness: Attentiveness means the ability to pay attention with sensitivity to the dangerous, hopeful, vulnerable, and needs of other people. To care ethics we should nurture the ability to be an attentive person in all relations and feel their pain, understand emotions, and evaluate the individual dimension of each particular person. Through being attentive, people have the chance to realize what is the deeper meaning, for them, in the interpersonal connections they have, and they can respond more adequately to the needs of those around them

Responsiveness: Responsiveness is a capacity to listen to others, their emotional wounding, and with compassion offering them something in our relationships focusing on them. Care ethics places much emphasis on responsiveness in social interactions and relationships and one should constantly observe and adapt one's actions and decisions to fit the dynamics of the circumstances in which one operates. They can perform these through helping, caring,





advocating for justice, or simply being with these people during hard time. This reasoning is accomplished with care ethics by means of which shorten a distance between a person and others, a distance between communal goods and expectations of needs. Briefly speaking, relationality, attention, and sensitivity are what care ethics, on a deeper level, is about, and they are exactly the things individuals should be guided with in interpersonal relations and decision-making. Through promotion of caring connections, development of mindfulness, and implementation of responsiveness, care ethics provides the structure of how to build empathy, compassion, and mutual assistance in all the actions we handled.

Role of empathy and compassion in fostering social change

The significant of the empathy and compassion in establishing social order is not underestimated by people and always can change the social landscape to fair and equitable. Empathy is a process of identifying and feeling the feelings of the others that way you can resonate with them and compassion is a motivating factor that makes a person move on his feet to mitigate sufferings and bring about well-being among the people. Their combined power is undisputable in the realm of charitable deeds.

Practically, empathy and compassion can be applied in various ways to foster social change:Practically, empathy and compassion can be applied in various ways to foster social change:

Advocacy for Marginalized Communities: Empathy helps people to get into the shoes of marginalized groups, where you can understand the plight of the racial minorities, the elevation of LGBTQ+ people as well as the situation of those who are living in poverty. Through their narratives, people reveal the extent of the problems facing them and the unequal system, advocates play a crucial role in providing emotional support and elevating these issues to policy makers who are tasked with executing systemic changes. On the other side the rise of Black Lives Matter movement all had been made due to the empathy and compassion of the feels of the lives of black Americans that lead to global calls for race justice and police reform.

Humanitarian Aid and Relief Efforts: Affected people and communities by natural disasters, wars, and humanitarian crisis are very important from which compassion responds and actors become the providers of assistance and the support to the communities. Humanitarian aid employees represent empathy by being emotionally connected with the people dying, trying to heal them from their current predicament and helping them to rebuild their lives whatsoever. Imagine also these volunteer organizations like Doctors Without Borders and the Red Cross providing medication, food, shelter, and other crucial essential services to individuals and families hit by different natural and human-made disasters. In this context we see the power of compassion on the world stage through the lens of saving lives and recovery from difficult situations.

Community Building and Solidarity: Creating empathy and compassion is a powerful tool to unite communities, deepen their links, and ultimately achieve harmony in a multicultural society. Through sharing and gaining understanding on the difficulties of fellow citizens and dreaming with them, people can build one common platform for the accomplishment of a joint task. Community organizations upon based on empathy and compassion and grassroots movements often rise to organize networks of support, and rally for collective action and social change. For instance, a collective of mutual aid groups which rose during the period of COVID-19 pandemic embodied compassion professionally, using individuals that volunteered to reach out to the most vulnerable group of people by giving them food items, childcare, and different forms of assistance.





Educational Initiatives: Humanitarian education and understanding, sensitivity and social responsibility could be created through educational initiatives which will act as source of knowledge for the students. Academic institutions can involve empathetic-building exercises, services-learning projects, and deal with social injustices through lessons and discussions as part of their course layout to cultivate compassion and induce students to become positive change agents. By way of illustration, programs such as "Empathy Circles" and "Perspective Taking Workshops" strive to promote student engagement in dialogues where they learn to listen to and respect different points of view, and in the process develop the empathy needed to change the world through their daily interactions with others as well as their more official roles as leaders and change makers.

In short, therefore, the two main engines that move social change are empathy and compassion, pushing individuals and communities all around the world to the forefront to end injustices, ease distress and build a humane and balanced world. Through a hands-on approach with empathy and care in every aspect, everyone helps a lot to the better changes, as well as strengthens the culture of caring and kindness.

Challenges and critiques of care ethics in addressing systemic injustices

Ethical dilemmas and critique of care ethics in dealing with systemic injustices based on how its limitations and complexities are presented do not unduly expose the relational and context-specific nature, standards and approaches to ethical decision making in situations of widespread entrenched inequalities and power inequalities are present.

In the midst of the criticisms and shortcomings, care ethics serves as a valuable source of deepening understanding and, in turn, a lens for dealing with complex injustices as well as social changes Practically, care ethics can be applied in various ways to address these challenges and contribute to more inclusive and equitable practices:In the real sense, care ethics can be implemented in innumerable ways to deal with these issues with the aim of having people experience inclusive and fair methods.

Intersectional Analysis: The richness of society will be surely added into the array of the intersecting analysis in which the care ethics that show the advanced level of discrimination are the combination of these parts of the society. Given its point that social cases such as race, class, gender, sexuality, and mobility have a special accent on stressing the interactions and balances between all the components care ethics is much more detailed and precise in analyzing the variety and interconnection of the social forms of systematic oppression of the marginalized communities.

Critical Reflection and Dialogue: The practitioners of care ethics can do this by expert use of critical thinking and dialogue and delving into how lack of attention and discrimination affects the ways care is practiced as well as the care policies. Care ethicists can identify politics of power and how it manifests in the dynamics of caring and institutional structures, and in this way they can have an impact on challenging and changing the oppressive structures and systems.

Collaborative Advocacy: The moral principles stand as the driving force behind united advocacy that takes into perspective the truths that comes out of the mouths of those marginalized, and pursues the injustices, which their root is found within the system. By creating a coalition with justice-oriented social movements and also by advocating for— and implementing— fiscally liberal policies— area— based ethicists advocate for the people who work towards a thriving and mutually helpful society.

Policy Reform and Institutional Change: Caring ethics which is a theory can also be the "source" of policy reform or change for the institutions built to address the injustice the systemic representation of social system show off in the several spheres, such as: healthcare,



ISSN Online: 2709-4030

Vol.8 No.1 2024 ISSN Print : 2709-4022

justice, education, and social services. The ethicists of care can carry forth such a policy by advocating for the subsidy of these services and ensuring the development of structural weaknesses that hinder well-being is centralized while making the marginalized populations' needs a focal point feasible. Those policies, therefore, not only enhance possibilities in striving for justice, but also result in the normalizing of caring. Therefore, holistic care ethics deal with the troubles and criticism resulting from being a part of the systemic injustices. At the same time, it allows critical analysis, joint advocacy and policy change for building a society that has a measure of equality and humanity for all the individuals and communities.

Conclusion

To sum up, care ethics holds a prominent place in the current moral discussion and offers an excellent basis for an ethical engagement if it is well taken into account. By experiencing the relational and the emotional ingredients of the ethical consideration process we will achieve method that is more compassionate and ethical. The use of caring ethics will lead people to perceive the world different, to deepen their relationships, to choose the good of other people, to examine ethical problems with greater vigilance and understanding. Finally, we discovered ourselves handling the current ethical problems, and by means of emphasizing the ethics of care we are a step closer to the world that is more caring, empathetic and ethical.

References

Bostrom, N., & Yudkowsky, E. (2014). The ethics of artificial intelligence. In J. M. Metzler (Ed.), The handbook of ethics of information technology (pp. 312-344). Wiley-Blackwell.

Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2019). Business ethics: Ethical decision making & cases (12th ed.). Cengage Learning.

Gilligan, C. (1982). In a different voice: Psychological theory and women's development. Harvard University Press.

Gini, A. (2004). The importance of being ethical. The Journal of Business Ethics, 52(4), 345-351.

Harman, G. (1975). Moral relativism defended. The Philosophical Review, 84(1), 3-22.

Held, V. (2006). The ethics of care: Personal, political, and global. Oxford University Press.

Hoffman, W. M. (2009). Culture and moral sensitivity: Pollock and ethics education. Journal of Business Ethics, 89(2), 129-137.

Lambert, C., & Saleh, A. S. (2010). What is ethical leadership? Journal of Applied Management and *Entrepreneurship*, 15(1), 26-47.

Noddings, N. (1984). Caring: A feminine approach to ethics and moral education. University of California Press.

Nissenbaum, H. (2010). Privacy in context: Technology, policy, and the integrity of social life. Stanford University Press.

Nussbaum, M. C. (2002). The fragility of goodness: Luck and ethics in Greek tragedy and philosophy (2nd ed.). Cambridge University Press.

Rawls, J. (1971). A theory of justice. Harvard University Press.

Singer, P. (1972). Animal liberation: A new ethics for our treatment of animals. HarperCollins.

Trevino, L. K., & Nelson, K. A. (2020). Managing business ethics: Straight talk about how to do it right (8th ed.). John Wiley & Sons.

Tronto, J. C. (1993). Moral boundaries: A political argument for an ethic of care. Routledge.

Tronto, J. C. (2013). Caring democracy: Markets, equality, and justice. NYU Press.

Trevino, L. K., & Weaver, G. R. (2003). Managing ethics in business organizations: Social scientific perspectives. Stanford University Press.