ENDS, MEANS, & CHARACTER



IN BUSINESS



Philosophy offers three perspectives (called normative ethical theories) concerning how organizations should act:

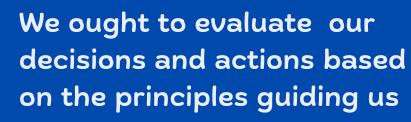
CONSEQUENTIALISM

We ought to evaluate our decisions and actions based on the consequences rendered



using a cost-benefits analysis to determine a course of action

DEONTOLOGY





initiating a product recall despite the negative impact to the bottom line





CHARACTER/VIRTUE

We ought to evaluate our decisions and actions based on the character of the decision maker



placing a concern for social justice at the core of a strategic decision

HTTPS://OPENSTAX.ORG/BOOKS/BUSINESS-ETHICS/PAGES/1-1-BEING-A-PROFESSIONAL-OF-INTEGRITY

