

# Business Ethics At Tata Company

D.Deepthi Pavani  
CVSR

**Abstract-** Business ethics is a form of professional ethics that examines ethical principles and moral (or)ethical problems that arise in a business environment .it applies to all types of business conduct And it is also relevant to the conduct of individuals and also business organizations such as medical, technical, legal and business Ethics. Its main aim is to achieve the goal and also solve the problems in the organization. And it also helps to maximize the profit of the organization.

**Keywords-** Business Employees ,Ethics ,Moral values, Solving problems.

## Types of business ethics:

- Personal responsibilities
- Representatives
- Personalloyalties
- Corporate responsibilities
- Organization loyalties
- Economic responsibilities
- Technical morality
- Legal responsibilities

## I. INTRODUCTION

Application of general principles of ethics customary in a society to the areas where business operates is known as business ethics. It relates to behavior of a business man in a business situation. they were concerned with the actions measured by ethical rules as contracted with strictly economic and financial rules.

### Literature review

“Jones and Troy” (1982) has dealing with the subject of business ethics,” DR. Kenneth Bond”, Degeorge(1982),”Robin”(1980) .

### Objective of business ethics

The goal of business ethics program is to help owners, managers, employees, and agent work together to pursue the purpose of the enterprise and to achieve its goals and objectives.

### Need of the Study

“To protect the employees and share holders and they are going to protect the interest of employees , shareholders ,competitors, dealers, suppliers, customers ,government etc..and also develop good relation between business and society.

### Scope of the study

The scope of the study is to refer moral principles and social values of the Tata company .it also determines rightness and wrongness of human actions

## II. RESEARCH METHODOLOGY

The required data for the study are basically secondary in nature and the data will be collected from

- Internet: which includes required the information about Tata company websites on internet .
- Broachers of Tata Company.

## III. PRINCIPLES OF ETHICS

- **Honesty:** Be honest in all communications and actions.
- **Integrity:** we should maintain personal integrity
- **Loyalty:** Be loyal with in the frame work of other etical principles.
- **Promise keeping:** keep promise and fulfill commitments and ethical executives can be trusted they do not interpret agreement in an unreasonably technical or legalistic manner.
- **Trustworthiness:** we should trust every one at some situations .
- **Fairness:** Ethical executives are fundamentally committed to fairness they do not exercise power arbitrarily nor do they use overreaching or take.
- **Concern for others:** Ethical executives are caring, compassionate, benevolent and kind they understand the concept of stakeholders.
- **Respect for others:** They should demonstrate respect for the human dignity, autonomy privacy rights and interests of all those who have a stake in their decisions.
- **Law Abiding:** Ethical executives abide by laws, rules and regulations relating to their business activities.

- **Leadership:** Ethical executives are conscious of the responsibilities and opportunities of their positions of leadership and seek to be positive.
- **Accountability:** Ethical executive acknowledge and accept personal accountability for the ethical quality of their decisions.
- **Reputation and morale:** Ethical executives understand the importance of their own and their company's reputation as well the importance of their company.

#### IV. TATA COMPANY

Tata group is an Indian multinational conglomerate holding company and headquarters in Mumbai and also, Maharashtra, india. it was founded in 1868. By JAMSETJI TATA, The company gained international recognition after purchasing several global companies. and it is owned by Tata son's. Each Tata company operates independently under the guidance and supervision of its own board of directors and share holders.

Significant Tata companies and subsidiaries include Tatasteel, Tata motors, jaguar Land Rover, Tata Consultancy Services, Tata advanced systems limited, Tata power, Tata chemicals, Tata global Beverages, Tata coffee, Tata Tele services, Titan, voltas, Tata clia, Tata communications, and the Indians Hotels company limited(Taj hotels),Tata auto Company systems ltd.

##### About Company

Tata group is an Indian multinational conglomerate holding company and the headquartered in Mumbai, Maharashtra. IT was Founded in 1868 by JAMSETJI TATA,The Company Gained international recognition after purchasing several global companies.

##### Products of Tata:

- Auto mobiles
- Telecommunication
- Retail
- Software
- Consumer goods etc..

Type of the company: public

Industry :conglomerate

Founded:1868

Revenue:us\$110.7billion(2018).

##### Tata Business Ethics:

- **Integrity:-**we will be fair ,honest, transparent, and ethical in our conduct.
- **Responsibility:-**we will integrate environmental and social principles in our business ,ensuring that what comes from the people goes back to the people many times over.
- **Excellence:-**we will be passionate about achieving the highest standards of quality always promoting meritocracy.
- **Pioneering :-** we will be bold and agile, courageously taking on challenges using deep customer insight to develop innovative solutions.
- **Unity:-**we will invest in our people and partners ,enable continuous learning, and build caring and collaborative relationships based on trust and mutual respect.
- **Equal opportunity employer:-**provide equal opportunities to all its employees and all qualified reapplicants for employment.
- **Dignity and respect:-**they should give respect to the other employees. and also should behave dignity with other employees.
- **Respect for others:-**ethical executives demonstrate respect for the human Dignity ,autonomy, privacy.
- **Anti money laundering policy:-**it provides anti money laundering to the employees in the company.
- **Anti bribery and anti corruption policy:-**it provides bribery and corruption policy to the company weather it is right (or) wrong.
- **Prevention of sexual Harassment at workplace:-**it also prevents from the sexual harassment in the company.

#### V. FINDINGS

The charges will be effective from December 23 2019. Tata motors shares on fell 1.16percent to Rs 162.30 apiece on the BSE.The nifty auto index was trading 0.19 percent down at 7989.65. 12<sup>th</sup> December 2019 Tata announces the launch of new generation prima and ultra trucks. Tata motors group global wholesales at 89,671 in November 2019. On 9<sup>th</sup> December 2019 Tata motors and yes bank to empower customers with digital retail finance solution.

#### VI. CONCLUSION

Ethics in business is an important without it we cannot achieve any situation or profit and integrity and support from the people or from the business it gives transparency and long term profit.in every business employees at every level should be committed to the ethical decisions.

**REFERENCE**

- [1] Internet,news paper (ET), [www.tatamotors.com](http://www.tatamotors.com)