**Reading Response 1**

In this chapter, the author introduces us to the important aspects of ethical decision making and to the ways of determining right and wrong in general understanding. It also describes the purpose of business and helps us understand how complex ethical decision making can be in the workplace. The author also emphasizes how important are character and virtue are to our moral life in the workplace.

In the article of Donald Schmeltekopf presumes a set of virtues that are needed and nurtured by a person’s participation in business, through which he defined the moral context of business activity. The values that govern the conduct of the business must flow from the purpose of the business; should have a clear picture of why they are in business and what the purpose is. The function in life is to maximize the possibilities and to live a life of excellence as determined by moral virtues. The purpose and meaning of business are to enhance such a flourishing life, whether the business activity is anything. From the moral and religious point of view, the purpose of the business cannot be reduced by money or profits, even for oneself or for others. Each group will define the purpose of business in their own needs or desires, but the actual purpose of business is to offer the value through a service or activity, by caring for one another’s needs.

According to John Maxwell, ethics is never a business issue or social issue; it’s only a personal issue. He mentions that an ethical dilemma is always choosing between undesirable or unpleasant relating to moral principle or practice. I think it applies same to our situations in reality, where we often come across the conflict, where we have to choose the easy and right thing to do. For Maxwell, Golden rule is the only way of making decisions, it helps us to place ourselves in the situation and judge how we’d like to proceed ethically. This helps us understand the importance of doing the right thing that would benefit the organization or people and establish a common ground.

David Gill disagrees with Maxwell’s view of business ethics. He mentions that it would be difficult to always know the right thing to do with being self-evident. He also mentions that Maxwell overlooked the challenged of figuring out how ethical values should be applied during the decision making process. He thinks that self-interest will be the main criteria while making decisions using the Golden rule, as we place ourselves in the situation or person. Gill proposes an eight-step process for making ethical decisions in business. They are -

1. Gather the facts
2. Define ethical issues or values
3. Identify affected parties or stakeholders
4. Identify consequences
5. Identify obligations
6. Consider character and integrity
7. Think creatively about potential actions
8. Check your gut

**References**

* Rae, Scott B. & Wong, Kenman L., *Beyond Integrity*, third edition, Zondervan.
* Upgrading the Ethical Decision Making Model for Business by David W.Gill.