

Often, financial regulators have no legal basis to intervene in digital ecosystems because they are not openly marketed. In general, ecosystem management depends on a number of factors: the availability of local ecosystems /platforms in the market, socio-economic development priorities for the next 5—10 years, and historical approaches to regulating new areas.

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UDC 330

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### ARE BUSINESS ETHICS UNPROFITABLE

**Introduction.** What is business ethics? Let's start by identifying the main topic of our essay. Business ethics refers to the standards for morally right and wrong conduct in business. It can be said that business ethics' are a sort of a "bible" in the business world, in theory, all of the organizations should stay loyal to business ethics and follow them. However, unethical doesn't always mean illegal, and that is where things get more interesting. Some companies choose to bypass business ethics in order to increase profits. Though, are business ethics unprofitable, or are some companies just looking for an easier way out?

**Main parte.** The implementation of ethics in an organization can be profitable. There are many different ways in which a business organization can benefit from the application of ethics. It's worth pointing out that following business ethics brings its own benefits to different stakeholders of a business, such as the society, the employees of the company, and the company itself. Business ethics improves the brand image and reputation of the business. In a business where there are ethics, most of the outsiders will tend to accept that organization. Good business ethics creates a good name in the society hence most of the customers will go for its products. This increases its selling potential leading to increased profit making. For example, a company dealing with food products should practice healthy behavior. This can be achieved through maintaining cleanliness and offering good services to clients. This can be made known to clients through advertising. This makes increased number of customers to buy from such an organization. Eventually, this results in increased revenue because of the good public image [1].

Employees of an organization which follows business ethics are also privileged. Working for an ethical company means gives a feeling of a high job security, since the company is very unlikely to fire its workers unless it is in a very difficult situation. An ethical company also tends to pay all of its bills on time, including the wages of its employees. These factors of motivates employees and thus acts as a positive incentive for the profits of the company, since the employees will be motivated to keep their job and help the company to reach its goals. Also, motivated employees are always willing to communicate and provide feedback [2].

Business ethics creates a good relationship between the company's employees and management. It creates good and strong working relationships and increases trust amongst the employees. In this case, it turns the work place into a place where people can nurture one another. It can be noted that the employees earn respect, and are fairly treated through the implementation of business ethics in an organization.

However, business ethics can in fact be disadvantageous to the organization in some ways, which can also affect the profits. Being an ethical company can sometimes increase costs, which, in theory, could be overlooked if the company went for the unethical way. For instance, some companies following business ethics can be forced to using materials of higher costs in their production. This can be implemented in different vectors of the organization, which means that higher costs could be caused due to following some of the business ethics. Therefore, introduction of business ethics can be expensive and time consuming. Business ethics decreases the overall amount of revenue that is gained by the company. This is when the business has to eliminate illegal activities that it has been doing regardless of the potentiality of such activity to increase sales. This illegal business activity may be in violation of the company's principles of ethics [3].

**Conclusion.** Summing up, it's worthy to say that from the argument on ethical profitability, there is no doubt that ethics is a critical aspect in any business organization. In addition, it can be argued that business organizations that observe ethics are likely to realize profitability. This is because such organizations are likely to attract a significant number of customers who are sensitive to business ethics.

Business ethics should be implemented in the organization starting with the organizational leaders. This enables the other employees to emulate their leaders. Customers who are sensitive to ethical standards of the various organizations will be attracted to an organization that has high ethical standards. Therefore, it is important for organizations to establish and adhere to ethical standards so as to realize prosperity and success

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