



Lisbon School  
of Economics  
& Management  
Universidade de Lisboa



# Mestrado em Ciências Empresariais 2023/2024

## Questões éticas



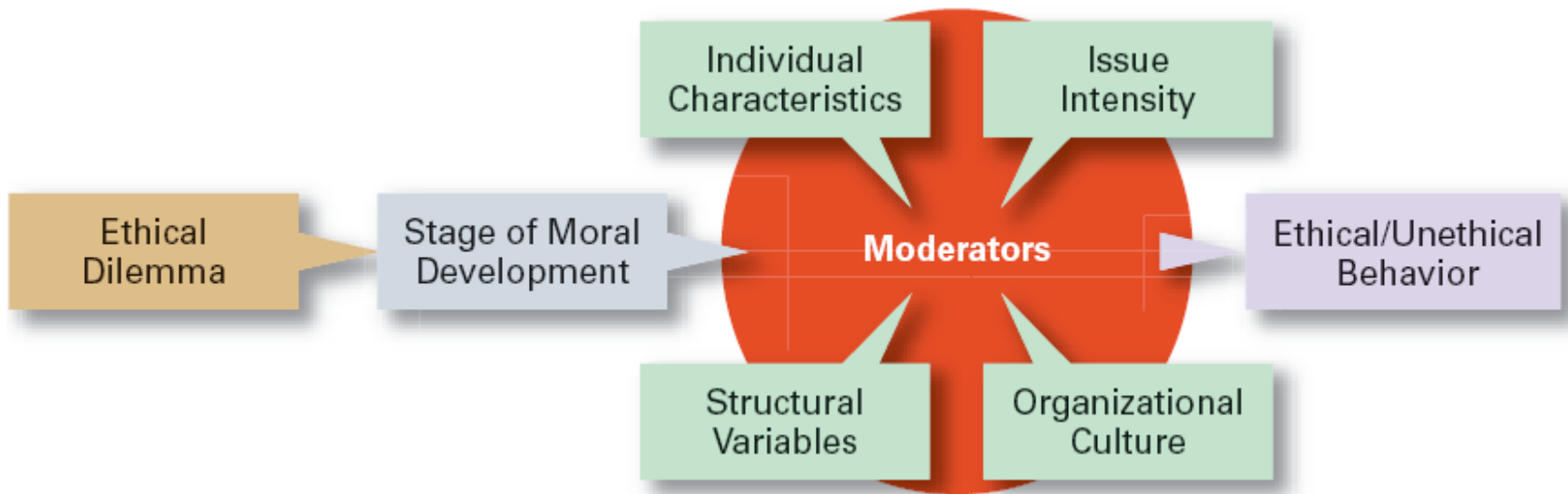
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# Introduction

- **Ethics:**
- Principles, values, and beliefs that define what is right and wrong behavior.
- **In Business:**
- How should we conduct businesses?
- How should we treat the people?
- How should we treat the environment?
- How should we gather, use, store and share data?
- How should we report performance?
- ...

# Ethical Dilemma



(Robbins & Coulter, 2007)



# Stage of moral development

Level	Description of Stage
Principled	6. Following self-chosen ethical principles even if they violate the law 5. Valuing rights of others and upholding absolute values and rights regardless of the majority's opinion
Conventional	4. Maintaining conventional order by fulfilling obligations to which you have agreed 3. Living up to what is expected by people close to you
Preconventional	2. Following rules only when doing so is in your immediate interest 1. Sticking to rules to avoid physical punishment



# Individual characteristics

- Values

- Basic convictions about what is right or wrong on a broad range of issues

- Personality Variables

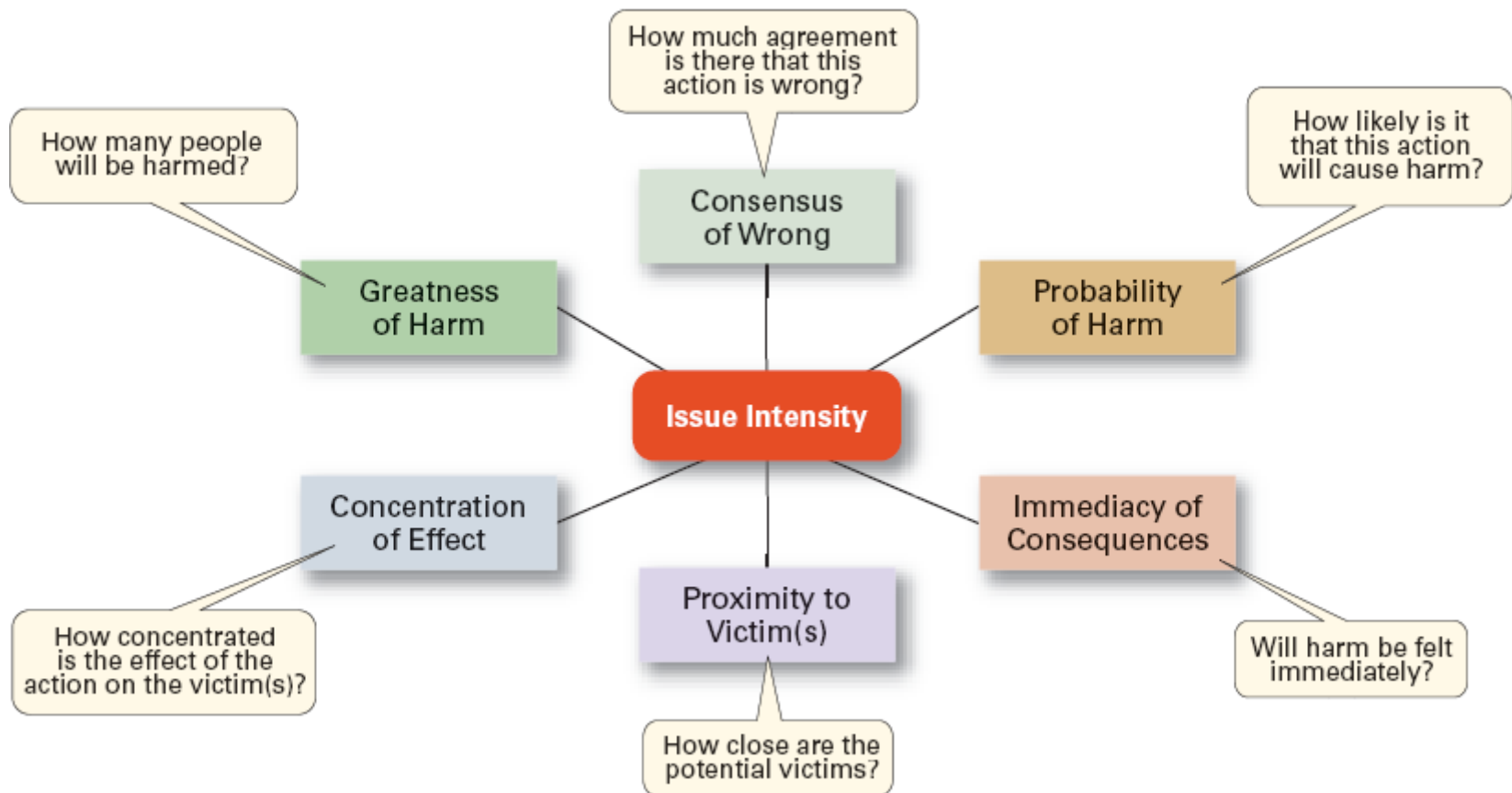
- Ego strength

- ❖ A personality measure of the strength of a person's convictions

- Locus of Control

- ❖ A personality attribute that measures the degree to which people believe they control their own life.
- ❖ **Internal locus:** the belief that you control your destiny.
- ❖ **External locus:** the belief that what happens to you is due to luck or chance.

# Issue intensity



# Organizational culture

## MISSÃO



## VISÃO

Contribuir para o desenvolvimento económico e social do país

Contribuir para o avanço da fronteira do conhecimento científico

Contribuir para a afirmação internacional do país

### CULTURA ISEG:

Competência e rigor

Empreendedorismo

Espírito de Liderança e Equipa

Melhoria contínua da organização e desempenho.

### Valores ISEG:

Diversidade & Pluralidade

Postura Ética e de Responsabilidade Social e Desenvolvimento Sustentável

Liberdade Intelectual e Científica

Avaliação interna e externa e melhoria contínua



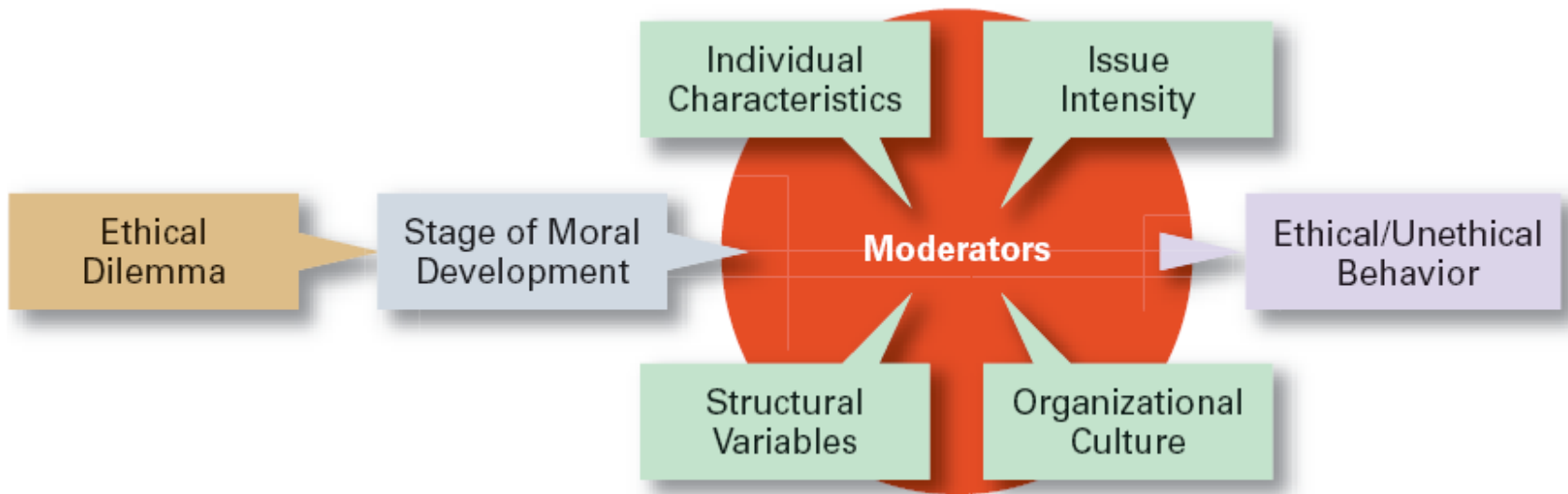
# Structural variables

- **Structural Variables**

- **Organizational characteristics and mechanisms that guide and influence individual ethics:**
  - ❖ Performance appraisal systems
  - ❖ Reward allocation systems
  - ❖ Behaviors (ethical) of managers



# Ethical Dilemma



(Robbins & Coulter, 2007)



# Ethical Dilemma

## Exemplos:

**ISEG – plágio.**

**Profissionalmente – corrupção.**