

ETHICAL PROFILE OF ROMANIAN BUSINESSMAN IN CONTEXT OF EU INTEGRATION

Phd. Student **Nelu BURCEA**

Nevertheless, the Romanian society, located in a transition that has already exceeded the threshold, changing to a market economy, the center of which is the main actor businessman. Unfortunately sociological environment and promote mechanisms for atypical carbohydrate containing multiple market economy. Profile of Romanian business man - in the psychology of the transitional period - is characterized as a nasty character, devoid of verticality and unable to follow anything but their own profit. Romanian Businessman longer revolves average dubious thinking to certain "combinations" profitable?

Often it is characterized as arrogant in the position of patron of some employees' poor and honest "by making them happy to display their wealth and superiority.

Despite its negative image, the businessman is seen, however, with admiration by very many Romanian as "is smart and knows how to handle". Pragmatic intelligence, even if sometimes the plan ignores morality is appreciated but envied.

Business ethics is much more than compliance with company policy, rules and financial contracts. These are matters of topical interest and this is seen. When not appearing on the first page are met. Romania's EU accession will be a chance to achieve a high economic level a decent living for citizens. The question is whether the Romanian businessman will be able to build an accurate picture in terms of ethics among businessmen in the EU?

Realities of the business environment in Romania

The main cause of lack of business ethics is the lack of a well defined system of values and indoctrination Romanian society for almost 50 years of materialistic atheism. With the collapse of the communist social system, morals and ethics, there is no limitation other than that communism, there was not anything that would prevent people who are in possession of the levers of political, economic, social and legal to use them for personal or circle of friends close.

There have been almost 17 years of radical change of social system in Romania and we can still read at least one article a day to treat a case of corruption, high level in almost all areas of Romanian society. Transparency International, an international organization whose goal is the fight against corruption, the annual highlight of an extensive study of this phenomenon in 99 countries, positioning Romania in 1998 on the site 61, the "Note" 3.0, and in 1999 67 place in the absence of corruption to "score" 3.3, based on a complex of 6 independent surveys.

In 2006 Romania was ranked 84 in the world and is from Bulgaria in terms of perception of anti-corruption, progress from last year is insignificant.

Regarding the Romanian society can see that it is driven more by individualistic interests, than the principles which should serve the national interest and poverty, economic underdevelopment, violence can not be effaced only by increasing the culture, education and morality.

Business environment in EU

You can see major differences between the Romanian businessmen and those from the EU. In France, business is notable primarily for intellectual capacity in Germany for their knowledge and experience and in England, organizations greatly appreciate the power manager in human resources with an emphasis on character and behavior on leadership skills and communicator.

In France and Germany leaders are trained and sober. Authority is something that requires and has said that a businessman illegally is equivalent to saying that it is unprofessional.

French or German businessman who was promoted allegedly reached a higher level of knowledge and is an expert, he has no right to fail. British manager the ability to cope with failure is an affirmation of the robustness managerial skills. French business people see management as something intellectual, rather than an interactive activity. This view is reflected, for example, in the manner in which the hiring process: firstly assessing skills of analysis, synthesis and mental agility, which is another aspect that reflects the imprint of cultural differentiation in tolerance of uncertainty and risk.

British business people feel comfortable operating in uncertainty. In our country, now, this ability to work under conditions of uncertainty is an important condition of success for the businessman.

German businessmen on the other hand, expects the price punctuality, promptness and fairness in everyday life and business. They fear that without strict rules life would become anarchic, where the national obsession about the planning and compliance planning. French businessmen and they prefer "to see the end of the tunnel" before entering into it, the French nation is known for its spirit of planning. French business people improvise little during and working under good plans in place designed to minimize surprises while British businessmen allocated much less time planning the abstract, precise, but will be more involved under implementation plan, using their communication skills to deal with unforeseeable.

In any business environment, an understanding of ethics is essential and is the essence of a civilized society. Business ethics is how to relate the environment afacerii referring not only to relations with others, as the quality of these relationships.

Professor Dimitrie Gusti appreciate his work ethic and personality ideal "life that many people nervous to allow easy compromises, in order to conquer in an hour earlier, hierarchical steps that can satisfy their pride. In trade, many want to get rich in the first year, instead of concern, first, by improving business and bring it in position to fulfill the more useful a social service. . [...] All these attitudes, proceed through a distortion of the sense of ethics. "

Respect, Responsibility, Results

Cine este responsabil pentru a actiona etic? Firma ? Proprietarul afacerii? Managerul? Un răspuns corect este : întregul colectiv al firmei.

Cei, 3R', descriși mai jos ar putea ajuta pe oamenii de afaceri în privința concretizării direcției etice:

➤ Primul R din etica afacerilor - RESPECT. Este o atitudine care trebuie aplicata oamenilor, resurselor organizatorice si mediului inconjurator. Respectul include moduri de comportament cum ar fi:

- tratarea tuturor clientilor și angajați cu demnitate si binevointa. Folosirea resurselor companiei, echipament, timp si bani, într-un mod eficient. Protejarea si

îmbunătățirea mediului de lucru și respectarea legilor, regulilor și directivelor care exista pentru a proteja lumea și modul de viața.

➤ Al doilea R este RESPONSABILITATEA. Un astfel de comportament include responsabilitate față de clienți, colegi, companie, responsabilitate personală și cea socială.

➤ Al treilea R - REZULTATE. În obținerea rezultatelor este esențial ca înțelegerea modului în care aceste rezultate sunt obținute să fie la fel de importante, dacă nu chiar mai importante, decât rezultatul însuși. Folosirea frazei 'scuza scuză mijloacele' este o scuza care este prea des folosită pentru a explica un răspuns emoțional, sau acțiune care nu a fost bine planuită sau executată corect.

Who is responsible for acting ethically? Company? The business owner? Manager? A correct answer is: the entire team of the company.

Those, 3R', described below could help business in the ethical direction realized:

- The first R of Business Ethics - RESPECT.→ It is an attitude that should be of people, organizational resources and environment. Respect includes modes of behavior such as:
 - treat all customers and employees with dignity and kindness every new visitors. Using company resources, equipment, time and money in an efficient manner. Protecting and improving the working environment and compliance with laws, rules and directives that exist to protect people and way of life.
- The second R is RESPONSIBILITY.→ Such conduct includes liability to clients, colleagues, company, personal and social responsibility.
- The third R - RESULTS.→ The results is essential for understanding how these results are obtained are as important, if not more important than the result itself. Using the phrase, 'the end justifies the means' is an excuse that is too often used to explain an emotional response or action that was not well planned or executed properly.

Every businessman is in a position of influence on subordinates. All managers must act as models of good ethical and give moral tone in their areas of responsibility.

Romanian business environment requires clear moral principles as to play "compass or Polar Star, which invariably show the North, in case that behavior which satisfies the utmost demands of morality." Business Ethics is a subject which concerns not only relations between companies, but also covers the company's internal culture. A moral attitude of management in relation to its own employees requires, above all, respect. The work environment becomes so creative and the benefits are on both sides.

As we talk about fairness and honesty in a company, we need to talk about a code of business conduct, based on ethics and mutual respect. A company that is based on a code of business conduct, and has the same rules in all territories in which they operate, will always be transparent.

Code of conduct and business ethics requires that business be conducted with awareness of values and respect for applicable laws. Corrective actions are primarily based on honesty and integrity. More than ever, to work correctly depends on how well things are judged and how are received and interpreted as action plan is a distance between declarations and reality in terms of fairness plan and honesty.

The solution leaving the economic and political crisis of the Romanian society is a return to sound moral values and their promotion in all social environments and by all means available. In Romania, the first reforms to be made should be moral reform by promoting a healthy value system and ethical high moral standard.

Effort to improve the image of Romanian business man to be stressed in terms of honesty in relationships with employees respecting their dignity and their merits and ensuring competent leadership ethically, in compliance with competition rules, and also the responsibility to the communities they live and work and face the global community.

Ethics has to do with church and religious ideology, even if the Church has not proposed to have a major impact on ethical education of the Romanian population in recent years. No exaggerations of the press also constitute a positive aspect in terms of business ethics perception of reality in Romania, thus contributing to educating people. Finally, the University has been and remains the main factor in continuing education regarding ethics in business in Romania.

Conclusion

Judgments and ethical judgments couples are not always easy to do. Actual facts of the situation are not always clear, ethical principles or criteria to be used are not always met consensus. Hence ethics seems to most business people, to be somewhat subjective, amorphous, undefined and therefore not available. This lack of confidence in ethics is of course an unfortunate fact, because without a common agreement on ethical principles, ethics remains only one question to interpretation.

By integrating sound ethical principles in all aspects of business, human resource management is included here, the obligations of providers and expanded programs for the community, business people making a contribution to building a secure and correct principles.

Although one of the main responsibilities of the company is to generate profit, while it is important contribution to social objectives.

Corporate social responsibility is at an economic value that can be assimilated with an investment in core business strategy, management and operation tools.

Romanian businessmen exceed mentalities wrong and simple daily actions focused on short-term gain and to focus ever more on their reputation for integrity and fairness of the understanding that through this make a substantial contribution own image but the Romanian business environment and image within the European Union.

REFERENCES

1. www.transparency.org
2. www.cariereonline.ro
3. Barsoux J.L. – *International management*, july/august, 1992.
4. Monica Heintz, *Etica muncii la romani*, Editura Curtea Veche, Bucuresti, 2006.
5. Dimitrie Gusti, *Idealul etic si personalitatea*, Editura Floare Albastra, 1998.
6. Dan Crăciun, *Etica în afaceri*, Editura ASE, 2005
7. Max Weber, *Etica protestanta si spiritul capitalismului*, Editura Anima, Bucuresti, 1996