KNOWLEDGE MANAGEMENT AND ETHICS FROM THE BUSINESS POINT OF VIEW

Abstract
Acknowledging the roles of employees can be achieved through appropriate business culture. Business morals and ethics reflect business values; the values define the extent of ethics, or eventually also unethical behavior, and so define the dominant business culture. European countries profess traditional values, but are also capable of accepting new values of other cultures to their value system. Adopting such cultures is accompanied by changes in business value system, while it is also necessary to discover and accept ethics of other countries. [1] In the times of globalization it is important to keep national cultural awareness, in order to keep business values and competitiveness, and it cannot be underestimated.

Key words
ethics, ethical behavior, business culture, knowledge management

JEL Classification
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