

# ENDS, MEANS, & CHARACTER



## IN BUSINESS

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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

We ought to evaluate our decisions and actions based on the principles guiding us



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](https://openstax.org/books/business-ethics/pages/1-1-being-a-professional-of-integrity)

