

INDICATORI ÎN DOMENIUL ETICII ÎN AFACERI ȘI MANAGEMENTUL PERFORMANȚEI

INDICATORS IN THE FIELD OF BUSINESS ETHICS AND PERFORMANCE MANAGEMENT

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Abstract: This paper approaches the role of business ethics indicators as part of the organizational culture. The emphasis is on the Ethics Quotient which is a rating system that collects and records objectively the self-reported scores in five weighted categories. The Quotient is developed by the Ethisphere Magazine and updated on a yearly basis. By comparing the performance of the laureates of the World's Most Ethical Companies ranking with those included in the US index of large market capitalization companies, the first outperformed the market. Thus the existence of a correlation between ethical practices and long-term market success is a fact recognized by companies.

Keywords: business ethics indicators, performance management, stakeholders, ethical behavior.