



Professional Practice and Ethics

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Introduction

In this information revolutionary world, one of the standards utilized for evaluating conduct is through measuring organizational ethics. As opined by Ayal et al. (2015), ethical conduct and behavior provide a framework that helps in standardizing the attitudes and performances of the employees. This framework can be utilized in modern technologies as well as to the professionals for maintaining moral conduct within organizations. The ethical aspects about ICT (Information and Communication Technology) rest on principle and are to be necessarily practically implied in the organizations. Brakewood and Poldrack (2013) stated that with the development and progress of technology and communications, the employees should embrace the ethical codes of conduct to behave morally and with integrity. The organizations and individuals should have a combined concept of values and ethics in their operating way. It not only helps individuals and organizations to conduct fairly and morally but also helps in taking ethical decisions within the organization for the benefit of all the internal and external stakeholders.

This assignment deals with several theories of ethics such as Utilitarianism, Deontology, Justice, Rights, Relativism, Etiquettes, and Virtue. Along with this, comparative studies between the moral theories are also discussed. In this context, the ACS codes of ethics along with the connection between code and theories are also discussed vividly.

1) Several Theories in Ethics

Utilitarianism

As stated by Carter and Lubinsky (2015), Utilitarianism is a normative ethical hypothesis that helps in understanding the difference between right and wrong actions along with the consequences related to the policy chosen. It denotes a superior moral action that an individual can take for the maximizing happiness of responsive entities. This approach states that none of the actions and rules is fundamentally wrong or right. It, therefore, lies on the fact and principle that promotes in achieving high levels of happiness and pleasure to the maximum number of people. The principle of utility is based on the general rules or particular actions that help in judging the right or wrong doings (Dierksmeier et al. 2016).

Deontology

According to Frynas and Stephens (2015), deontology is a normative ethical theory that judges the morals and principles of the individuals' actions based on their adherence to regulations and rules. It emphasizes mainly on actions rather than consequences of those actions. Moreover, deontology ethics highlights the relationship between human duty and the morality attached to the actions. Hammersley (2015) stated that as per Kant's theory of deontological ethics, an individual must act morally based on their assigned duty. He even said that it is the motive of a person that helps in carrying out ethical activities rather than the consequences of it. A typical example can be cited from the relationship between the employer and employee where their individual moral and principles are judged through their actions.

Justice

As opined by Hayek (2012), the ethical theory of justice is all about giving importance to equality, rights, and fairness. It is a reconciliation of impartiality and liberty applied to the basic structure of an organization or individuals' life. Even more, justice should be abided by laws, rules and regulatory principles that help in maximizing the good and moral activities. Hwang (2015) stated that Rawls theory of justice is based on two principles. The 1st principle states that every individual should enjoy equal rights to the maximum of other people. The 2nd principle is based on the economic and social inequalities. These factors should be arranged in such a way that organization should provide equal chances to everyone those qualify for the position.

Rights

Jenkin and Siegel (2015) commented that the ethical theory of rights states that a right is a justified and necessary declaration on other individuals. Rights are independent aspects and are based on certain standards of acknowledgment by the society. People acknowledge moral rights those are justified by certain standards and are not necessarily written down as law. These are the basic principles and ethics in an individual's life. It is a rightful act of an individual to respect other people's dignity and self-esteem. No individual should interrogate into others' freedom of choosing anything for her or himself or their privacy. Rights are the fundamental and primary moral behavior that often justifies welfare rights of the individuals (Jobber and Ellis-Chadwick, 2012).

Relativism

According to Kahn et al. (2014), ethical relativism theory states that morality and ethical values are the norms and standards of an individual's culture. The individuals' right or wrong actions are totally dependent on the norms and standards the society practices those. There is so such belief on absolute right or wrong but is about the moral judgments of the society. An individual's behavior is strongly dependent and is about his or her cultural norms and ethical practices. There are no such universal standards of moral but are the unwritten standards applicable to all the people of the world. With the difference and diversity in societies, moral values also differ relatively (Larson et al. 2014).

Etiquettes

Lederman (2013) stated that etiquettes are the ethical code of behavior that defines the social conduct of individuals as per contemporary standards and norms. It is a self-conscious procedure where individuals are obliged towards providing polite and polished behaviors to the other individuals. It is the unwritten but established soberness that an individual should have towards each other. Lozano et al. (2015) had an opinion that every society has certain basic etiquettes that indicate whether the behavior of the individuals complies with it or not. It also helps in indicating and differentiating between good and bad behavior. These are enforced through social policing as well as through self-regulation.

Virtue

Padulo et al. (2013) commented that virtue ethics theory emphasizes on nature of qualities those related to problems. Virtue is an honesty or generosity and is a positive trait that makes the conduct of individuals strong and effective. There are certain virtues like courage, temperance, liberty, patience, and truthfulness that an individual should have to conduct a methodical and systematic life. It is a fundamental moral value that characterizes an individual greatly. Moral development and basic education regarding virtue ethics are important. The virtue ethics are quite stable, reliable as well as fixed that helps an individual in maintaining consistency in their activities (Plaisance, 2013).

2) Comparison between Moral Theories

Theories	Advantages	Disadvantages
Rights	Values are the ideas those are assigned to groups and individuals having patterns and boundary (Brakewood and Poldrack, 2013).	Rights given to individuals can be negatively used.
Virtues	Virtues are a set of selected values those considered to be good and desirable in general.	It doesn't give that much of importance and consideration to individual process of thinking (Ayal et al. 2015).

Theories	Advantages	Disadvantages
Relativist	In relativism, moral principles are applicable and may vary regarding culture and individuals; at this moment giving independence to individuality. It believes in no universal morals and doesn't compare between ethical principles (Touboulic and Walker, 2015). It is applied to any situations irrespective of its right or wrong.	Since it is dependent on an individuals' relative thought, it may not be applicable for the other individuals. It cannot be applied in all circumstances or situations.
Objectivist	It believes in holding certain principles moral values that are well applicable to all individuals in general. It believes in people having certain common moral principles as the basic human need.	It is unable to account the diverse moral values as well as principles in various cultures and societies (Tricker, 2015).

Theories	Advantages	Disadvantages
Consequentialist	It is based on the consequences of moral, principled and ethical activities.	It is ignorant towards providing justice in adolescence community (Frynas and Stephens, 2015).
Deontology	It strengthens and reinforces commitment and obligation in respect to diverse persons (Skeff, 2016).	It aims towards understanding the importance and essentiality in generalized interests.

3) ACS Professional Codes of Ethics

As stated by Touboulic and Walker (2015), ACS (Australian Computer Society) has its codes of conduct and ethics. The members of ACS have to support and advance dignity, honor as well as effectiveness while being a professional. Moreover, they should be a good citizen and should be abided by rules, regulations and laws laid down by ACS. One of the codes of conduct of ACS is "primacy of public interest." Here, the organization is bound to act by public interest and giving them a priority above all business, personal and sectional interests. Saha (2015) also commented that "enhancing the quality of life" is another code of conduct of ACS. Here, the organizations have to aim towards enhancing the quality of other stakeholders those are directly and indirectly getting affected with the work. The quality of service provided to them should be moral and ethical along with should improve their individual comfort level.

According to Tricker (2015), "honesty" is also a part of ACS's codes of conduct; where organizations should be honest in showcasing and utilizing their skills and knowledge in the production of services and products. It will help the organizations in performing cordially and in a trustworthy way. "Competence" is another ACS's codes of conduct that implies an organization to work and perform diligently and competently for its internal and external stakeholders. Skeff (2016) commented that as per "professional development," the organization is bound to enhance its professional growth through utilization of the resources in an ethical and

moralistic way. Along with the development of organizations, it is also necessary to provide a platform to their employees for their personal development and growth. In "professionalism," the ACS members need to enhance their integrity and honesty towards each other. They also need to have mutual respect for each other.

4) Establishment of Relationship between Professional Codes of Ethics and Practices with Theories

There lies a strong relationship between professional codes of conducts, ethics, and practices with that of the theories. Jenkin and Siegel (2015) commented that ethics sets up a standard that helps in making meaningful and moralized decisions. With the increasing public apprehension, both ethics and codes of conduct are proliferating within the organizations. ACS has its codes of conduct that is strongly acknowledging with the various codes of practices and ethics within the organizations. They both encourage specific behavior from the employees. Moreover, Frynas and Stephens (2015) stated that ACS codes of conduct have lay own certain basic principles of conduct to which the members is bound to adhere to. Both codes and theories aim towards maintaining mutual respect to one another and esteem each other's freedom without any interruption. It, therefore, helps in guiding comply with the ethical behaviors to sustain its position in ACS.

According to Carter and Lubinsky (2015), ACS utilizes codes of conduct and ethical theories that help in shaping out cultural expectations as well as make moral decisions about organizational activities. It enhances both friendly and cordial relationship between employees and employers along with other stakeholders. As a result, it also helps the organization in attaining strong competitive advantage among other organizations that automatically attracts other stakeholders to be a part of it. The codes of conduct and ethical operations are also monitored by ACS periodically to ensure an organization's membership with it. Along with this, due to ethical behavior, organizations succeed in attaining long-term and sustainable success in this cut-throat market environment (Dierksmeier et al. 2016).

Conclusion

The overall assignment deals with the several ethical theories that should be present within an organization as well as individuals' life to behave ethically. There are certain written or unwritten codes of conduct that are present in the society, and the individuals are bound to adhere to those principles and policies. It not only helps the individuals to act morally but also creates a sense of mutual respect and esteem for one another. Along with this, a comparison table is given that helps in understanding the differences between the several theories. Moreover, ACS codes of conduct are also discussed. Moreover, the connection between these codes and ethical theories is also vividly discussed in this context.



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