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## Is the success possible in compliance with ethics and deontology in business?

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### Abstract

The road to success for companies in today's economic environment is more demanding than ever and the capacity of adapting to the rapid changes is compensatory in order to resist on the market. The managers struggle, daily, with increasingly complex problems, caused by fierce competition in the market but also from the rising demands of customers. In this context, managers are tempted to pick an easy way, a shortcut, which will give them an advantage over the competitors. Usually this shortcut is in contradiction with the request of ethics and deontology in business, however many managers ignore this situation and choose to make short-term profit. This leads to the following question: Is it possible to be successful by respecting the ethics and deontology in business, considering that some of the competitors have an advantage through non-compliance to these requests? The research made in this article approach this sensitive aspect of business ethics and offer some practical solution and recommendation for managers, highlighting the ethics principles and the consequences of an unethical behaviour. This paper is written such that any manager, regardless of the experience or knowledge, can have a clear image over business ethics and to be sure, that success can be achieve by respecting ethics and deontology in business.

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