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## Comparative Business Ethics - Idealism and Relativism in Light of Empirical Researches in Eight CEE Countries, Finland, and Turkey

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### Abstract

*There are some factors determining business ethics: the situation of the individual, culture, age, gender, marital status and many other factors. Different ethical, ideological questions may arise from the characteristics of persons (age, gender, status), organizational identity, but depend on their national cultural abilities. The globalization process makes the question of business ethics the main issue. Authors strongly believe as the business becomes global, the study of the ethics becomes increasingly critical due to the different cultural and country environments. The actors of global trade have to bear in mind that people from various cultural backgrounds might have different attitudes towards business ethics. To investigate respondents' ethical attitudes, we have used the Ethical Position Questionnaire (EPQ), developed by D.R. Forsythe. Our research was conducted in Hungary, Slovakia, Serbia, Croatia, Poland, Czech Republic, Estonia and Finland and data collection was spread in Turkey. Our sample comprises 2548 respondents from these countries. The obtained data partly confirm our initial hypothesis, that because of the different national culture and history, the ethical position is different in the analyzed nine countries.*

### Author Keywords

Business ethics, Idealism, Relativism, CEE countries, Finland and Turkey, JEL Code, M51, M54, M59

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