The role of professional ethics in human resource strategies

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Abstract

Change the attitude of the organization, to human resources, and rapid changes in all areas, and the need for organizations to adapt to these changes, it is very important concepts, strategies, and human resources strategy. Organizations that are, looking at their human resources as its most valuable asset, and factor of competitive advantage, according to professional ethics, and replace it in its human resource strategy, consider the undeniable required. Professional ethics is considered today as one of the areas of knowledge management, in organizations, and social capital. And the lack of it leads to destruction, economics and business. One of the main concerns for managers today is the creation of suitable substrates for human agents, working in all professions, their sense of responsibility, and commitment, and maintaining ethical principles governing the profession, takes steps to further the strategic objectives organization. In today's competitive acute conditions, and faces many challenges that are facing administrators in organizations with which this paper is that, to speak in clear terms the importance of alternative ethics, organizational culture, and human resources strategies in this field.

Keywords: Professional Ethics, Human Resources Strategy

Introduction

Professional Ethics, as a branch of ethics Knowledge, it pays to study the ethical duties in professional and ethical issues. Professional ethics, in the tradition, and people-oriented, and motivation service to others, they have evolved throughout history. Feel the need for professional ethics, in a society, that society will progress at different levels, according to the characteristics sharply escalated ethics, ethics outside the organization, which has a significant role in the intensification of positive functions within the organization. (Ameli, 2009). Some of the factors that are very effective, conservation organizations, and is always concerned officials, and leaders of the organization, is the staffing. The study of the history of the development of industrial societies shows that skilled and trained manpower, has an undeniable impact on the evolution of traditional society to an industrial society, in a way that has been described manpower, most important factor in the development of societies and organizations. (Heydari, 2012).

Organization to gain competitive advantage, we must look to the staff as the best asset of the company, and to develop them, have long-term plans. In this sense, to human resources strategy focuses on the axis upon which the case was to achieve competitive advantage, which is capable of, attract human resources, which are eligible, and training are to learn faster than the competition, and quickly implement, taught her. (Ghasemi, 2003).

Hence, this paper tries to focus on professional ethics, and human resources strategy, focus on the relationship between these two categories.

Professional Ethics

Ethics in the dictionary, the word is plural mood and meaning quirks. Hence, knowledge evaluation, and recognition in the quirks, and human behavior called ethics. (Farhood, 2007). Ethics, namely the moral principles and values that are govern on behavior of a person or group that what is true and what is false. (Daft, translated Parsaiyan and Arabi, 1995).
Professional ethics is a set of principles and standards of human conduct, which determines the behavior of individuals and groups. In fact, professional ethics, is a rational thought process, the aim of which was to ascertain the fact, when the need to preserve and disseminate it, what values in the organization. Professional ethics, as knowledge, problem solving organizational ethics, and explain the obligations, and responsibilities of organizational ethics. Knowledge of ethics, with emphasis on transparency, and explain immoral acts, and responsibility for them, is essential to develop a comprehensive ethical code regulates the organization. (Beikzad and Hosseinpur hyacinth, 2010).

Chadwick, in article Professional Ethics, Routledge Encyclopedia of Philosophy, writes professional word, used various means. Profession in the broadest sense means the job is only one person, but in a narrower sense, refers to a particular type of activity, that first: person, with which it has a special position, and secondly, tied, with certain moral principles. Traditionally, professional, with a vast knowledge, skill levels, it is to determine the degree of a person, in varying degrees, professional, determined at least in part, as a condition of perfect service. (Vlasko, 1998)

Characteristics of professional ethics

Today, professional ethics, as ((you are right, and I decided)), is the basis of all ethics in business. Therefore, from communication behavior of individuals, lowed by as a master to communicate with the environment, and organizations with concerned the rights of others, asks of his duties. Characteristics of professional ethics, in its modern sense, including the identity of knowledge being a functional role, providing temporary professional, depending on the local culture, dependence on an ethical system, human knowledge representation, a language clear incentive, offer interdisciplinary turned. Also (Kadozir), the properties of people who have professional ethics, states the following: Responsibility, superiority, and Compete, truthfulness, respect for others, respect for social norms and values, justice and fairness, compassion with others, loyalty. (Amiri et al., 2011).

Ethical principles and professional ethics in the organization

Our community is attached to the special meaning of professionalism, expected of a professional, which act in time than the majority population. Professional word, which means responsibility, in liability actions and practices, its scope is wide, beyond the satisfaction of personal responsibility, and beyond the requirements of laws and regulations. In any profession, it is a professional, because you will achieve a higher level of professional conduct, which need to gain the trust of the community, the quality of professional services. It makes no difference to him, who benefited from these services. (Hamidizadeh and Nekoyee zadeh, 2010).

The most important strategic resource of any organization or of any society is its human resources. Communities in the long term will be successful, to foster and develop, as appropriate, human resources, and the goal of strengthening the knowledge and technical skills necessary to make those hard-working and believing, and believing . (Mirepasi, 47: 1999).

In the present time, few people can look at a mechanistic perspective, to management of organizations, especially in recent decades, and especially the turn of the millennium, increasingly, have been highlighted, such as consciousness, thought and freedom and humanism, and given the role of human resources in organizations. The success of an organization is the result of the creation and implementation of ethics management in organizations. Organizational ethics, entrepreneurship is based on trust. Therefore, knowledge that can act as a catalyst for the rationalization of the organization, based on a humanistic attitude, the professional ethics. Professional ethics, in fact, is a process of rational thinking, the aim of which was to ascertain the fact, that in organization, when it should be preserved and disseminated, value, and commitment, with respect to it. (Sarmadi and Shalibaf, 2007).

The main reasons that led to the organization, they emphasized ethics, including the role of ethics as part of corporate strategy and management, observing the impact of ethics, in good image of the organization, binding laws and regulations, the role of ethics, as a special knowledge, to reduce social problems, organizations need to identify costs and social costs, advertising effects, compliance with ethical issues, public pressure, adhere to ethical impact on organizational performance, and organization stock price, legal liability and directors organizations, to ethics, standards, commitment to ethical impact on quality, comprehensive discussion of ethics, and the pressure of the various stakeholders. (Vinten, 1998: 91).
Professional ethics has a significant impact on the activities and results of the organization. Professional ethics, increases productivity, improve communication, and reduce the degree of risk, because when professional ethics, governing organization, facilitate free flow of information, and the manager before the event, to be aware of it. Weaknesses in the system of ethics, will lead to a reduction, and increased losses in the organization, and management will rely mostly on retrospective control, because people do not give the information to the management, and in this case, organization energy is converted negative, in other words, power of organization, instead, to be only goal will be spent on rumor, gossip, and hypothyroidism. . . (Shahnazi, 2008).

Any manager has the responsibility, to act as an example of someone who is committed to ethical principles, and this feature is an integral part of the responsibility of all managers. Day by day, faith organizations are even greater purpose, in this case, that promote ethical principles, and strengthen the spiritual culture, will lead to the creation of strategic advantage. (David translated by Ali Parsaiyan and Mohammad Arabi, 2011: 24-25). Although the administrators, in some organizations have ethical concerns, but in ethical of the organizations are faced with various problems. One of the main concerns of efficient managers, at all levels, is how to make good substrates for human factors, jobs in all professions, to them, a sense of responsibility and commitment to issues in society, their careers, engage to work, and comply with, ethical principles of the profession itself. But the directors, despite being efficient, sometimes, are not faced with success, and sometimes we read in the media, or building collapses bridge, built substandard road, or closing of manufacture food, health problems due to non-compliance. All of these events, puts under threat, different groups of people. But what causes this to happen. Investigation, around same happening, it is not so easy, it can be easy to look at, to these events, analyze them, and obtain their probable causes. But these reasons, the ruling is based, the process of various positions within the institution. Professional principles successors should be studied, in terms of economic, cultural, administrative, political, and social communication. (Hamidizadeh and Nekoyee zadeh, 2010).

Some of the points of interest in the creation of ethical principles Professional ethics is a science, which should be created, based on a rational process. Managers must have faith in the principles of professional ethics, and of slogan, in coming into consciousness. Characteristics of professional ethics, to clarify exactly administrator’s ethical criteria, are not in conflict with each other. Managers must themselves respect to these principles, and they, are reflected in their behavior. Moral defects can appear infrastructure and operational level. Lack of senior managers and operational managers can increase the ethical deficiencies in the organization.

• Elements of professional ethics
  1. Developing a functional charter.
  2. Adherence to the provisions of the Charter.
  3. Continuous review of business components.
  4. Compliance social responsibility.

• Institutionalization factors of professional ethics in the organization
  1. Strategic approach
  2. Competitive Advantage
  3. Ethical doctrine, and it annual assessment of firm ethical performance.
  4. National Institutions
  5. Global Institutions

The consequences of non-compliance with the ethical rules

Failure to adhere to ethical and legal rules also has consequences, effects and consequences for the organization and management, which may in some cases, cannot be modified. Rough these effects can be divided into three categories, as follows:

• The effects and consequences of individual:
  1- Strengthen the relationship-oriented system.
  2- Indifference, disappointment, and resignation of employees.
  3- Hide and reveal exceptionally low.
  4- Bribery and theft of secret and open.
  5- Increase suspicion to organization and management.
  6- Increase of covert and overt surveillance, about the organization, and management.
  7- Immoral and illegal transactions.
  8- Adverse interactions with clients, and consumers of goods and services.
  9- Increased strife, conflict, rebellion, backbiting and other abnormal behaviors.
10. Commitment and sense of loyalty towards the organization and management.
11. Lack of Pursue complaints.
12. Increasing willingness to stand together, in front of goals and expectations of management.
13. Decline in the level of productivity of human resources.
14. Employees fear and terror of complaints about violations of law and ethics in the organization, lack of job security.
15. Lack of staff participation in organizational decision making.

• Influence and fallout group:
  1. Preferred group interests, on interests of the organization.
  2. Strengthening negative informal relationships, in working groups.
  3. Sense of loyalty to the group, not to organization.
  4. Lack of Groups participation in organization decision-making process.
  5. Destructive form bands, in order to justify secrecy, and support each other, in violation of the law, disregarding ethics.

• Influence and fallout of Organizational:
  1. Lack of accountability, and responsiveness to community needs.
  2. Reflecting unfavorable image of the organization in the community.
  3. Reduce the effectiveness, efficiency and productivity of organization.
  4. Reduce the useful life of the organization.
  5. Undermine the system of meritocracy in the organization, and increase the loss of skilled manpower. (Abtahi, 2007: 313)

**Human resource strategy**

Human resource strategy, which coordinated set of activities, which moves in the direction of integration of corporate culture, organization, people and systems. (Thomas, 1996, quoted of Beheshtifar).
The Human resource strategy, known as the essential role of improving organizational performance, and it is necessary to deal with it, to increase the effectiveness and efficiency of management, and human resource development organizations, have achieved a good level of maturity in this area. The purpose of developing and implementing Human resource strategy was to link the policies, procedures and human resources, human resources with strategic goals. (Farhadi, 2009).
Organization, its mission and vision, bring into force, by developing a strategy focused on stakeholders. Policies, plans, objectives and processes for the realization of the strategy will be developed and current. In organization transcendental, valued employees, and create a culture that is possible to achieve personal and organizational goals. They developed the capabilities of our employees, and promote justice and equality. These organizations are communicating with their employees, and put them in, about encouraging, appreciate and care, that would spur them, made a commitment to them, and enable them to take advantage of skills and knowledge, in the interests of the organization. In these organizations:
- Human resource strategy in line with the mission and strategic goals of the level of organization to devise a strategy function.
- Human resources strategy, through the establishment will determine the long-term and short-term objectives, and appropriate action plans are effective.
- Use of appropriate methods to ensure awareness and understanding of Human resource strategy, managers and employees, as well as maintaining and upgrading their commitment and motivation for its establishment. (Badakhshani and Forouzanfar, 2010)

**Human resources strategy formulation**

Human resource strategy in the field of theoretical and applied, it is young and new knowledge. The first model, a strategy for human resources, with a view rational logical, technical, and design, is based on the organization's strategy. These models are applicable in the event, which is prepared in advance, the organization's strategy. Any error or deviation in organization strategy development process, as well as textually transmitted to the Human resource strategy. Within Harvard University (1984), and Dayrohold model (1988), are examples of this type. One of the other models is the strategy of the organization, with extensive use of model of swot that
David, provided it. Framework provided by David, to identify strengths and weaknesses within the organization, and environmental opportunities and threats of the organization, or institution, will terms of a matrix, interacting with each other, and is extracted from the analysis, strategy Institute. (Saheb Badri and Rahbari Zadeh, 2008).

The main stages of Human resources strategy

1. Development of a long-term commitment towards the philosophy Human resources.
Tactics
• Creating Human resources, and incentive structures in organization.
• Development of quantitative and qualitative evaluation, and human resource management.
2. actuation people
Tactics
• Hire the right people, and provide appropriate compensation to them.
• Staff training.
• Participation of all people to succeed.
3. Direct contact with people.
Tactics
• Creating accurate feedback.
• Find common interests.
• explore new ideas and initiatives.
4. Redesign jobs for delegating more to people.
Tactics
• Create more authority, and participative management.
• Focus on job enrichment.
• An emphasis on teamwork.
• Create opportunities for people to influence up the organizational hierarchy. (Jacobs, 2005, quoted from Beheshti far).

Relating professional ethics, and Human resource strategy

Development, especially human development, and sustainable, the process is nonlinear and complex. No magic, is in planning, and not only can play equipment on the market. Development is dependent on the cooperation and goodwill, and public confidence in the entire population. In other words, the ethical principles, is a fundamental condition for development, and ethical excellence, it is a foregone conclusion. (Khajehpour, 2007). Ethics in organizations can be discussed, with two approaches: human resource management approach, which emphasizes to ethical of people in jobs. Such an approach has a long history in both Eastern and Western traditions. In sources of professional ethics and practice, we are often faced with ethical managers, medical ethics, and ethics of engineers. The second approach, which aims, Human resources, along with other components, and elements are part of the corporate identity, and moral behavior Human resources, is depends on organization ethical performance. Although organization is composed of individuals, but the organization as a legal entity, there is never the sum of individuals. It is considered that the organization is not anything but people are looking deemed delivered. Strategists approach to professional ethics is in foundation organization ethical, and morality of the organization, they encounter a strategic advantage. Strategic approach to professional ethics, to assess the moral survival Human resources, in organization is unethical or impossible, or very difficult (Faramarz Faramaleki and Sayari, 2007).

Conclusion

Professional ethics is one of the areas of knowledge management, management basically, without regard to issues of ethics and values, and the basic concept is meaningless. In recent years, staffing agencies, has a central position, and from there, Human resources, is most valuable factor of production, the main source of generating competitive advantage, and create a key feature of any organization, and human factor, is a strategic resource
for organizations. Human resource strategy focuses to how Human resources activities, in relation to strategies, as well as the rule of professional ethics in the organization, so that the organization, ultimately, be able to cope with environmental upheavals, and achieve because of the competitive strategies, cost leadership, differentiation, and improve the quality of creation, as well as reducing stress, and success in achieving the objectives effectively. Lack of ethical behavior, and performance in organization, has resulted in negative consequences in the level of organization, and will, to overcome the economic benefits, social benefits. Administrators can, using continuous values, in organization has resulted in the proliferation and development, and in cast, high ethical foundation, and they have respect, Individualities and human greatness. It is in need of leadership, ethical intelligence. Ethical intelligence is ability to understand of contrary, strong moral convictions, and operate them. Leaders with high moral intelligence, just do the right thing, applying them consistently synchronized with Exchange Methods, and ideas, are high performance, and always works, links do with ethical principles, and ultimately make basis, and the right to trade with confidence and commitment, and synergy in power of organization, and this is a step in the service of the community, that are working on it. Generally, when, principles or moral values of the organization, is widely popular among its members, and be managing the organization's human resources, ethical, will increase organizational success.

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