

Study on the Moral Responsibility of Enterprise Managers

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Abstract—As the close contacts of internal and external stakeholders and those who realize their interests, business managers bear an inescapable moral responsibility to the three dimensions of society, enterprise and employees. Clarifying the moral responsibilities of managers is conducive to the long-term healthy development of enterprises, and it can also promote social stability and prosperity of the national economy.

Keywords: *business managers, moral responsibility, development*

I. INTRODUCTION

Enterprise managers are the relative subjects of management activities. Enterprise management operations have their internal logic, and follow the principle of "reducing costs and pursuing the maximization of corporate profits". Only when profits exist, can people talk about the survival and development of the enterprise. Therefore, the first and basic function of an enterprise manager is to manage the employees well, make the management effective, and obtain more profits for the enterprise. It should be noted, however, that enterprises do not exist in nothing but exist in a real society. This raises some questions. How can managers avoid being accused of being profit-oriented and without socially morality? How can managers shoulder the moral responsibilities within their management responsibilities? What ethical responsibilities are assumed within management duties? Questions like these are the ones that need to be explored in the article.

People living in society need to bear moral responsibility, need ethical reflection, and even more need moral practice. Facing moral choices in conflict of responsibilities often makes people extremely hesitant, because perhaps every choice has advantages and disadvantages. Managers' choices are not made overnight, but are driven by their own moral and rational reflection and moral responsibility. The moral responsibility of corporate managers is reflected in three dimensions in moral practice, namely society, enterprise and employees. Managers should assume responsibility for harmonious economic environment, honest management and ecological environment protection for society. They shall bear the responsibility of obtaining reasonable profits, maintaining the reputation of the enterprise and developing the enterprise. And for employees, managers should be loyal

to them, respect their values, and fulfill their needs to realize their sense of achievement.

II. MANAGERS' SOCIAL MORAL RESPONSIBILITY

In a society, various social organizations take on different social roles and make different contributions to society in accordance with their different natures. Druck believes that the responsibilities of corporate managers have two aspects: one is to assume the responsibilities of internal stakeholders. The second is to assume the responsibilities of external stakeholders. Enterprises exist in society. As a bridge and a link between production and consumption, every behavior of an enterprise will have an impact on society. The development of an enterprise is also inseparable from the support of the society, and even from the self-improvement of human beings. Druck emphasized that "the social responsibility of corporate management is vital to society as a whole. This is not only for the enterprise itself, but also for the public position and social status of the management, and at the same time, for the future of the economic and social system and the survival of the enterprise as an autonomous institution. This responsibility can't be compromised". [1] Therefore, as the main body of management activities, enterprise managers must correctly understand their own moral responsibilities and handle ethical relationships with external stakeholders.

A. Enterprises bear the moral responsibility of a harmonious social and economic environment

In the market sector, everyone is a profit seeker, which is determined by the nature of commodity production and the market economy. The success of market activities depends on whether more and more money can be obtained. People always regard obtaining profits as the basic principle of market behavior. Some managers are influenced by the fetishism of commodities in the market economy, so they take money as the first principle of management behavior. They take the word "money" and "benefit" as the most important thing in the world and do whatever they want even regardless of social system. They also believe that all organizational operation mechanism and political legal moral concept need to obey the word "money". For managers who believe in money and benefit first, the immediate benefits are real, and laws and morals often directly hinder their immediate benefits. In order to make their own products sold

in the market, and in order to obtain higher profits, they would not hesitate to take risks, do harm to others' self-interest, harm public interests and violate the law and discipline. The phenomena and behaviors of counterfeit and shoddy goods, snatches, benefiting oneself at the expense of public interests, and non-compliance of contracts are common in society. Which one does not profit by destroying "righteousness"? For a country and a society, the display of individual rights must comply with rules, obligations and ethical constraints, and can't be based on individual willfulness; otherwise it will inevitably lead to a life-or-death struggle between people and the loss of common interests of society, thereby destroying the harmony of the common interests of society.

For an enterprise with a sense of social moral responsibility, to achieve "both of righteousness and benefit," managers should pay attention to the following points. First, they need to abide by laws and regulations. Managers should guarantee the fulfillment of the responsibilities and obligations that must be fulfilled by national laws, regulations and policies. Second, they should give up their interests when it is necessary to take moral responsibility. Generally speaking, giving up interests when it is necessary to take moral responsibility is just a corporate action taken when the interests of the enterprise and the national interest are irreconcilable. In most cases, the market economy encourages enterprises to compete fairly and strive for reasonable profits. Third, they need to obey the doctrine of the mean. In order to survive and develop in the market, an enterprise need to consider its own interests, but it must make profits by operating legally under the guidance of national laws and regulations. On the contrary, if one considers the excessive interests of the company and blindly resorts to illegal methods and illegal operations to obtain profits, it will have an impact on the economic environment of the society, thereby destroying the harmony of the national economic environment. Therefore, when an enterprise manager conducts enterprise management operations and chooses an enterprise's business behavior, he must "consider the two ends" and follow the doctrine of the mean, to achieve a win-win situation for the interests of the country and the enterprise.

B. Enterprises should bear the moral responsibility of operating with integrity

Integrity is the key to the operation of a society and the operation of an enterprise. Integrity is the soul of an enterprise. With it, an enterprise can survive and develop. As the saying goes, the integrity solicits the world's guests and the reputation collects the world's wealth. Integrity management requires managers to speak the truth without fraud, and the goods should be genuine and the price should be fair. Neither the old nor the young will be cheated. For example, enterprises shouldn't do false advertisements, do fake accounts, use shoddy goods to be quality goods, provide customers with goods loss in weight, price customers out of the market or evade taxes. Arthur Andersen is a world-renowned company with a history of 90 years. It made false accounts in order to collect the service fee of US \$ 52 million

from Enron Corporation. This caused public mistrust and caused corporate customers to announce their disengagement. And finally, the company collapsed. From the case of Arthur Andersen's crisis of social trust, it is obvious that in society, business managers should focus on integrity management, while integrity management is valuable in self-discipline, and internalizing the social ethics into their own conscious behavior.

C. Enterprises need to take on the moral responsibility of protecting the ecological environment

Environmental pollution and the deterioration of the ecological environment not only threaten the human living environment, but also restrict human development. Therefore, as enterprise managers, they should review their own behavior and reflect on the role they play in ecological environment protection and their moral responsibility for protecting the ecological environment. Facing the severe ecological crisis, as the main body of environmental protection, business managers should clearly recognize the necessity and urgency of human protection and transformation of the ecological environment, and bear the moral responsibility of protecting the ecological environment. First of all, managers are required to strengthen the knowledge and moral education of the ecological environment within the enterprise, and promote the conscious behavior of employees to protect the ecological environment. Secondly, managers must follow the guidance of the ecological environment ethics concept and establish a correct environmental protection ethics management concept.

D. A manager's moral responsibility to his or her community

Druck believes: "No organization can survive independently and exist for its own purpose; every organization is an organ of society and exists to meet a certain need of society, and enterprises are no exception." [2] As an economic organization in the society, the enterprise has a very close relationship with the community, which is mainly manifested in the following aspects. First, the various business activities of the enterprise depend on various services provided by the surrounding communities. Second, the community can provide sufficient material and cultural and entertainment spiritual life materials for managers and enterprise employees. The community can also provide a friendly social interpersonal environment for the enterprise, which can help the development of the enterprise. Third, enterprise employees come from society, and often, they may be residents of surrounding communities. Communities with high levels of science, technology, and ethics can provide enterprises with a large number of high-quality workers and scientific and technological support. In this interdependent relationship, business managers must assume the obligation to communicate the mutual understanding and trust between the business and the community, and must be accepted and trusted by the general public. The top priority is to improve the company's reputation in the community.

E. The moral responsibility of business managers to consumers

Consumers are the terminals for the sales of enterprise products. Can the products be recognized and accepted by consumers? How to increase product added value? Enterprise managers should bear the moral responsibility of ethical marketing. First of all, among enterprise employees, it is necessary to promote the sales philosophy of integrity to consumers. Commodities are ultimately used by customers. Employees should truthfully introduce the quality of the products to consumers during the sale of the products. They should not mix the false with the genuine, mix the bad ones with good ones, and falsely increase the use value of goods. Secondly, they need to formulate an enterprise marketing ethics system. Under the guidance of the ethical marketing concept and the constraints of a standardized system, employees will consciously regulate their marketing behaviors and assume corresponding moral responsibilities. Finally, enterprises should implement and encourage ethical marketing. One of the main criteria for evaluating a company's pros and cons is to look at its ultimate performance. However, from the perspective of management ethics, as a social organization, enterprises should undoubtedly fulfill their social responsibility to consumers. In marketing, it is not only to meet the consumer demand of society, but also to meet the requirements of ethical marketing as much as possible in the marketing process.

III. THE MORAL RESPONSIBILITY OF BUSINESS MANAGERS TO THE BUSINESS

For enterprises, managers have the moral responsibility to obtain more reasonable profits for them and maintain their corporate reputation through effective management. The enterprise is a profit-seeking machine. The enterprise comes from this and goes for this. But managers create profits for enterprises, not just blindly gain profits, but to obtain legal profits, so as to create good economic and social benefits for enterprises. Reasonable profit refers to the profit obtained by enterprises through reasonable means of competition under the premise of abiding by laws and regulations promulgated by the state. Corporate reputation is synonymous with the economic and social benefits of an enterprise. It refers to the reputation of the enterprise and its attractiveness to customers, as well as the economic and social benefits it brings. It is an intangible property and an important property of the enterprise and it is also a sharp weapon for the enterprise to win in the market competition. It is necessary to effectively maintain corporate reputation. Managers must do the following things. First, they should establish a set of corporate value systems that adapt to society. A company's value system determines its needs and vision. The corporate values that adapt to the mainstream values of the society can resonate in the same direction and help the long-term development of the enterprise. Second, they need to pay attention to the self-development of employees. In general, poor customer service is often a reaction of employees receiving unfair treatment from managers in the enterprise. In management, if employees feel they are not respected,

they are less likely to respect customers. People, objects and environment are the three elements of modern management, and people are the most important factors. Therefore, managers should understand and grasp the needs of employees' individual expectations, formulate personal growth plans for each employee's ability, knowledge structure and interests, establish a matching personalized system, and sincerely establish channels and platforms suitable for each employee's growth. Third, they need to maintain corporate credibility. Corporate credibility is the reputation of an enterprise in society, and it is the glue that integrates into society. The level of credibility of an enterprise determines its survival and development, and its high credibility will be recognized by the society and the public to promote enterprise development. On the contrary, low credibility will hinder the development of enterprises. Johnson & Johnson has always attached importance to corporate credibility, and once recovered Tylenol Capsules nationwide. Although the company lost \$ 50 million in sales profits, through this incident, the public realized the strong sense of social moral responsibility of Johnson & Johnson. As a result, the public became more and more trusting in Johnson & Johnson. It has also won praise from society and the public, and the company's sales have been rising all the way.

IV. ENTERPRISES MANAGERS' MORAL RESPONSIBILITY TO EMPLOYEES

Loyalty is the moral responsibility of managers to employees. Managers not only require employees to be loyal to the company, but also require companies to be loyal to employees. Generally speaking, the loyalty of an enterprise to its employees is reflected in its sincere responsibility for the work and life of employees, stimulating their work initiative and realizing their self-value. For instance, enterprises should protect the employment stability of employees, provide reasonable compensation and benefits, provide opportunities for personal success, help and promote the personal development of employees, respect the value of employees, and so on. Some managers believe that when employees are paid, they have the right to require employees to be loyal to the company, otherwise it is unethical. However, the simple expression of wages is not the loyalty of the company to the employees, but only the compensation for the labor of the employees. Loyalty is purely the employee's psychological feeling and conscious voluntary dedication. Only when the employee deeply feels that the company is truly responsible for his work and life, he will realize a psychological exchange with the company and consciously and be willingly loyal to the company. The companies that can win the loyalty of employees are as follows. First, they promise to employees and take a certain moral responsibility. For example, enterprises need to provide employees with job security, give them reasonable compensation and treatment, and help them realize themselves. The second is the human identity of managers to employees. In management science, economic people, social people, and self-fulfilling humanity assumptions are all discussing a theme in management practice. What kind of

person is the managed person in management? What kind of hypothetical human nature to manage can make the management smooth and effective and achieve the purpose of management? Only when managers truly understand the social nature of people and respect the value of employees can they take on the moral responsibility of loyalty to employees and achieve the purpose of management.

V. CONCLUSION

Enterprises rely on society to survive and develop. Only when the two parties form a close community interest relationship can the enterprise survive and develop in an increasingly competitive market environment. The fundamental purpose of enterprise development is also to provide society with more material wealth, to meet employees' sense of achievement, and to achieve personal value. From an ethical perspective, managers have an inescapable moral responsibility to society, enterprises, and employees. Enterprise managers should consider the long-term interests of the company. They shouldn't be blinded by their own perspectives, should not sacrifice corporate reputation for the sake of short-term benefits at the cost of disregarding their moral responsibilities and make management decisions and actions that are not conducive to the long-term development of society and the enterprise.

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