



**ANALYSIS OF ETHICAL ASPECTS AMONG BANK
EMPLOYEES WITH RELATION TO JOB SATISFICATION
LEVEL**

Dr. Umesh U

Associate Professor & Research Supervisor,
Department of Commerce and Management Studies,
Amal College of Advanced Studies
(aided by Govt.of Kerala & affiliated to Uty.of Calicut),
Nilambur, Kerala-679329
Email: umesh.tripunithura@gmail.com

Dr. D. Paul Dhinakaran

Assistant Professor Department of Commerce Jayagovind Harigopal Agarwal
Agarsen College (Affiliated to University of Madras) Madhavaram, Chennai,
Tamilnadu- 600060

Dr.C. Vijai

Associate Professor, Department of Commerce and Business Administration,
Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology,
India

Dr.S. Malathi,

Assistant Professor, Department of Commerce, Government Arts College, C
Mutlur

Dr. Yabesh Abraham Durairaj Isravel,

Assistant Professor,
Department of Management Studies, Panimalar Engineering College, Chennai,
India. yabesh.abraham@gmail.com

M.Raja Lakshmi

M.Phil., Research Scholar Jayagovind Harigopal Agarwal Agarsen College,
(Affiliated to University of Madras) Madhavaram, Chennai-60

Abstract

This paper provides a complete overview of the literature on ethics, moral issues, and moral practices in the banking industry. This evaluation paper will assist in grasping ethics and moral practices in banks and will construct a roadmap for future lookups in this area. Articles are downloaded from PROQUEST, Research gate, EBSCO, and different online sources. Keywords used for the search have

been banks and ethics, ethics in banks, moral troubles in banks, elements of financial institution ethics, and financial institution failure and ethics. The evaluation of the literature printed that there are several moral troubles established in the banking industry, like lack of appropriate ethics training, belief and transparency issues, developing stress of competition, the complexity of banking operations, the problem of cash laundering, and so on. It is located that elements that have an effect on ethics in banks encompass inner behavior, fee leveraging, fee leveraging, moral orientation, moral lending, moral commitment, placement of assets, moral ideology, the bank's code of conduct, and so on.

Keywords: Banking Industry, Mortgage lending, Banking frauds, Unethical practices

Introduction

All over the world there is growing realization that ethics is important for any business and to achieve the progress of any society. Ethics give rise to efficient economy. An ethically responsible company is one which has developed a culture of caring for people and environment, a culture which flows downwards from the top managers and leaders. It is the methodical and systematic elaboration of the norms and values that is appealed to in the day to day activities. Though organizational ethics is one factor that is of immense importance, it is an overlooked and misunderstood concept in the corporate world. Many organizations have failed in realizing the importance of organizational ethics and its implementation. Some of the business leaders are of the opinion that personal moral development and character modulation of employees are needed for implementation of effective organizational ethics. It is often agreed that high ethical standards require both organizations and individuals to conform to sound moral principles. Organizational practices and policies tend to create pressures, opportunities and incentives that may sway employees to make unethical decisions. An individual's personal values and moral philosophies influence in the decision making process that involves potential legal and ethical problems. There is no second opinion that good ethics means good business. Corporate leaders need to be aware of the facts that, if not for moral reasons, then for the simple business reason, good ethics will pay off in the long run. These benefits take several forms including improved financial performance, reduced operating cost, enhanced corporate reputation and increased ability to attract and retain employees.

Objectives of the Study

Section A-Research paper

The main objective of the study is to find out if there exists any difference in ethical orientation between clerks and officers in the commercial banks organization; as well as male and female employees. Ethical orientation among employees based on certain other demographic characteristics like educational qualifications, number of promotions and income earned were also studied.

Scope of the Study

The present study done is an exploratory one designed to study the importance of ethics in the organization. A pilot study was done before the actual study, mainly focusing on the formulation of research topic, to determine the sample size, and to find the factors affecting ethical concept in the organization. The study was conducted in Salem city. A total number of 58 employees were interviewed for the study. The questionnaire used for data collection was mainly distributed employees who are working in 10 branches in Salem city.

Sampling

The sample taken for the study consisted of 58 employees i.e. 32 Officers and 26 Clerks. Males and females were equal in number at 29 each. With respect to educational qualifications, there were 24 postgraduates, 31 graduates and three H.Sc holders. The data were analyzed using statistical techniques like analysis of one way variance, t-test, percentage analysis, etc.

Data Collection

There are mainly two types of data from which information has been collected for this study namely, primary data and secondary data. In this study communication is done through direct interviewing of the executives in the various departments. Communication is also done through the questioning of the respondents to secure information using a data collection instrument called questionnaire. For collecting primary data, direct discussion and standardized questionnaire was also distributed to bank employees. The different secondary sources from which data has been collected for this organization are company catalogues, websites, magazines, journals and textbooks, etc.

Results and Discussion

1. There is no significant difference between male and female employees with respect to ethical orientation. However, the mean of 29 male respondents and 29 female respondents are 39.24 and 37.34 respectively. The standard deviation for males is 5.674 and for females are 4.386.

Section A-Research paper

2. No significant difference is found between officers and clerk employees with respect to ethical orientation. The mean value of 26 clerk respondents is 38.54 and for officers are 38.09. The standard deviation for clerks is 4.169 and for officers are 5.833.
3. There is no significant difference among the employees with respect to ethical orientation. It may be because 54 per cent of the employees are graduates and 41 per cent of employees are post graduates. Only 5 percent of them are having H.Sc qualifications.
4. Among the six dimensional factors, viz. situationalism, ethical schism, preparedness to pay the price, relativism, competition ethics, capitalistic ethic, ethical schism is having the highest mean of 10.17 and relativism is having the lowest.

Suggestions

1. The only way to change a man for the better character is through imparting, man making education, i.e. education by which character is formed, strength of mind is increased and by which one can stand on ones own feet and not merely collect some degrees. Though the bank employees are ethically oriented and there no significant difference among employees regarding their ethical orientation, certain steps can be adopted to improve the organizational ethics.
2. If work discipline in terms of time and staying at work place becomes mandatory and subject of penalties for non compliance, we will quickly change culture. Top persons in the banks have to set examples.
3. Ethical training practices must be done during induction period and also regularly to the employees. Today's society has increasing expectation about corporate social responsibility. Also today's diverse work force brings a wide variety of values and moral to the work place. Ethics training helps managers and employees to adhere to ethical norms of the organization and helps improve corporate image. Ethical business is 'good' business.
4. Commitment, accountability, and taking responsibility can be inculcated through various practices such as role clarity, performance evaluations to be objective, etc. for creating discipline in banks. Banks should also cultivate the positive attitude in them and also create an "achievers mode" in their mind set.
5. Personality development programs are expected to serve as an eye opener to many unresolved ethical issues. Hence, the HR policies pursued in the context

Section A-Research paper

of promoting loyalty towards organizational goals and objectives should also ensure that they help in developing the personality of sensitive workers.

6. Create a stress free atmosphere in the work place by bringing spirituality in the work place. Yoga and meditation methods can be adopted to do this. But make sure that employees are not getting addicted to this kind of environment ignoring their work place.
7. Banks shall Increase the involvement of their employees by making their work more challenging, more satisfying and rewarding for individuals.
8. The integrity factor is found to be responsible for bringing loyalty towards organizational objectives and goals. So, the attempt for putting in practice ideals and values set forth by the management, as part of company ideology, gains currency. Avoidance of unwanted procedures and irrelevant methods from the administrative fold creates a sense of affection towards the job.
9. Mere pursuit of business agenda aimed at expansion and diversification should not be at the expense of the environment, i.e. eco-friendly policies should be taken by bank managers while evolving in strategy formulations.

Conclusion

All over the world there is growing realization that ethics is important for any business and to achieve the progress of any society. Ethics give rise to efficient economy. An ethically responsible company is one which has developed a culture of caring for people and environment, a culture which flows downwards from the top managers and leaders. The rising business wars and market demands emanating from the changed socio-economic scenario need to be regulated and fashioned in a no-harm pattern with the help of 'value based strategies'. The present study was conducted with the objective of measuring the ethical orientation among the bank employees in Salem city. If this study provokes the people concerned to take some positive measures in order to improve it, the researchers will feel amply rewarded.

References

- Bebeau, Muriel J, James R Rest and Catherine M Yamoore, 1985, "Measuring Dental Students Ethical Sensitivity." *Journal of Dental Education* 49 (August) 225-235
- Dr. N. Kesavan, "Exports and Imports Stagnation in India During Covid-19- A Review" *GIS Business* (ISSN: 1430-3663 Vol-15-Issue-4-April-2020).

Section A-Research paper

- Dr. D.Paul Dhinakaran, “Customers Delight towards Service Excellence in Indian Overseas Bank Chennai” International Journal of Business Education and Management Studies (IJBEMS), ISSN:2941- 9638, (Vol.3.Issue 1. 2020 (March).
- Dr. M. Surekha, “A study on utilization and convenient of credit card” Journal of Positive School Psychology, <http://journalppw.com>, 2022, Vol. 6, No. 4, 5635–5645.
- Dr.M.Rajaraj “Bus Operations of Service Quality in Tamil Nadu State Transport Corporation Limited, Kumbakonam” Asian Journal of Management,(A and V Publication),(ISSN:0976 – 495X), Volume: 4, Issue: 1, May, 2013.
- Dr.Umesh U, “Impact Of Human Resource Management (HRM)Practices On Employee Performance” International Journal of Early Childhood Special Education (INT-JECSE), ISSN: 1308-5581 Vol 14, Issue 03 2022.
- M.Rajalakshmi “Current Trends in Cryptocurrency” Journal of Information and Computational Science, ISSN: 1548-7741, Volume 13 Issue 3 – 2023.
- Dr.M. Mohana Krishanan “Consumer Purchase Behavior Towards Patanjali Products in Chennai” Infokara Research, ISSN NO: 1021-9056, Volume 12, Issue 3, 2023.
- Dr. Malathi, “Impact of Covid-19 on Indian Pharmaceutical Industry” Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages. 11155 – 11159.
- Dr.C. Vijai, “Mobile Banking in India: A Customer Experience Perspective” Journal of Contemporary Issues in Business and Government Vol. 27, No. 3, 2021, P-ISSN: 2204-1990; E-ISSN: 1323-6903.
- Maneesh P, “Barriers to Healthcare for Sri Lankan Tamil Refugees in Tamil Nadu, India” Turkish Journal of Computer and Mathematics Education, Vol.12 No.12 (2021), 4075-4083.
- B. Lakshmi, “Rural Entrepreneurship in India: An Overview” Eur. Chem. Bull. 2023,12(Special Issue 4), 1180-1187.
- Dr.C. Paramasivan “Perceptions On Banking Service In Rural India: An Empirical Study” Eur. Chem. Bull. 2023,12(Special Issue 4), 1188-1201
- Dr G.S. Jayesh “Virtual Reality And Augmented Reality Applications: A Literature Review” A Journal for New Zealand Herpetology, ISSN NO: 2230-5807, Vol 12 Issue 02 2023.
- Dr.S. Umamaheswari, “Role of Artificial Intelligence in The Banking Sector” Journal of Survey in Fisheries Sciences 10(4S) 2841-2849, 2023.
- Boatright Jhon.R, 2007, “Ethics and the Conduct of Business; Ethics in Finance; Pearson Education Pub”, p.374

Section A-Research paper

- Borkowski S C and V J Ugras: 1992, "The Ethical Attitudes of Students as a Function of Age, Sex and Experience" *Journal of Business Ethics*, 11, p.961-979.
- Brief, A P, J M Dukerich, P R. Brown and j. F Brett: 1996, "what's wrong with the Treadway Commission report? Experimental analyses of the effects of personal values and codes of conduct on fraudulent financial reporting", *journal of business ethics* 15 (February), p.83-198.
- Cole, Dennis, M. Joseph Sirgy, and Monroe Murphy Bir, 2000, "How do Managers make Teleological Ethical Evaluations in Ethical Dilemmas? Testing part of Hunt-Vitell Model" *Journal of Business Ethics* 26 (August), P.259-269.
- Finn, D. W, B Chonko and S D Hunt: 1988, 'Ethical Problems in Public Accounting: The view from the top', *Journal of Business Ethics* 7 (August), 605-615.
- Fraedrich, Jhon P and O C Ferrell, 1992 "cognitive consistency of marketing managers in ethical situations." *journal on academy of marketing science* 20(summer), p.245-252
- Goolsby, Jerry R and Shelby D Hunt: 1992, "Cognitive moral development and marketing." *Journal of marketing* 56 (January): 55-68.