

Business Ethics from the Point of View of Corporate Social Responsibility in Strategic Management

Mehmet Sadık Öncül

Tunceli University, Tunceli, Turkey
msoncul@gmail.com

Berrin Filizöz

Cumhuriyet University, Sivas, Turkey
msoncul@gmail.com

Banu Bolayır

Cumhuriyet University, Sivas, Turkey
msoncul@gmail.com

This study consists of two parts. In the first part, some knowledge related to the basic concepts of business ethics within the context of corporate social responsibility and information about the importance of business ethics for businesses will be given. In the second part, a field research will be conducted on industrial business organizations managers to determine their perceptions about business ethics and then their opinions and thoughts will be assessed. To accomplish this goal, a questionnaire has been conducted on industrial business organizations managers to determine their perceptions and opinions about business ethics practices. The findings have been interpreted by statistical analysis using obtained data in SPSS computer program.

Keywords: Strategic Management, Corporate Social Responsibility, Ethics, Business Ethics.