

Ethical Dilemma: Immoral Morals

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ABSTRACT The objective of the current paper was to explore how ethical issues can and should be incorporated into decision-making, both in academia and non-academia. This is achieved through literature review. The term 'ethics' refers to accepted principles of right or wrong that govern the conduct of a person, the members of a profession, or the actions of an organisation. In our society and others, many ethical principles are codified into law – prohibitions against murder, stealing, and incest, for example – many others are not, such as the principle that an author should not plagiarize another's work. As long as it does not involve word-for-word copying, plagiarism does not technically violate copyright law, but it surely is unethical. In view of these contestations, the design of the paper was based on conceptual and empirical literature, which is used to explain and to propose an institutional ethical approach. The discussion was then used to generate strategy that provides insight on how institutional ethical approach evolves.