

# Multiculturalism and Ethics

## EDITORIAL

Tuomo Takala, Editor in Chief

Multiculturalism is seen by its supporters as a fairer system that allows people to truly express who they are within a society, that is more tolerant and that adapts better to social issues. In this new EJBO issue multicultural themes are strongly considered. These points of view may give us some new knowledge about the relative character of human values.

In his article Wahibur Rokhman states that Islam for example has its own concept of ethics that are derived from the Qur'an and sunnah. In a manner similar to Weberian Protestantism, Islam provides the ideological foundation for a variety of personal attributes that promote economic development. Indeed, it is noted that the application of Islamic ethics brought the Muslims to the golden ages in the eighth until the fourteenth century. However, not much is known about Islamic work ethics (IWE). To date, there are only a few researches that have looked at IWE. For example, the moderating effect of the Islamic work ethics on the relationships between the organizational commitment and the job satisfaction are studied. His study used 425 Muslim employees in several organizations in the United Arab Emirates (UAE). The result of the study revealed that IWE directly affected both the organizational commitment and the job satisfaction and that it moderated the relationship between these constructs.

Sohail Kamran studies TV commercials in Pakistan and puts forth that they are reinforcing the stereotype roles of the women's and are not helpful to change the society's perception about women professional abilities. Therefore companies in their advertisements should show women in the professional roles, which might motivate the women to be a professional, change the society's perception and behavior about the professional women in the long run. The participants commented that fairness creams television ads play

a role in hurting their self respect and feelings. Most of the advertisements show that a black girl or a dark complexion girl changed her face complexion within few days after the use of the fairness cream. Actually most of these fairness creams advertisements messages have their ironic side as well, which is to show that use of fairness cream will change black skin to white within few days. So those girls having the black skin color might have to bear jokes, comments and sarcastic suggestions to use the whiteness creams for changing the skin color from few of their friends and class mates etc. These advertisements just focus on the white skin as the prime personality trait, but ignore all other aspects of a woman's personality, such as educational and professional achievements and intelligence etc.

Seema Gupta sees that an interesting finding is the significant difference exists in responses to moral philosophy, ethical judgment and behavioral intention as measured by two scenarios in a given study. The Indian managers revealed a variety of ethical theories in their decision making process. In the automobile scenario where dealer does not change the auto-part within the warranty period, the respondents judged the unethical action of the auto dealer harshly and expressed the intention not to engage in such a behavior. It seems the respondents have judged the action of the auto dealer from the point of view of the consumer. In the second scenario, the action of a software engineer who revealed secrets of technological product of former employer to the new employer was more acceptable to the respondents. It exposes dual thinking of respondents and the fact that individuals may change philosophy type depending on the situation. It shows how ethical decision making is related to specific situation and business ethical decision making is different from consumer ethical decision making process.