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Business Ethics Practices in Organization: A Key to Sustainable Development in Selected Banks in South East, Nigeria

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Abstract: The study on business ethics practices in organization: A key to sustainable development in selected banks in south east Nigeria was motivated by the need to provide solutions to the problem of sustainability and business ethics practices in organization: key to sustainable development in banking industry in south east Nigeria. The study set out to accomplish the two specific objectives from which appropriate research question and hypothesis were postulated. The study adopted survey design. The population of the study was staff of selected banking industries in Abia state, Anambra state, Ebonyi state, Enugu state and Imo state in South East Nigeria. A sample size of 337 staff was determine from the total population of 2148 population using Taro Yamani sampling technique. The hypothesis were tested using regression analysis with the aid of statistical package for social sciences (SPSS) version 20. The major findings of the study were that ethical value has a significant positive effect on sustainable development of an organisation. There was a significant positive relation between customer loyalty and sustainability of an organization. The study recommended that the top management should invest in human capital in the area of modern banking system and that because of globalization on the job training has to gain way to out sourcing for best practices in global banking industry.

Keywords: Business ethics, practices, organization, sustainable business success.

INTRODUCTION

Business ethics is a form of applied ethics or professional ethics, that examines ethical principles and moral or ethical problems that can arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations.

Consumers, investors, employees, and other stakeholders tend to distrust organizations that do not adhere to high ethical standards. On the other hand, companies that treat their employees well, value their loyal customer base, act as good corporate citizens, and respect the environment will find that their businesses will be positively impacted by these ethical practices. As a consequence, these organizations will have a greater chance at achieving longevity and profitability. It is important to reflect on ethics and the common good, both from the view-point of social equality and of the individual good. Business organizations are an essential part of the society we live in. They are the basic units of economic activity, aimed at satisfying our needs or at least that is what they should be. Yet today, they are unfortunately often mere "profit-making machines "striving to maximize profits to the shareholders. But the idea of ethical organization and ethical business is always worth speaking for.

Ethics is not a question of reciprocity. It is not a matter of "you scratch my back and I'll scratch yours". Instead, it has an altruistic element: it implies sacrificing one's own interest for another's. Accordingly, an ethical enterprise seeks the human good. An ethical enterprise is not an instrument of profit maximization [1]. In today's modern business world, the road to success requires more than merely technical skills, practical knowledge and a good product. Business ethics, above all, is the guiding force to achieve and sustain success. Moving along the business highways, strong leadership is very important to avoid enticing short cuts and to stay steadily on the right route to reach the ultimate destination of their company. Leaders of organizations should hold on to such beliefs and strive to put ethics into practice in their corporations. Increasing evidence is emerging that environmental and social responsibility makes good business sense. Companies with good social and environmental records perform better in the long run than those that do not behave responsibly.

Across the globe, businesses are expected to be responsible to improve their performance, to make profits, and to contribute to the economic progress of their communities by learning how to meet the reasonable expectations of their stakeholders: their customers, employees, suppliers, investors, and the environment, among others. Moreover, an enterprise does not cease being a member of its community simply by virtue of entering into business. It is still responsible for meeting community norms, values, and standards. U.S. Department of Commerce [2].

According to the U.S. Department of Commerce [2], organizations that establish and adhere to a set code of ethics enjoy the benefits of ethics such as, enhanced reputation and goodwill, reduced risks, reduced costs, protection from unethical employees and agents, enhanced performance, productivity, and competitive position, expanded access to capital, credit, and foreign investment, increased profits and sustained long-term growth, increased international respect

It is vital to the welfare of the enterprise and its ability to meet the reasonable expectations of its stakeholders that owners and managers know whether enterprise standards and procedures are being followed and whether reasonable stakeholder expectations are being met. The source of this information, in all cases, is the stakeholders of the enterprise: employees, agents, customers, suppliers, and regulators, to name but a few.

Owners and managers of an organization should develop a plan to communicate with stakeholders the enterprise's standards, procedures, and expectations. They can do so by answering two fundamental questions: One is how can we most effectively communicate our standards and procedures and foster reasonable expectations among our stakeholders? And the second is, how can we know that our members follow our standards and reasonable stakeholder expectations are met?

To communicate enterprise standards, procedures, and expectations, owners and managers use all manner of vehicles: formal and informal communications; training, education, and development; and stakeholder engagement [2].

Baijumon, Vinesh, JahfaralI, & Venugopalan [3] opine that, there may be many reasons why business ethics might be regarded as of increasingly importance for business organizations. It is generally viewed that good business ethics promote good business.

Statement of Problem

More and more companies recognize the link between business ethics and financial performance. Companies displaying a "clear commitment to ethical conduct" consistently outperform companies that do not display ethical conduct. The name of a company should evoke trust and respect among customers for enduring success. This is achieved by a company that adopts ethical practices. When a company because of its belief in high ethics is perceived as such, any crisis or mishaps along the way is tolerated by the customers as a minor aberration. Such companies are also guided by their ethics to survive a critical situation. Ethical conduct towards customers builds a strong competitive position, and as well promotes a strong public image.

These seem to be contrary to what is obtainable in most organization found in our country Nigeria, where almost every individual and organizations (whether small, medium or large scale) want to make lucrative profit as quick as possible at all means, without considering the future implication of the decisions taken in the process.

A recent study found that nearly half of the workers surveyed had engaged in at least one unethical act in the previous years. The most frequent unethical behaviors were cutting corners on quality, covering up potentially damaging incidents, abusing or lying about sick days and lying to or deceiving customers [4]. The above unethical behaviors are very much in existence among a large number of individuals and organization in Nigeria.

These unethical acts among workers and organizations as a whole have so much resulted to organizations which are supposed to live the test of time come to wind up within a short period of time, those that manage to keep existing struggle with their operations due to loss of talented employees. These have necessitated this research on ethics practices in organization as a key to sustainable business success, in order to address the importance of operating ethically and as well, the danger of failing to be ethically responsible as a business organization.

OBJECTIVES OF THE STUDY

- To examine the effect of the ethical value on sustainable development of an organization
- To ascertain the relationship between customer loyalty and sustainability of an organization

Research questions

- What is the extent of the effect of ethical value on sustainable development of an organization
- What is the extent of the relationship between customer loyalty and sustainability of an organization.

Research hypotheses

- **Ho:** Ethical value does not have any significant effect on sustainable development of an organization.

- **Ho:** There is no significant positive relationship between customer loyalty and sustainability of an organization.

REVIEW OF RELATED LITERATURE

Ethics and Business Ethics

Baijumon *et al.*, [3] Ethics is not a recent phenomenon. Ethical codes have been prepared along with the development of human civilization. In olden days, people might have found some of their actions was wrong and others right. The question "what is right and what is wrong" gave birth to ethical and unethical codes. The word ethics is derived from the Greek word "Ethikos and Latin word Ethicus" mean custom or character. The concept of ethics deals with human beings. So it is a social science. Ethics is a branch of philosophy and is considered as normative science because it is concerned with norms of human beings. In the words of Peter F. Drucker [5] Ethics deals with right actions of individuals. Well based standards: Ethics refers to well based standards of right and wrong that prescribe what humans ought to do.

As defined by Crane, and Matten [6], Business ethics is nothing but the application of ethics in business. Business ethics is the application of general ethical ideas to business behavior. Ethical business behavior facilitates and promotes good to society, improves profitability, fosters business relations and employee productivity. The concept of business ethics has come to mean various things to various people, but generally it‘s coming to know what it right or wrong in the workplace and doing what‘s right, this is in regard to effects of products/ services and in relationships with stakeholders.

Baijumon *et al.*, [3] Business ethics is concerned with the behavior of a businessman in doing a business. Unethical practices are creating problems to businessman and business units. The life and growth of a business unit depends upon the ethics practiced by a businessman. Business ethics are developed by the passage of time and custom. A custom differs from one business to another. If a custom is adopted and accepted by businessman and public, that custom will become an ethic. Business ethics is applicable to every type of business. The social responsibility of a business requires the observing of business ethics. A business man should not ignore the business ethics while assuming social responsibility. Business ethics means the behavior of a businessman while conducting a business, by observing morality in his business activities.

According to Wheeler [7], Business Ethics is an art and science for maintaining harmonious relationship with society, its various groups and institutions as well as reorganizing the moral responsibility for the rightness and wrongness of business conduct.

According to Rogene [8], Business ethics refers to right or wrong behavior in business decisions. Business Ethics or Ethical standards are the principles, practices and behavior of a businessman in a business situation. They are concerned primarily with the impacts of decisions of the society within and outside the business organizations or other groups who keep interest in the business activities. Business ethics can be said to begin where the law ends. Business ethics is primarily concerned with those issues not covered by the law, or where there is no definite consensus on whether something is right or wrong [3].

John [9] Opines that everyone agrees that business managers must understand finance and marketing. But is it necessary for them to study ethics?

Managers who answer in the negative generally base their thinking on one of three rationales. They may simply say that they have no reason to be ethical. They see why they should make a profit, and most agree they should do so legally. But why should they be concerned about ethics, as long as they are making money and staying out of jail?

Other managers recognize that they should be ethical but identify their ethical duty with making a legal profit for the firm. They see no need to be ethical in any further sense, and therefore no need for any background beyond business and law.

A third group of managers grant that ethical duty goes further than what is required by law. But they still insist that there is no point in studying ethics. Character is formed in childhood, not while reading a college text or sitting in class.

These arguments are confused and mistaken on several levels. To see why, it is best to start with the question raised by the first one: why should business people be ethical?

Why Should One Be Ethical?

John [9] believes that there is already something odd about this question. It is like asking, "Why are bachelors unmarried?" They are unmarried by definition. If they were married, they would not be bachelors. It is the same with ethics. To say that one should do something is another way of saying it is ethical. If it is not ethical, then one should not do it.

Perhaps when business people ask why they should be ethical, they have a different question in mind: what is the motivation for being good? Is there something in it for them?

It is perfectly all right to ask if there is a reward for being good, but this has nothing to do with whether one should be good. It makes no sense to try convince people that they should be good by pointing to the rewards that may follow. One should be good because “good” is, by definition, that which one should be.

As for motivation, good behavior often brings a reward, but not every time. Think about it. If it were always in one’s interest to be good, there would be no need for ethics. We could simply act selfishly and forget about obligation. People invented ethics precisely because it does not always coincide with self-interest.

Doing Well by Doing Good

John Hooker [9] opine that although ethics is not the same as self-interest, business executives often want to be assured that it is the same. They want to make certain that “one can do well by doing good,” meaning that one can succeed in business by being ethical.

There is no denying that one can often do well by doing good. An ethical company is more likely to build a good reputation, which is more likely to bring financial rewards over the long term. But good behavior cannot be grounded in tangible reward alone. People who are interested only in reward will behave ethically when it suits their purpose, but they will go astray whenever the incentives change.

There is a deeper confusion here, too. To look to ethics for motivation is to misunderstand what ethics is all about. It is like studying finance to find a reason to make money. Finance does not teach one to want to be rich. It teaches one how to be rich, assuming one wants to be rich. So it is with ethics. Ethics teaches one how to be good, assuming one wants to be good.

It is important to know that one can normally do well by doing good. Otherwise ethical people could go into business only with a high risk of failure. Business ethics, however, addresses the opposite question: how can one do goods by doing well? It begins with the premise that managers want to do something good with their lives and investigates how to accomplish this through business. In other words, it treats profit and business success as means to a greater end: making the world a little better.

Ethical Values for Business Success

Mark [10] in his view of ethical values and its impacts on business success writes; Ethics is based on a set of moral and ethical values. These values must be absolute - that is, you must take them seriously enough to override any human rationalization, weakness, ego, or personal faults. When all else fails, you will always look back to these core values to guide you. Unfortunately, life is not that easy and there's always disagreement about what values should reign-supreme.

Luckily, in the world of business ethics, your employer helps you. In a nutshell, their values are your values (in the context of work). Your freedom to choose your own ethical values is somewhat limited. Considering the rash of corporate scandals these days, the thought of following the corporation's values might not be too comforting. Problem: Whose or what values can you trust? Look behind successful, honest businesses and you will see a set of values that have stood the test of time. Think about how these values are communicated in your organization and what you can do to support them.

Honesty

The old adage, "honesty is the best policy" is true today more than ever. It's not just lip service. Employee manuals from most scandalized corporations are likely to contain slogans touting its commitment to honesty. Claiming to be honest in an employee manual is passé. You're either honest or not. Even if you haven't got caught yet, most people know who is and who isn't.

Integrity

Integrity connotes strength and stability. It means taking the high road by practicing the highest ethical standards. Demonstrating integrity shows completeness and soundness in your character and in your organization.

Responsibility

Blaming others, claiming victimhood, or passing the buck may solve short-term crises, but refusal to take responsibility erodes respect and cohesion in an organization. Ethical people take responsibility for their actions. Likewise, actions show the ability to be responsible both in the little and big things.

Quality

Quality should be more than making the best product, but should extend to every aspect of your work. A person who recognizes quality and strives for it daily has a profound sense of self-respect, pride in accomplishment, and attentiveness that affects everything. From your memos to your presentations, everything you touch should communicate professionalism and quality.

Trust

There's no free ride. Trust is hard to earn and even harder to get back after you've lost it. Everyone who comes in contact with you or your company must have trust and confidence in how you do business.

Respect

Respect is more than a feeling, but a demonstration of honor, value, and reverence for something or someone. We respect the laws, the people we work with, the company and its assets, and ourselves.

Teamwork

Two or more employees together make a team. It is a business necessity to work openly and supportively in teams whether formal or informal.

Leadership

How many hardworking, honest employees have been tainted and led astray by corporate leadership failings? Managers and executives should uphold the ethical standards for the entire organization. A leader is out front providing an example that others will follow.

Corporate Citizenship

A foundational principle for every company should be to provide a safe workplace, to protect the environment, and to become good citizens in the community.

Shareholder Value

Without profitability, there is no company. Every employee should understand how he or she fits into the profitability picture. Everyone's common goal should be to build a strong, profitable company that will last.

The real test of these values comes from the resulting action. It takes a concerted, company-wide effort, beyond inserting these words in an employee manual, to make it happen. First, management must lead by example. Good ethics should be most noticeable at the top. Every employee must be accountable to the same rules.

Second, a corporate values or ethics initiative must be "sold" and "marketed" aggressively throughout a company. Every forum and medium should be used to spread the good message. Of course, it will only be credible if the company is practicing what it preaches.

Third, training must be provided to get everyone on the same page. It's easy to ignore a motivational speech or pass by a poster, but spending time learning about the issues will have a lasting impact.

Fourth, both you and the company must be in it for the long haul. The ethics fervor should extend to the next generation of employees. The longer it lasts, the more ingrained the principles will become. Despite failings of some, there is plenty of room at the table for good ethics and profitable business to reside. Together they can lay the cornerstone for a secure and prosperous society Mark [10].

Principles of Business Ethics

Baijumon [3] observed that the Principles of business ethics developed by well-known authorities like Cantt, Mill, Spencer, Plato, Thomas Garret, Woodard, Wilson etc. are as follows:

Sacredness of means and ends

The first and most important principles of business ethics emphasize that the means and techniques adopted to serve the business ends must be sacred and pure. It means that a good end cannot be attained with wrong means, even if it is beneficial to the society.

Not to do any evil

It is unethical to do a major evil to another or to oneself, whether this evil is a means or an end.

Principle of proportionality

This principle suggests that one should make proper judgment before doing anything so that others do not suffer from any loss or risk of evils by the conducts of business.

Non co-operation in evils

It clearly points out that a business should not co-operate with or support any one for doing any evil acts.

Co-operation with others

This principles states that business should help others only in that condition when other deserves for help.

Publicity

According to W. Wilson, anything that is being done or to be done, should be brought to the knowledge of everyone. If everyone knows, none gets opportunity to do an unethical act.

Equivalent price

According to W. Wilson, the people are entitled to get goods equivalent to the value of money that he will pay.

Universal value

According to this principle the conduct of business should be done on the basis of universal values.

Human dignity

As per this principle, man should not be treated as a factor of production and human dignity should be maintained.

Non-violence

If businessman hurts the interests and rights of the society and exploits the consumer by overlooking their interests this is equivalent to violence and unethical act.

Scope of Business Ethics

The term business ethics is a general organizational phenomena, that is to said, that business ethics borders in every area of the organizational settings.

According to ICSI [11], Ethical problems and phenomena arise across all the functional areas of companies and at all levels within the company which are discussed below:

Ethics in Compliance

Compliance is about obeying and adhering to rules and authority. The motivation for being compliant could be to do the right thing out of the fear of being caught rather than a desire to be abiding by the law. An ethical climate in an organization ensures that compliance with law is fuelled by a desire to abide by the laws. Organizations that value high ethics comply with the laws not only in letter but go beyond what is stipulated or expected of them.

Ethics in finance

The ethical issues in finance that companies and employees are confronted with include:

- In accounting – window dressing, misleading financial analysis.
- Related party transactions not at arm's length
- Insider trading, securities fraud leading to manipulation of the financial markets.
- Executive compensation.
- Bribery, kickbacks, over billing of expenses, facilitation payments.
- Fake reimbursements

Ethics in Human Resources

Human resource management (HRM) plays a decisive role in introducing and implementing ethics. Ethics should be a pivotal issue for HR specialists. The ethics of human resource management (HRM) covers those ethical issues arising around the employer-employee relationship, such as the rights and duties owed between employer and employee.

The issues of ethics faced by HRM include:

- Discrimination issues, that is, discrimination on the bases of age, gender, race, religion, disabilities etc.
- Sexual harassment.
- Affirmative Action
- Issues surrounding the representation of employees and the democratization of the workplace, trade unionization.
- Issues affecting the privacy of the employee: workplace surveillance, drug testing.
- Discrimination with whistle-blower.
- Issues relating to the fairness of the employment contract and the balance of power between employer and employee.
- Occupational safety and health.

Companies tend to shift economic risks onto the shoulders of their employees. The boom of performance- related pay systems and flexible employment contracts are indicators of these newly established forms of shifting risk.

Ethics in Marketing

The issue of marketing ethics is not limited to the kind of products alone. It also deals with how such products are delivered to the customers. The ethical issues confronted in this area include:

- Pricing: price fixing, price discrimination, price skimming.
- Anti-competitive practices like manipulation of supply, exclusive dealing arrangements, tying arrangements etc.
- Misleading advertisements.
- Contents of advertisements.
- Use of decision
- Children and marketing.
- Surrogate advertising: Many liquor firms carry advertisements of products like apple juice, soda water etc.
- Black markets, grey markets.

Ethics in Production

This area of business ethics deals with the duties of a company to ensure that products and production processes do not cause harm. Some of the more acute dilemmas in this area arise out of the fact that there is usually a degree of danger in any product or production process and it is difficult to define a degree of permissibility, or the degree of permissibility may depend on the changing state of preventative technologies or changing social perceptions of acceptable risk.

- Defective, addictive and inherently dangerous products and
- Ethical relations between the company and the environment include pollution, environmental ethics, carbon emissions trading
- Ethical problems arising out of new technologies. For example, Genetically modified food
- Product testing ethics [11].

Code of Ethics

Ezigbo [12] writes that one way companies influence employees and managers to utilize a common set of ethical criteria in decision making is by developing a code of ethics.

Thus, a code of ethics is a formal statement of the company's ethics and values that is designed to guide employee's conduct in a variety of business situations.

A code of ethics is a written document that outlines the principles of conduct to be used in making decisions within the organization. Codes of ethics are formal standards and rules on beliefs about right or wrong, that managers can use to help themselves make appropriate decisions with regard to the interest of their stakeholders.

Ogbo, Itanyi, & Wilfred [13], opines that corporate citizenship and low-risk company ethics profiles start with a corporate code of ethics. As business ethics have evolved and the scope of business issues has expanded over the past decade. Codes have become the rule rather than the exception at most companies. It is important to recognize that a code of ethics is not the only tool available to pursue a company's ethical objectives. Irrespective of the term employed by any given company. Though it tends to be the most common first approach in fostering an ethical business environment, if a code is employed as a single instrument, its benefits will be limited and of minimal reach. The danger is that members of an organization may develop a false sense of protection because they believe that the code of ethics absolves them from having to use personal discretion or individual judgment about what is right and wrong. Or if employee perceives a discrepancy between professed values and actual behavior, a code can be counterproductive and leads to apathy and mistrust, particularly if executive leaders and board members are seen to be exempted from the organization's ethical standards. A code of ethics outlines the values and beliefs of an organization and ties them to an organization's mission and objectives. Specifically, it codifies the standards of ethical behavior expected of all employees and the values to which all members of an organization commit themselves to uphold when conducting business with internal and external stakeholders. As such, the code of ethics becomes a yardstick by which to measure the operational process and regulates the behavior of managers and employees, but it also sets long –term goals, communicates the company's values to the outside stakeholders, and motivates employees giving them pride in working for a company with clearly articulated, unequivocal values than simply a statement of a company's moral beliefs. A well written code is a true commitment to responsible business practices in that it outlines specific procedures to handle ethical failures. Codes of ethics today address a variety of issues including work environment, gender relations, discrimination, communications and work reporting, gift giving ,product safety, employee management relations, involvement in the political sphere, financial practices, corruption, conflicts of interest and responsible advertising. In general, the process to develop and implement codes of ethics follow a series of considerations and decisions, which for illustrative purposes, can be grouped into the following six phases:

Purpose

What objectives will the code of conduct serve and towards what end state will it be employed? Usually to answer such questions, companies conduct an ethical risk assessment as a means to decide how to get from the existing state to the desired ethical organization;

Form

Will the code be more directional or aspirational in form, or a hybrid of the two?;

Formulation Process

Once the purpose and form is determined by which process the code of ethics will be formulated, particularly with respect to the consultation and consensus building process with stakeholders to be affected by code of ethics;

Content

Entails the written of ethical dimensions that will form part of the company's ethical culture;

Tone

The tone with which the code is written and communicated plays a very important role in its effectiveness. The tone can range from a prohibitive to a more positive one that is supportive of its purpose; and

Implementation

Ensuring that the code of ethics becomes real in practice and across all business operations is not a one- time effort that remains a written expression destined for a glassed showcase [14].

The effectiveness of the code of ethics depends on the extent to which management supports them with sanctions and rewards. Violations of these codes are usually limited to loss of membership in the organization (termination or expulsion) [12].

Influencing Employees to Behave Ethically

The US military has recognized the importance of having officers set examples for enlisted personnel and holds officers to a higher standard of conduct. Officers who disobey a command or act unethically face harsh sanctions. Managers' behavior as they carry out their duties sets the tone for employees.

According to Ezigbo [12], managers can influence their employees to behave ethically by the following ways;

- To take actions that develop trust, such as sharing useful information and making good on commitments.
- Act consistently so that employees are not surprised by unexpected management actions or decisions.
- Be truthful and avoid white lies and actions designed to manipulate others by giving a false impression.
- Demonstrate integrity by keeping confidences and showing concern for others.
- Meet the employees to discuss and define what is expected of them.
- Ensure that employees are treated equitably, giving equivalent rewards for similar performance and avoiding actual or apparent special treatment of favorites.
- Adhere to clear standards that are seen as just and reasonable, for example, neither praising accomplishments out of proportion nor imposing penalties disproportionate to offences.

Respect employees, showing openly that you care about employees and recognize their strengths and contributions.

Benefits of Good Corporate Ethical Behavior

Companies that follow good ethical practices can achieve a wide range of corporate benefits. These include:

Increased Customer Loyalty

Customers who believe that a business has a good reputation are more likely to continue to purchase their products and utilize their services. In contrast, customers who have a negative view of an organization will tend to avoid purchasing that company's products or services regardless of price competitiveness. Since it is often more costly to sell to new customers than it is to sell to existing customers, a company that enjoys a good reputation will also benefit from the repeat business of its loyal customers.

Employee Retention

The process of recruiting employees is very costly and time-consuming. When organizations continually have to replace their employees, the expense and disruption to work processes can have a damaging effect on the organization's overall productivity and profitability. The goal, therefore, is for an organization to retain its best employees on a long-term basis. When a company is open, honest, and fair with its employees, talented workers will be more inclined to stay onboard with the organization.

Fewer Legal Issues

When a company focuses on maintaining high ethical standards, it will tend to face fewer legal problems related to its products or services. Some companies elect to cut costs by purchasing sub-standard materials or ignoring important work-safety practices and environmental laws. The effects of this type of neglect may include legal and financial consequences as well as damage to the organization's reputation. In contrast, companies that work to address such issues in a conscientious manner are less likely to face legal problems.

Good Public Image

A company that demonstrates high ethical standards in all of its business practices will enjoy a positive public image. A positive public image will result in increased loyalties across the board; this will likely translate to higher levels of productivity, larger profit margins, and increased opportunities for investment and growth.

The Challenge of Organizational Ethics

If ethics were easy and straightforward in our organizations, there would be no need for a research work such as this one. However, this is rarely the case. Ethical decision making and practice are fraught with difficulties and challenges. Ethics often stretches us and moves us to think beyondour own self to consider others: our family, our work group, our organization, our country, our culture. At the least, when we consider our own ethics, we have to ask ourselves: What is my own ethical position or stance? How is that similar to, or different from, others'? Will my actions have the intended consequences? What unintended consequences might arise from my actions? These are challenging questions to ask at a personal level. We must consider what we deem appropriate and inappropriate, acceptable and unacceptable, right and wrong for ourselves but also in relation to others.

At an organizational level, such issues can become complex, if not daunting. Given the rise of organizational power and influence, the potential impact of decisions is, in some cases, profound and far-reaching. Stan-Deetz [15] opined that, by many standards, the business organization has become the central institution in modern society, often eclipsing the state, family, church, and community in power. Organizations pervade modern life by providing personal identity, structuring time and experience, influencing education and knowledge production, and directing news and entertainment.

From the moment of our birth to our death, organizations significantly influence our lives in ways that often go unnoticed. That is, over time, we have developed naturalized, taken-for-granted ideas about how organizations should function and the role that they should play both in our personal lives and in our culture.

It is also important to remember that our "organizational lives" are not separate or distinct from other realms of our lives. For example, it is increasingly difficult to distinguish between our public and private lives, work and family, labor and leisure [16]. As a result, it is crucial that we keep in mind that organizations are a part of life. They are not silos that function in a vacuum without direct effects on all of us. For better or worse, they are part and parcel of us

The Nigeria Case

In the increasingly conscience-focused marketplaces of the 21st century, the demand for more ethical business processes and actions is on the rise Donaldson [17] cited in Velentzas and Broni [17]; and De Colle, and Werhane [18] identified key ethical skills that are important for today's workplace: practical wisdom, personal integrity and good character, moral reasoning, compliance with corporate ethics, and moral feelings, cost/benefit analysis (for all stakeholders). By contrast, the Nigerian public sector ever since the country's independence from Britain in 1960 has been grappling with weak governance structure, red-tapism, weak accountability, low professional standards, waste and corruption, poor productivity, and lack of control, redundancy and over-bloated staff structure [19]. United Nations [20] cited in United Nations [20] identified the following bottlenecks against public service ethics in Nigeria:

…poor adherence to ethical standards by public servants in the country; in particular, simple rules and regulations that could enhance good ethics and efficiency in the public service are generally ignored; the absence of coordinated and harmonized roles, responsibilities and activities among institutions responsible for public service ethics; pervasive corruption as an unethical response to insecurity of tenure, poor employment conditions and, most especially, uncertain future upon retirement; weak enforcement of rules and regulations relating to unethical behavior and corruption; and limited involvement of non-governmental actors in monitoring and reporting unethical behavior.

According to Briggs [21] the efficiency and effectiveness of any workplace (whether the private or the public sector) largely depend on the caliber of the workforce. In spite government's best efforts to address ethical issues in the public sector (with limited success) through civil service reforms and privatization [19, 22], what is left of government's stake in the public sector is still grappling with manpower challenges. Specifically, some of the challenges include the politicization of the manpower engagement process [23], federal character principle [24], outsourcing [25] and non utilization of job description and job specification in the recruitment process [21].

Conducive work environment enables employee ethical job performance [26]. There are relationship among working environment, workers' morale and productivity [27] and between work environment and job attitude of employees [28]. In fact, majority of productivity problems reside in the work environment of organizations [29] with working conditions exerting pressure on accountability and public sector financial management [30].

METHODOLOGY

The sampling frame used in this study consists of banking industry in the south eastern states of Nigeria which is made up of Abia, Anambra, Ebonyi, Enugu and Imo states. The banking industry was selected because of their business practice, which are banking industry systems and customer service, which are always in demand.

A purposeful or judgmental sampling method was adopted in selecting banking industry from each stratum.

PRESENTATION AND ANALYSIS OF DATA

Test of Hypothesis

Hypothesis One

H_1: Ethical value does have a significant effect on sustainable development of an organization

Ho: Ethical value does not have a significant effect on sustainable development of an organization

Table-1: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.917[a]	.840	.840	.35478	.143

Source: SPSS Version 20

a. Predictors: (Constant), Ethical value

b. Dependent Variable: Sustainable development

Table-2: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214.952	1	214.952	1707.755	.000[b]
	Residual	40.907	325	.126		
	Total	255.859	326			

Source: SPSS Version 20

a. Dependent Variable: Sustainable development

b. Predictors: (Constant), Ethical value

Table-3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.247	.042		5.853	.000
	Ethical value	.820	.020	.917	41.325	.000

Source: SPSS Version 20

a. Dependent Variable: Sustainable development

Result Summary

R = .917

R^2 = .840

F = 1707.755

T = 41.325

DW = .143

Interpretation of the Result

A linear regression analysis conducted to examine the effect of the ethical value on sustainable development of an organization (table 1- 3) shows that there is strong positive relationship between ethical value and sustainable development (R- coefficient = .917). The R square, the coefficient of determination, shows that only 84.0% of the variation in sustainable development can be explained by ethical value with no autocorrelation as Durbbin-Watson (.143) is less than 2. With the linear regression model, the error of estimate is low, with a value of about .35478. The regression sum of the square 214.952 is more than the residual sum of the square 40.907 indicating that the variation is not due to chance. The F-statistics = 1707.755 shows that the model is significant.

Decision Rule

Reject null hypothesis (Ho) if P-Value < 0.05 and do not reject Ho if otherwise

Decision

Since the P-Value 000 < 0.05, we reject the null hypothesis (Ho) and then conclude that ethical value does have a significant effect on sustainable development of an organization.

Hypothesis two

H_1: There is a significant positive relationship between customer loyalty and sustainability of an organization.

Ho: There is no significant positive relationship between customer loyalty and sustainability of an organization.

Table-4: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.858[a]	.735	.735	.47211	.238

Source: SPSS Version 20

a.Predictors: (Constant), Organizational sustainability

b.Dependent Variable: Customer loyalty

Table-5: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	201.415	1	201.415	903.672	.000[b]
	Residual	72.438	325	.223		
	Total	273.853	326			

Source: SPSS Version 20

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Organizational sustainability

Table-6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.111	.060		1.846	.066
	Organizational sustainability	.912	.030	.858	30.061	.000

Source: SPSS Version 20

a. Dependent Variable: Customer loyalty

Result Summary

R	=	.858
R^2	=	.735
F	=	903.672
T	=	30.061
DW	=	.238

INTERPRETATION OF THE RESULT

A linear regression analysis conducted to ascertain the relationship between customer loyalty and sustainability of an organization (table 4-6) shows that there is strong positive relationship between customer loyalty and sustainability of an organization (R-coefficient = .858). The R square, the coefficient of determination, shows that only 73.5% of the variation in sustainability of an organization can be explained by customer loyalty with no autocorrelation as Durbbin-Watson (.238) is less than 2. With the linear regression model, the error of estimate is low, with a value of about .47211. The regression sum of the square 201.415 is more than the residual sum of the square 72.438 indicating that the variation is not due to chance. The F-statistics = 903.672 shows that the model is significant.

Decision Rule

Reject null hypothesis (Ho) if P-Value < 0.05 and do not reject Ho if otherwise.

Decision

Since the P-Value 000 < 0.05, we reject the null hypothesis (Ho) and then conclude that there is a significant positive relationship between customer loyalty and sustainability of an organization.

SUMMARY OF FINDINGS

Ethical value does have a significant effect on sustainable development of an organization. There is a significant positive relationship between customer loyalty and sustainability of an organization

CONCLUSION

The study investigated the effect of business ethics practices in organization: key to sustainable development in selected banks in south east, Nigeria.

The ethical standards of the organization, that is integrity practice, right approach, self-control practice etc. has contributed largely to its success story so far. Also the employees of the establishment accept and adhere to the ethical standards of the organization. Organizations that attract and retain the best employees are the organizations that are ethically minded. It has also been ascertained that companies with good social, ethical and environmental records perform better in the long run than those that do not behave responsibly.

From the above findings it is established that for any business organization to be sustainably successful, it must operate socially and ethically responsible, by not just being profit minded only, but also gearings its activities in such a way to benefit the society and ensuring that its operations are not harmful to environment, both now and in the future.

RECOMMENDATIONS

The following recommendations were made:

- The top management should invest in human capital in the area of modern banking system.
- Because of globalization on the job training has to gain way to out sourcing for best practices in global banking industry.

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