

ethics is involved none of these factors are considered. Reason is that, not only the books are manipulated for the shareholders benefit but the image is also glorified.

My final example that I will be sharing is of the tourism, given our diverse geographies and rich cultural heritage, the truth is that we cannot even compete with a small country such as Singapore in the world rankings in tourism. In a research done by the world tourism, India receives only around 17 million visitors in a year while a tiny country compared to India, Thailand receives over 35 million visitors and increasing. Why is their such a huge difference it is all because that India as a nation people around the world have lost their trust and sense of security. In India, a country that claims to practice **atithi devo bhava** (a guest is like **God**), from airport to taxis, hotels, shops and tour guides – all try to fleece innocent tourists (more so if they are foreigners). To make matters worse India holds a high status in women tourist harassment and rapes. Trust factor for India is just plain embarrassing.

For a moment lets all forget about the foreign dilemma about their trust factor, our own citizens have zero plus faith in our system. Everyone knows that if anything needs to be done they have to start from the bottom of this corrupted system to all the way to the top to get anything done. So for a country where the trust factor is below zero so the ethical dilemma is also going to be below par but the corruption with be well beyond 100. Unless until the government shows any improvement with reforms to clean their tarnished image nothing can be expected from the citizens.

Reference

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ETHICS AND ITS EFFECTS ON BUSINESSES IN NIGERIA

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My years of experience in different companies got me interested in ethics, having the knowledge that organizational survival and

growth is that, once employees fail to follow laid down procedures in an organization, no matter how morally intentioned they feel about their actions, they have automatically indulged in an unethical behaviour, which could lead to organizational failure.

This made me appreciate, more than ever before, the importance of business and professional ethics for both economic growth and other important aspects of development.

It has been severally noted, the Nigerian society seems to have some negative practices, habits, and tendencies peculiar to it, this, however, is to the detriment of the country and has given it a bad name in international circles. Abraham Lincoln is reputed to have said, "To behave ethically is to behave in a manner that is consistent with what is generally considered to be right or moral. Ethical behaviour is the bedrock of mutual trust. Ultimately, the quest for organizational transformation must begin with a personal commitment within each individual to pursue moral excellence. Your Character is what you really are; your reputation is what people think of you. Reputation is a function of perception [1].

However, when professional business ethics is lacking, breached or lost, mistrust sets in, loyalty is lost, investments are jeopardised, businesses are brought to abrupt end and the economy suffers. To this end, developing a platform that enables players in the diverse sectors to always abide by good professional ethics as well as exposing young ones who are future players on issues relating to ethical compliance holds high hope for the industry.

The various industries generally will only prosper and all parties' happy when fundamental business values, corporate rules and procedures are upheld by all in all situations, irrespective of position.

The so-called "African Time Syndrome" has eaten deep into the core of our society, a distinctive of feeble code of ethics. It promotes a lackadaisical attitude towards obligations and many business decisions that other climes will treat as time sensitive are allowed to slide such that potential partners from other countries are left with an unsavoury opinion of our country.

Lack of Professional Managers in most organizations, some managers lack the competence and social skills to apply ethical principles to business transactions. For some reasons, a pharmacist working as a doctor is unethical; or an Engineer with not the right set of skills or experience working as a manager in a finance company because, the job was gotten by connection, would not produce success.

The abuse of religion in Nigeria could also be seen as symptomatic of a weak code of ethics in the business and professional circles. Some employees leave their work places to attend religious events during work hours. It has been observed that Nigeria can be said to be the most religious country in the world, but it is perhaps the least godly.

Employees join companies based on a psychological contract. That is, they join based on their beliefs and understanding of what the company stands for or just to earn a living. Its practices and how it will treat its employees and customers. When employees discover that ethical issues exist, they cope by taking at least one of several actions. Some employees even sabotage company activities when ideally they are supposed to be brand ambassadors. When ethical hazards compromise employee loyalty, the company's reputation is tainted.

Some company officials involve themselves in improper agreements in return for some favour. Such reciprocal breaches lacerate the vision of such organizations. Some breaches of business ethic are caused by conflict of interest and the drive for personal gains.

Whenever an employee leaves a company, productivity suffers. The company must then expend time and resources to find a qualified replacement, and the work being performed by the former employee lapses in the interim. According to LRN, more than one-third of all employees quit their job over perceived ethical lapses from the company.

Another related problem is that some firms refuse to give the requisite training to their members-such training on ethics is very important.

Generally, in an economy characterized by huge unemployment rate, inflation and sharp practices-where dignity and merit have taken a backseat, most managers can hardly insist on business ethics as required by the laws of the land. There is the dilemmas many employees and business owner face tough decision hence fairness, equality and honesty are big issues.

Ethical conducts should be rewarded while unethical conducts should be dealt with swiftly and firmly in an impartial manner, building a culture of transparency and openness of Communication and put in place performance audits to help curb unethical behaviour.

Companies that maintain integrity, transparency and accountability can maintain their reputation and ethics to attract investors to grow the economy.

Business ethics believes that when businesses are conducted with morality the interest of all can be protected.

In spite of these challenges, Ajaero (2012) believes that because of the huge potentials of the Nigerian economy and the fact that Nigeria has many successful entrepreneurs, countries like China, South Africa, India and some countries in Eastern Europe are eager to invest in Nigeria. If the potentials are harnessed and the momentum of the reforms sustained, Nigeria can be an investment destination in Africa.

To overcome the challenges of unethical behaviour, enforce ethical standards amongst the people as a way of life in business and government transactions, through public enlightenment campaign about the ills of unethical behaviour as a means of achieving personal or collective goals of the country. Impose stiffer penalty on those found to be involved in an unethical behaviour, no matter their position or status in the country, which would serve as deterrent to others. Those corporations should hire the right type of employees through background checks, and not by just connections or who you know. There should be created a formal written Company code of ethics and such formal codes should be reviewed, updating and enforcing Company codes.

Reference

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SPORT MANAGEMENT

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How would you like to sit ringside at a boxing match, courtside at a basketball game, or even better, at the 50-yard line, on the bench, with the players on the football team? Your thinking, “How could a person have those amazing seats without actually participating in the sport?” Well, there are certain professions that give you those