

# ABSTRACT

Ethical issues are becoming more and more important to companies every year. Consumers are increasingly concerned about what they are buying; consumers' purchasing culture in developed countries is moving in a more ethical direction. At the same time corruption is rising and companies are facing scandals after making unethical decisions.

The purpose of this independent study is to acquire the most comprehensive description of business ethics. To study different theories and definitions, understand the impact of globalization and importance of ethical legislation, as well as analyze current ethical issues in international business. I learned how to deal with different ethical issues and discovered what kind of issues I might face in the future when working in an international business sector. I also learned the importance between ethical and unethical decision-making.

With using the relevant literature the aim is to find solutions how a company can avoid and manage ethical issues in a multi-cultural environment. Questions are: how multinational companies should deal with regulation differences between different countries and regions, and how they can handle the competition without making any unethical decisions.

In the conclusion of this independent study I will be pointing out reasons why companies should act ethically, how they should face regulation differences, and lastly how they should handle competition without making unethical decisions.

This independent study contains no material that has received a Degree, Diploma or award from any University or other educational institution. To the best of my knowledge and belief, it contains no material previously published or written by any other person or persons, except where due reference has been made.