

RESEARCH ARTICLE

Open Access

# ETHICAL STANDARDS OF CORPORATE MORAL COMMUNICATION

Avazkhonov Yusufjon Avazkhon ugli

Doctoral student of the Department of Ethics and Aesthetics, National University of Uzbekistan, Uzbekistan

## Abstract

In this article, the ethical norms and standards of corporate communication are an ideological, social, spiritual, cultural, ideological phenomenon that preserves the uniqueness of corporate ethics in relation to this social process, glorifies and elevates moral principles at the level of values. opinion expressed.

**Keywords** Corporate communication, norms, command, tradition, ceremonies, national traditions, national spirit, event, moral standard.

## INTRODUCTION

Norms represent the behavioral expectations placed on individuals within specific roles within an organization, society, or family. These expectations are learned alongside values during socialization and adaptation processes, though they tend to be less steadfast than values. Norms align with values and serve to ensure that goals are pursued in accordance with these values. They influence behavior by introducing sanctions that accompany their adoption. Consistently adhering to learned norms becomes ingrained in one's personality as valued behavior, while deviating from them often results in negative internal reactions, such as guilt, anxiety, or unease.

The ethical standards governing corporate communication establish guidelines for ethical behavior among communication participants within an organization. These standards do not extend to regulating employees' personal lives or impinging on their rights and freedoms. Instead, they solely address the moral aspect of their

professional activities and delineate ethical standards for official conduct. As such, we will explore the second subsystem of corporate ethics—its norms—and focus on codes of conduct. These rules of conduct encompass both horizontal interactions between employees of equal status and vertical relationships within the organizational hierarchy.

To foster and sustain a conducive working atmosphere, employees of equivalent status are expected to adhere to the following norms and guidelines:

1. Respect: Treat each other with respect and dignity at all times.
2. Focus: Refrain from engaging in activities unrelated to official duties during working hours.
3. Emotional composure: Avoid displaying negative emotions or bad moods to colleagues.
4. Language: Refrain from using offensive language, displaying carelessness, or exhibiting

aggression.

5. Accountability: Always apologize for any mistakes or missteps.
6. Collaboration: Offer assistance to colleagues, share knowledge, and exchange experiences.
7. Confidentiality: Refrain from discussing personal or professional qualities of colleagues in their absence.
8. Politeness: Maintain a polite and courteous demeanor in all interactions.
9. Open-mindedness: Be considerate of and receptive to other people's opinions and perspectives.

These norms and rules of behavior are intended to promote a harmonious and respectful working environment among peers of equal status within the organization.

Managers are encouraged to adhere to the following norms and guidelines:

1. Lead by example: Demonstrate a thorough understanding of moral norms, business etiquette, and professional conduct to employees.
2. Confidentiality: Refrain from criticizing employees in the presence of their peers; address any concerns or feedback privately.
3. Accountability: Acknowledge and take responsibility for your mistakes, and avoid retaliating against employees who offer constructive criticism.
4. Communication: Maintain open lines of communication with employees, fostering an environment where feedback is welcomed and valued.

Managers play a crucial role in fostering a positive and respectful workplace culture by adhering to these norms and rules of conduct, which in turn encourages trust and collaboration among team members. It's important to recognize that norms

and rules are not fixed; they are dynamic entities that may evolve over time due to various factors. Individuals tend to uphold these norms when their compliance benefits the organization, group, or individuals involved. Otherwise, they may exist solely as entries in regulatory documents..

In international management practice, several specialized measures and techniques have been devised to establish robust ethical principles within organizational labor relations:

- Corporate codes, serving as a comprehensive set of principles and conduct guidelines, represent the cornerstone of corporate ethics. Presently, nearly all major corporations and approximately half of smaller enterprises have adopted such codes.

- "Ethics cards" delineate the ethical regulations and recommendations governing each employee's conduct within the corporation. These cards typically feature the company's code of ethics along with contact information for the organization's ethics advisor.

- Ethical committees or individual experts are tasked with formulating the organization's ethical policies and addressing specific ethical dilemmas that arise in daily operations.

- Employee and managerial training in ethical behavior commonly occurs through seminars and short-term courses. Notably, ethical education is seamlessly integrated into higher education systems abroad. For instance, J. Schad, a renowned businessman and former US ambassador to the Netherlands, allocated \$20 million to Harvard University to establish a business ethics program. His objective was to ensure that graduates possessed moral and ethical convictions that would guide their professional endeavors for the betterment of society. Schad advocated for stringent measures to screen out candidates with compromised moral principles during the university admission process and for the

incorporation of ethical considerations into every academic discipline, rather than confining them to a single ethics course.

- Corporate ethics determine the protocol for resolving conflicts or unaddressed situations, regulate behavioral standards and ethical conduct within the corporate environment, govern intricate economic or decision-making processes, and bolster the company's reputation in the business realm, thereby enhancing trust among business partners.

Typically, a corporate code of conduct comprises the following sections:

I. Introduction:

1. Rationale for creating the code.
2. Definition of the code's scope and purpose.
3. Core values underlying the code.
4. Norms and priorities guiding the organization's activities as outlined in the code.
5. Issues addressed and resolved by the code.

II. Organization Activity and Development History.

III. Organization Mission.

IV. Fundamental Principles of Organization

Activity.

V. Standards of Conduct.

In summary, the corporate code of conduct serves as a powerful management tool that aligns seamlessly with the practice of managing labor teams, providing a framework for ethical behavior and guiding organizational operations.

**REFERENCES**

1. Vargan S. Korporativ etika: faqat etikadan ko'proq // <http://www.luxemag.ru/etiquette/6503.html>
2. Dubinina M.V. Korxonada mehnat munosabatlarini boshqarish tizimida korporativ etika: nazariy va uslubiy jihatlar. M., 2003 yil.
3. Petrunin Y.Y., Borisov V.K. Biznes etikasi. M.: Delo, 2000. Steklova O. E. Tashkilot madaniyati: darslik. Ulyanovsk: UISTU, 2007 yil.
4. 4. Tretyakov V.P. Ishbilarmonlik muloqotining korporativ madaniyati // [http://www.elitarium.ru/2007/09/14/kultura\\_delovogo\\_obshhenija.html](http://www.elitarium.ru/2007/09/14/kultura_delovogo_obshhenija.html)