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The Importance of Business Ethics and Social Responsibility for Entrepreneurship / Giriřimcilikte İř Ahlakı ve Sosyal Sorumluluęunun Önemi

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A B S T R A C T

Abiding moral rules will make a community live in peace prosperity and secure from any single individual to entrepreneurs. Every entrepreneur, anywhere in the world, in any case should act in accordance with the work ethic. As the Entrepreneur is honest, consistent and has appropriate moral behavior, the side where business interacts increase the credibility and prestige in society. On the other hand entrepreneurs, businesses and organizations in the community to be accountable to the people next to you to obtain and respond to the expectations of profit is also desirable. Both work ethic's reputation in the community as well as entrepreneurs who are aware of social responsibility, is expected to make a difference in the long term image and market value. Business ethics and social responsibility approach of today's business are discussed in the study.

JEL

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