

Finding an Equilibrium Ethical Framework in a Heterogeneous Society: The Role of Rules and Values

D. Y. Dzansi* and P. K. Hoeyi

*School of Entrepreneurship, Faculty of Management Sciences, Central University of
Technology Free State, South Africa, 9301*

KEYWORDS Rules. Values. Ethics. Morals. Person-Situation Framework. Cognitive Biases

ABSTRACT This study adopted the interpretivist position on social science enquiry to understand why moral values do not always inspire firms and individuals to act ethically and to consider whether rules promote ethics and if so, to what extent. Design wise, the qualitative methodology was used with the specific method being desk research where the literature on ethics was analysed to understand what previous researchers think about the issue. Thereafter, own subjective judgements were made. Based on the literature analysis, it was found that cognitive biases, information asymmetry and the multiplicity of moral frameworks in a heterogeneous society militate against ethics. It was also found that in a plural society, rules have the potential to harmonize the divergent moral frameworks of the different segments.