

**E-ORGANIZATION AND IMPROVING ETHICAL BEHAVIOUR IN WORKPLACE**

Adokiye Ekine Atombosoba, Christian Ereh Queen & Chukuigwe Kposuruchi Bagshaw  
Department of Management, Faculty of Management Sciences, Ignatius Ajuru  
University of Education, Rumuolumeni, Port Harcourt, Rivers State, Nigeria

**ABSTRACT**

*This study investigated the relationship between electronic organization and improving ethical behavior in work place in Nigeria. The specific objectives are to investigate the relationship between customers' value requirements and improving ethical behavior, relationship between business value requirements and improving ethical behavior and relationship between process value requirements and improving ethical behavior in work place in Nigeria. The literature reviews were used as source (data) of the qualitative analysis for this study. From the prior literatures, the study concluded electronic organization to be a source of improving ethical behavior, the customer value requirements, business value requirements and process value requirements as measures of independent variable measures must be put into considerations and the code of ethics have to be created and other factors necessary to improving ethical behavior in a work place, such as moving with time, report unethical behavior, learn from mistakes, reward ethical behavior, promote the ethical behavior engage the employees and customers, be a good role model, train the employees and reinforce the benefits of code etc. Therefore, the study recommended that For the electronic organization to improve ethical behavior in the work place, the Code of Ethics should cover every situation that may arise, but not only accommodate basic principles as a guide because it applies to the employees, officers and directors so that employees, officers and directors must conduct themselves accordingly and seek to avoid even the appearance of improper behavior.*

**Key Words: Electronic Organization, Improving Ethical Behavior**

**INTRODUCTION**

Electronic organization is an enterprise which totally develops over the web and discovers clients and customers, sells goods, and organizes and serves its customers and clients over the web. It discovers investors and entrepreneurs for innovation, development, and organizes them over the web. It discovers and organizes its partners and collaborators and employees over the web, and it is able to manage and organize all of its resources and relations over the web. The electronic transformation of organizations in today's Internet era is conducted, so as to render various virtual experiences of organizational activities instead of the physical encounter of the same. It makes it easier for individuals, teams, and enterprises to work together (or collaborate) in order to contribute to one another's success in today's knowledge society. The process of an organization's transformation from a bricks-and-mortar entity to its clicks-and-mortar counterpart, involving the use of various information and communications technologies to enhance the productivity of the enterprise in the Internet era (Ferrell et al., 2005).

Electronic organization Technology strives to provide employees with a safe and healthy workplace. Every employee is responsible for maintaining a safe and healthy workplace by following safety and health rules and practices. Violence and threatening behavior are not permitted. Employees are expected to report to work in condition to perform their duties, free from the influence of illegal drugs or alcohol. Therefore, this study is focused on the relationship between electronic organization and improving ethical behavior in work place. Employees are to endeavor to protect electronic organization technology's assets and ensure the efficient use of those assets. Theft, carelessness and waste directly affect electronic organization technology's profitability. Any suspected incident of fraud or theft should be immediately reported for investigation. Electronic organization Technology equipment should not be used for non-Electronic organizations. Technology business, though incidental personal use may be permitted. (Gardiner, 2004).

Employees have an obligation to protect Electronic organization Technology's assets, which extends to its proprietary information. Proprietary information includes intellectual property, customer information, trade secrets, patents, trademarks, copyrights, business and marketing plans, engineering and manufacturing ideas, designs, databases, records, salary information and any unpublished financial data. Unauthorized use or distribution of this type of information violates Electronic organization technology policy, and could also be illegal and result in civil or criminal penalties.

Electronic organization Technology complies with U.S. law that prohibits participation in international boycotts that are not sanctioned by the U.S. government. In order to protect U.S. national security, the United States government restricts the export of certain technology and products, including certain computer software and technical goods and data. Electronic organization technology observes restrictions applicable to our business placed on the export and re-export of a U.S. product or component of a product, good, service, or technical data. The electronic organization improves the ethical behavior in work place through obeying the law which is the foundation of Electronic organization technology's ethical standard. All employees must obey the laws of the jurisdictions in which they operate. Employees are not expected to know all the details of these laws but it is vital to know enough to determine when to seek advice from supervisors or managers (Trevino et al., 2006). The employees apply the full standards, by becoming fair, accurate, timely, and make disclosure understandable when making reports and documents that are filed or submitted to the Securities and Exchange Commission and in other public communications as well. Having strong work ethics makes good business because employees want to work for a company which they are proud of and with colleagues they know act with integrity. Potential clients or customer are also more likely to choose a company which can showcase how they behave ethically because it provides the added 'feel-good' factor to any business transaction.

Ethics is the study of morality. Ethics are beliefs about what is right and wrong, or good and bad. An individual's personal values and morals and the social context in which it occurs determine whether a particular behavior is seen as being ethical or unethical. In other words, ethical behavior is behavior that conforms to individual beliefs and social norms about what is right and good. Anything otherwise is unethical behavior. Business ethics is a term often used to refer to ethical or unethical behavior by a manager or employee of an organization (Ronald et al., 2003)

### **Statement of Problem**

Businesses today are faced with several ethical challenges. These challenges are contemporary issues in management as they relate to our day to day activities as e-organization are taking over the market space. Critical decisions have to be made to ensure we are protecting personal freedoms and using data appropriately.

A look at a few of these unethical behavior in the e-organization.

### **Misuse of Personal Information.**

This is unethical behavior in e-organization as they tend to make use of people's personal information for some other things that are not in line. The lack privacy of information to a large extent.

### **Misrepresentation of personality.**

E-Organizations may give wrong presentation to the public about themselves and their products, since we cannot see them, we tend to believe what they put up online, but in the real sense that's not who they are. That's also unethical behavior as it's misleading.

**Financial theft**

Most of us do buy online can bear witness to this to some extent, as either us or someone around us has been a victim of this. Sometimes you order for things and they don't bring the goods or render the service and you are unable to reach them anymore.

**Aim and Objectives of Study**

The aim of this study is to investigate the relationship between electronic organization and improving ethical behavior in work place. Other specific objectives are to:

1. Investigate the relationship between customers' value requirements and ethical behavior in work place
2. Investigate the relationship between business' value requirements and ethical behavior in work place
3. Investigate the relationship between process value requirements and ethical behavior in work place

**Electronic Organization**

An Electronic organization is the one that has electronic system which is a physical interconnection of components, or parts that gathers various amounts of information together and electronic organization with electronic systems do this with the aid of input devices such as sensors, that respond in some way to this information and then uses electrical energy in the form of an output action to control a physical process or perform some type of mathematical operation on the signal and through it investors, buyers, sellers etc are connected for the purpose of profitable business. Electronic organization is a business enterprise which is wholly developed over the web and discovers clients and customers, sells goods, and organizes and serves its customers and clients over the web. It discovers investors and entrepreneurs for innovation, development, and organizes them over the web. It uses electronic control in built to produce product, conduct purchases make payment to employees and also make documents. Electronic systems is regarded as the process that transforms one signal into another so as to give the desired information to customers, employees (Trevino et al., 2006).

**Types of exist and sustainable e-organizations:**

- a. Alibaba: Launched in 1999, the Chinese company Alibaba is by far the world's most successful e-organization company and retailer, hosting the largest B2B (Alibaba.com), C2C (Taobao.com), and B2C (Tmall) marketplaces across the globe. Their online profits have surpassed all US retailers combined – including Walmart and Amazon – since 2015.
- b. Amazon: Amazon is the largest e-organization retailer in the US, and has changed the face of retail so much that a burning question for most retailers is how to beat Amazon.
- c. Walmart: Once the top retailer in the US, Walmart has focused mightily on their online business, with great results, offering traditional retail sales, as well as grocery delivery and subscription services.
- d. eBay: One of the first e-organization sites, eBay still dominates the digital market space, allowing for businesses and individuals to sell their products online.
- e. Wayfair: This home furnishing e-tailer is a drop-shipper, carrying hardly any inventory. They manage suppliers, orders, and fulfillment, and credit their success on personalization — meaning they study how their customers engage and offer products they believe consumers most want.

**Advantages of e-organization**

- a. Convenience & accessibility. E-organization can occur 24/7; for this reason, it provides customers with the best in both convenience and accessibility. They can find what they need, when they need

it, and directly from their mobile or desktop devices. This level of convenience and access translates into sales and revenue opportunity round the clock for ecommerce businesses.

- b. Increased selection of products. Retail brands have the flexibility to offer a wider selection of products through their online store online compared to their physical brick-and-mortar stores. Many retail brands also offer consumers access to exclusive inventory and promotional offers that aren't available elsewhere.
- c. Lower start-up cost. Compared to traditional retail stores, pure-play e-organization businesses can avoid a lot of upfront start-up costs associated with running physical stores such as rent, inventory, and in-store headcount. However, they can have warehouse costs and shipping costs.
- d. International or cross-border sales opportunities. As long as a customer can place an order online and the e-organization store can capture the revenue from the sale, then ship the product or service to the customer's location, online stores aren't limited by geographic location as brick-and-mortar stores are. An ecommerce store allows your business to reach more customers, globally — maximizing selling potential.
- e. Easily retarget customers online. E-organization stores regularly use retargeting as a way to attract and retain existing customers, or acquire new look-a-like customers. With retargeting, you can either target your existing customers, or your most profitable customers with products that are similar to the ones they love, or complement their past purchases. Retargeting is also a strategy used by online stores to recover abandoned carts.
- f. Scalability with lower operational costs: As the customer base grows, brick-and-mortar retail operations are forced to either relocate to a larger location or expand their physical store footprint, all of which comes with significant costs. In contrast, an e-organization platform can be equipped to handle high traffic volume and sales spikes, enabling an e-organization businesses to scale with increased inventory and order fulfillment.
- g. Delivery personalized experiences. E-organization businesses can personalize everything from onsite search to dynamic pricing and curated product recommendations. With an AI-powered e-organization platform, you can upsell, cross-sell, and present products that customers are most likely to be interested in, thereby increasing revenue-per-customer
- h. Access to new technologies: With progressive enhancements to e-organization platforms and technologies, you can always find ways to streamline your e-organization business operations to save time and money. In contrast, there are limitations to what technology can do to streamline physical stores. E-organization has the upper hand in its ability to leverage technology to streamline operations, market products, improve team collaboration, and provide faster customer service.

### **Disadvantages**

- a. Limited interactions with customers. If customers have questions or an issue with a product they purchased, they can visit a physical store and speak directly with a store manager or customer-service rep to address their issue by returning or replacing the product. E-organization business are can't provide direct in-person customer service and support. Some e-organization websites employ online chat or click-to-call features to reach a live person, but it's not a standard practice.
- b. No ability to try-and-buy. Visual representation of products on e-organization stores using images or video cannot deliver the full experience a physical store is able to provide its customers. For example, at a departmental or a footwear store you have the ability to try it and then buy it.
- c. Lack of instant gratification. With e-organization, you must wait for the product to be shipped to you. While e-organization businesses like Amazon have made significant investments to improve last-mile delivery by offering same-day delivery for some of its products, they can't offer the instant gratification physical stores provide customers.
- d. Unreliable technology and security breaches. E-organization businesses are susceptible to website crashes, or websites needing to be taken down, especially in the event of a security breach compromising personal customer data. This leads to loss of sales and revenue while the e-organization store is down.

- e. Stiff competition. Due to low barrier to entry and low start-up costs, competitors can easily enter the market selling the same or competing products at lower costs, thereby cutting into your margins and revenue. As a result, e-organization business must be hyper-diligent in their marketing strategies to remain competitive.

### **Ethical Behaviour**

Review of existing theories and models evidenced that there are plethora of models and theories available on ethical behavior. Ferrell and Gresham, (1985), included individual and organizational factors as contingency and argued that ethical dilemma emerges from the social, cultural environment. He related his model to existence of professional codes, corporate policy, reward and punishment in his contingency frame. In general, theory of marketing ethics showed that perceptions of ethical problems and consequences gone through the deontological and teleological evaluation lead to ethical judgment and then intention tend situational constraint affect the ethical behavior. The four component of ethical behavior, Rest, (1986), of behavioral process in which each component is distinct to each other, on the basis of four component model, Trevino, (1986), introduced person situation interactions model, he introduced individual and situational factor as moderated which impact moral judgment to reach to the behavioral stage.

As an individual factor he included ego strength field and locus of control. As situational factors he included elements of immediate job context, organizational culture and character of work. Dubinsky and Loken, (1989), ethical decision making on marketing was based on theory of reasoned action. Similar findings by (Aizen & Fishbein, 1980; Fishbein & Ajzen 1975; Fishbein, 1979). Dubinsky proposed a few factors which influence ethical decision making in marketing i.e. behavioral and normative believes about the evaluations of those outcomes and motivation to comply with reference, at the same time Ferrell et al. (1989), synthesis other model and developed a more comprehensive five stage model of ethical decision. Ethical decision making process passes from five stages,

Awareness (of ethical issue), Cognition (stage of cognitive moral development), Moral evaluation (Deontological evaluation and teleological judgment), Determination and Action (ethical or unethical behavior and behavioral evaluation, feedback loop which may be influenced by organization action opportunity, individual moderator, which impact every stage of the process. He integrated the component of Kohlberg, Ferrell and Greshan and Hunt and Vitell and provides more informative view in which ethical decision making is affected by the external (environment, peers, situation) as well as internal (moral value structure construct) factors. After that most comprehensive Jones model, (1991) was introduced. He introduced a moral intensity as

in his issue contingent model and he argues that moral intensity which is the degree that people see issue as an ethical which influence every component of moral decision making and behavior, element of moral intensity which impact the behavior is magnitude of the consequence, probability of effect, temporal immediacy, concentration of effects, these important element was ignored by all previous existing models.

Woceshym, (2011) ,proposed a model of ethical decision making, he argued that both conscious and subconscious, intuitive processes operate when decisions are being made. Further, it is argued that the decision maker spirals back and level of forth between the two l processing when identifying moral dilemmas and applying moral principles and accessing and using subconscious, information about them, and argue that rational egoism is the moral code that long term success of companies when integrated with essentials, this model was based on reasoning, intuition and moral principles. Previous all existing model from review of these all existing models and theory, we can ensure that each and every model has been played an important role in the development of the more comprehensive model and moreover it is empirically tested by many researchers. This can be concluded that to reaching ethical decision behavior it passes from one stage to other and influenced

by intervening determinants, which can be categorized as individual, organizational and external factors and their constructs.

### **Ways of improving ethical behaviours in e-organization**

Therefore, for any electronic organization to improve ethical behavior in work place, it must provide the followings:

**1. Create a code**

Many professions require us to work to a consistent Code of Practice or Ethical Code and it is common for organizations to identify a set of values to guide how employees work together and engage with customers or society. Strong company values can be really inspiring.

**2. Engage with your employees and customers**

Your colleagues are more likely to be invested in any Code of Practice or Ethics Code if they have been involved in developing it.

**3. Reinforce the benefits of the code**

Having a strong Code of Practice or Ethical Code is really important. But it needs to be consistent to work well. They need to be something which is achievable, desirable and which complement the kind of business you do. But there's no point encouraging your workforce to reach tough targets if it involves compromising their integrity in any way.

**4. Be a good role model**

A survey carried out by the Chartered Management Institute showed that two-thirds of UK managers want to be seen as ethical but over 80 percent of workers don't think their manager sets a good moral example. Sound ethical behaviour starts at the top with the leaders in your business – whether they are directors, governors, associates or the Chief Executive. You need to lead by example. It can't be one rule for those in senior positions and another for the rest of the workforce.

**5. Train your employees**

There's no point having an ethical code of conduct for your workforce if they don't know what it is or why it's important. You need to emphasize what's at risk and what the potential consequences of breaching it could be. It also needs to be really clear how your colleagues can adhere to the code. It's wise to include training on your company's values and ethics in any induction workshops or by holding regular training sessions. These need to include examples and advice about how to uphold the integrity of the firm in certain situations.

**6. Promote your ethical behaviour**

Having a reputation as an ethical employer or supplier can be a great marketing tool when it comes to being an employer of choice or when trying to attract customers who want to deal with companies who have values, they admire. The electronic organization shouldn't be lazy about promoting how the employees company behave in an ethical way

**7. Reward ethical behaviour**

The employees are more likely to act with integrity and value honesty to others if their actions are held in high esteem. A good way of promoting the value of following the company's Code of Practice or Ethics Code is to reward those who do it well. The electronic organization could have a monthly governance award.

**8. Learn from your mistakes**

Unfortunately, the value of ethics is often not realized or understood until something goes wrong, often resulting in reputational damage which can take years to repair and overcome. If something does go wrong, then the only saving grace is that it is an opportunity to change the way the employees work to prevent it happening again. This is a good time to amend your Code of Practice or Ethics Policy and ensure that each employee is on board with any new ways of working.

**9. Report unethical behaviour**

An honest culture in any organization will be difficult to manage if your employees don't have an easy and private way to report any unethical behaviour. While it may feel uncomfortable to think that your employees may become whistle-blowers on their peers, the consequences of unethical

behaviour could be more damaging. There should be an easy way for people to report their concerns, in confidence, without the fear of retaliation. You should also ensure there are people within your workforce who are trained to investigate any complaints.

#### **10. Move with the times**

The electronic organization's customers, clients and society as a whole will often guide how they run the businesses. They tell us what they want; whether it's more ethically sourced produce, fairer wages for suppliers across the globe or more environmentally friendly policies. There will also be shifting themes which organizations concentrate on when it comes to improving their ethical standards - from environmentalism, working with sustainable resources, corporate social responsibility to battling cybercrimes and protecting privacy in the digital world we live in now. The ethics policies or Code of Conduct needs to reflect the ever-changing world we live in. It should feel inspiring, rather than a hindrance, because ultimately, it's about making the workplace and brand better.

### **CONCLUSIONS**

E-organization has huge potential in Nigeria and the industry is already growing rapidly. However, there are still a number of challenges that need to be addressed in order to ensure that the industry continues to grow and thrive. By addressing the code of conducts, cube crime and trust issues, Business can take advantage of the opportunities to make E organization successful in Nigeria. This could bring a range of benefits to businesses and consumers alike, will also be a major boost to the country's economy.

### **RECOMMENDATIONS**

Based on the literature relative to qualitative analysis, the following recommendations were made:

1. For the electronic organization to improve ethical behavior in the work place, the Code of Ethics should cover every situation that may arise, but not only accommodate basic principles as a guide because it applies to the employees, officers and directors so that employees, officers and directors must conduct themselves accordingly and seek to avoid even the appearance of improper behavior.
2. Laws should be obeyed because it is the foundation electronic organization's ethical standard and all employees must obey the laws of the jurisdictions in which we operate and they are not expected to know all the details of these laws but it is vital to know enough to determine when to seek advice from supervisors or managers.
3. Electronic organization should put in place policy framework that there will be no discrimination among the employees by accommodating equal opportunity in all aspects of employment and will not tolerate any illegal discrimination or harassment of any kind.

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