

BUSINESS ETHICS: FORMED TRADITIONS AND NEW TRENDS

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Business ethics is the psychology of business communication, that are complex and inseparable concepts. They are based on the principles of behavior of a business person when communicating with opponents, taking into account their psychological, moral, as well as national and cultural differences, in compliance with the rules adopted in business circles.

Ethics in business should be at the core of any organization's activities, as its knowledge and application helps it to achieve greater success. Ethical responsibility can greatly improve the company's operations and reduce the costs of potential conflicts that arise due to the business world not knowing the applicable moral rules. Ethical behavior of the boss and the employee consider that rules as respect for others (respect for their dignity, beliefs and views), ensuring the confidentiality of business and the confidentiality of a person's personal data, also conscientiously fulfilling their primary and general responsibilities, caring for a good atmosphere at work, and intolerance of discrimination [2,3].

The German philosopher I. Kant believed that without ethics it is impossible to lead people, he believed that ethics is the basis of successful communication not only for internal, but also for international business relations. Globalization in the economy strongly influences the development of international business, as business communication faces many challenges in the field of business ethics. National traditions, mentality and stereotypes, ethical ideas about what is good-bad, right-wrong require understanding in the globalizing world of business relations. Like W. Buffett “It takes twenty long years to build a good reputation for yourself. It takes five minutes to ruin it. If you understand this, you will begin to behave differently” [4].

In the modern world, the high pace of life of the digital age puts a person in a strict time frame for communication, which shortens it, introduces new regulations in interpersonal and business communication around the world. All this creates conditions for the transformation of ethical norms, erases the traditional framework of etiquette in communication and requires new rules for regulation. I would like to cover this topic in this scientific report [5].

There is a large amount of literature on various aspects of business etiquette, it includes aspects ranging from the culture of speech and the rules for formatting a business letter to the specifics of conducting business protocols and receptions.

Jen Yager's six commandments are a good example of business etiquette [1]:

First one is – to do everything on time. Being late not only interferes with work, but is also the first sign that a person cannot be relied upon, that the person is not reliable by nature. Arriving on time does not always mean coming not too early, but not before your superiors. The main thing in your daily schedule is to arrive on time in the morning. But if it suddenly happens that you need to stay late and you know about it in advance, just call the office, inform your secretary or someone from the management, so that they are sure to be in the know. Experts who study the organization and distribution of working time, as well as time management, advise adding an extra 25% for the period that, in your opinion, is required to complete this or that work. Always remember Murphy's Law: all things take longer than you think, and all the problems that may arise are bound to arise. Therefore, set aside time with a margin for those difficulties that may arise without your guess.

Second one is not to talk too much. The rationale behind this principle is that you must keep the secrets and rules of a corporation, institution, or particular transaction just as sensitive and important as secrets about a personal nature. Therefore, never tell anyone what you hear from a co-worker, manager or subordinate about their personal life or work moments.

Third one is to be nice, friendly and welcoming. Your clients, customers, customers, coworkers or subordinates can endlessly find fault with you, but it doesn't matter: you still have to behave with them politely, friendly and benevolent, so that they do not talk and no matter how they catch you. Who enjoys working as obese, suspicious, or moody people? Only a friendly attitude towards others will allow you to reach the top in your career and in business relationships.

Fourth one is to think about others, not just about yourself. Whatever business you undertake, clarifying the point of view of a client or a buyer will allow you to advance in almost any branch of the economy. Attention to others should be shown not only in relation to customers or customers, it extends in the same way to colleagues, and to bosses and subordinates as well. Respect the opinions of others and always try to understand why they have a particular point of view or situation. Always listen to criticism and advice from colleagues, bosses, and subordinates, and show that you value the considerations and experiences of others.

Fifth one is to dress properly. The most important principle, which in no case should be forgotten. Whatever roles you are in the firm now, you need to "fit in", but at the same time you have to look your best, ie. dress tastefully, match colors to your face, to your inner mood, you must carefully select accessories from shoes to ties. This does not seem to be so important in the work, but believe me - this rule will play a role.

Sixth one is to speak and write correctly. Everything you say and write must be expressed in good language, correctly and politely, and all proper names must be transmitted without errors. Make sure that you never use swear words: as it may happen that a conversation, in your opinion, completely private and personal, on the mountain

you will unwittingly hear a person, on whose opinion your whole career depends and your future in the company has almost gone to no.

In conclusion, I would like to note that a deep understanding and acceptance of business ethics as an internal norm today, as well as earlier, is mandatory for any level of responsibility in the company, and for the owners of the company in the first place. In the modern world, in no case should we forget about business ethics and ethics in general.

Only if the main principles of social responsibility, such as respect for fundamental human rights, respect for traditions and flexibility in solving problems, are observed, then we will be calm for our future, which depends on the well-coordinated, fair and honest actions of the manufacturer.

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