# Ethical and Social Responsibility Aspects of Management and Ecology Safety Enterprise

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*Abstract:* **Ethical and social responsibility aspects of the management of the company and its ecological safety, are one of the key priorities in its strategic development. From shareholders and managers point of view, they reflect the interaction of the company in society and the ways in which it make the business. The publication is focused to some aspects of ethical and socially responsible company policy, the formation of an ethical system approach to ethical behavior and making ethical decisions by managers. It reflects the basic dimensions of social responsibility, linking them to the environmental safety of the company and the technology of corporate social governance. Structured are the main criteria for social responsibility of the company and the characteristics of ISO 26000 for sustainable development and social responsible behavior.**

*Index Terms:* **ethics, social responsibility, environmental, safety management.**

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## I. INTRODUCTION

The ethical and socially responsible aspects of the management of a company occur between stakeholders or the groups interested in this in two ways: First, important are the relationships between people in the organization - those who manage the company, including the interests of groups and individuals. The key relationships are those between shareholders, managers and associates, they should be built on socialization, responsibility, good social climate, showing professional skills and personal effectiveness. Second, it is important the interaction of the company with the social environment. These are the contacts in the community - with state structures and institutions, NGOs or other associations, local authorities and residents, customers, competitors, brokers, etc. It is important that the company keep and maintain good communications with all of them, these communications must be built on integrity, fairness and legal order. Ethical behavior on behalf of the management staff of the company Ethical climate and effective communication are key indicators to optimize performance in the organization, according to accepted standards, principles, rules and norms of behavior.

## II. ETHICAL AND SOCIAL RESPONSIBILITY ASPECTS OF MANAGEMENT AND ECOLOGY SAFETY ENTERPRISE

The formation of ethical system in the company depends

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on three fundamental areas (E. Garriga & D. Mele, 2013, pp. 74-104; L. Trevino, L. Hartman & M. Brown, 2000, pp. 128-142):

*1. Moral Behavior.* Organizations seek to recruit and retain individuals who have the due moral behavior corresponding to the company's goals and interests.

Emphasis is put on ethical values and the ability of people to be open, honest and well-meaning, i.e. the company needs a high level of moral development of personality.

*2. Ethical Leadership.* Ethical leaders are those leaders who can make ethical decisions in favor of the company or the team they work with and guide the work into the mainstream of ethical standards and codes of conduct. They help people to be associated with the work, they uses role-modeling, they communicate on the topic of ethic, they reward for positive results, they ignore the differences in the workplace, etc.

*3. Organizational structures and systems.* These are the tools by which managers can influence the ethical climate in the company and create ethical work rules. These include company culture, code of ethics bodies, corporate ethics programs for ethical training and more. The Managers and professionals need to know approaches to ethical behavior in order to react to trends in the social environment. The most popular of them are the following (R. Daft, 2015, pp. 162-169; B. Beal, 2013, pp. 59-74; G. Cavanagh, 1990, pp. 186-199).

1) Utilitarian approach. The approach was developed by J. Bentham and J. S. Mill and states that the one who makes the decision must take into account the effect that will influence the stakeholders. It is necessary to choose an option that satisfies the majority of people's interests, i.e. to be in favor of the public good and welfare.

2) Individualistic approach. In this approach people calculate the benefits that they can get in the long term. The main motivators for a man are self-control of behavior, and all the forces that come from the environment should be ignored (to limit their influence). Every person takes a decision which will bring benefit in the near future, and his actions are based on the principle of "choose the lesser evil." The approach reflects the choice of the individual to obtain a personal benefit that often goes against societal norms.

3) Moral-Legal approach. It reflects the rights and freedoms that cannot be violated or restricted as a result of the decision taken by other people. Here, an ethical solution is the one that best

expresses the priorities of the people regarding their right of choice. In the process of decision-making we can draw to the following moral rights:

• the right to consent - the impact on another person is eligible, but only if he agrees to mentor some (control) his actions.

• right to privacy - each person can proceed as he/she sees appropriate and control information which he/she uses.

• right to personal conscience - one can refrain from executing commands that violate his ethical views.

• the right of freedom of expression - one can criticize the actions and behavior of other people if these actions are considered immoral.

• right of personal opinion - man shares his/her independent opinion without worrying that they will be criticized by others.

• the right to private life and safety - one has the right to live as he/she likes and to lead safe lifestyles.

This has argued that ethical decisions should not violate basic human rights

*4. The Justice Approach.* This approach is based on the assumption that the decision to be taken must be based on principles of equality and fairness. From the standpoint of management, there are three types of justice:

• Objective justice – the actions of managers to the people they work with (the team) should be based on objective criteria.

• Procedural fairness - actions of managers are guided by the legal basis of the organization.

• Compensatory justice - stimulating the person harmed by illegal actions of managers.

The approach of justice is appropriate for the legal system, because it is formed by rules and regulations. The ethical behavior of managers and experts is part of their respect for the people they work with (clients, employees, partners, etc.) and their interaction with objects in the social environment - institutions, government agencies and others (O. Ferrell, J. Fraedrich & A. Ferrel, 2014, pp. 126-144; P. Parsons, 2008, pp. 47-48). Respect is part of the mutual trust and understanding, which are the basis of ethical decisions and altruistic actions of humans. In this respect, P. Parsons identifies three levels that form the structure of the ethical conduct of managers and experts:

*1.* Demonstration of self-esteem to yourself - before we respect people, we must respect ourselves, which means we should built a stereotype of moral values and norms of behavior, to act properly (ethically) in one or another situation that is noticed by others.

*2.* Demonstration of respect for others - once we have achieved a certain level of harmony in our ethical perceptions, we carried them (deliberately or not) to our relationship with the people with whom we communicate, i.e. if we have a good moral judgment about the situation (previous level), this reflects our work with others, and vice versa.

*3.* Demonstration of professional respect – the ethical behavior would not make sense if it does not correspond with our professional relationships in the workplace, i.e. the people we work with (colleagues, collaborators, etc.).

Managers and experts take ethical decisions in the work frame of four phases (P. Parsons, 2008, pp. 134-137):

1) First phase. Collection and analysis of relevant necessary data. Depending on the nature of the problem data is generated and analyzed that will help managers and experts to diagnose the situation. The more information is generated, the more conclusions are made about the problem, i.e. about its ethical value.

2) Second phase. Planning the desired objectives. They are formulated based on the ethical perceptions of managers and experts on what they wish to achieve, but often depend on the available options. When the options for ethical decision-making are set (defined objectives) then the benefits of their implementation can be defined.

3) Third phase. Implementation/execution of the decision. Ethical decisions are different from those taken in the functional areas of the company, since they affect the moral side of the issue. These decisions have no direct impact on business performance because they are concentrated rather on the social and ethical impact than on the technology and marketing management process.

4) Fourth phase. Evaluation of the results. Using a feedback the effect of the decision can be assessed, mainly from social and ethical point of view. If it does not meet the ethical requirements of managers and experts or does not meet the expectations of social groups to the company moves to the next options - useful for the situation or for the solution of the issue.

Socially responsible behavior of the company in the democratic societies, the social responsibility of the company is applied because of the four circumstances (V. Stanev, 2013, p. 21):

• the strength of customers and their right of choice in market conditions;

• the role of the state in regulating the market relations;

• the making of the public interest active;

• the influence of public opinion on the business of the company.

We can define 5 (five) dimensions of social responsibility of the company that are shown in Table 1 (A. Dahlsrud, 2006, pp. 1-13). Dahlsrud has analyzed 37 working definitions of the essence of social responsibility and concludes that the social dimension and that of stakeholders are key to the company. Considering the environment (solving environmental problems), social responsibility is seen in four aspects (D. Chandler & W. Werther, 2013, pp. 65-76; R. Freeman, J. Pierce & R. Dodd, 1995):

*1. Legal aspect.* The company adheres to the Legislature in terms of environmental protection. Production must comply with the mandatory environmental requirements and non-waste technologies.

*2. Market aspect.* The company must be informed about what the customer requirements and expectations for the production of green products are. It can do this because consumers are demanding it, not because thinking about environmental protection.

*3. Stakeholders' approach.* These are buyers of products and services of the company, local residents, interest groups, partners, shareholders and others. The organization must take into account the interests of stakeholders by

offering high-quality green products, seek for alternatives for technological development, innovation platform for knowledge management, protecting the environment and bringing stable income to the owners of capital (R. Chobanova, 2012, pp. 10-19; M. Kirova, 2012; H. Siraski, 2012).

*4. Activist approach.* Active protection of the environment and lobbying firm to conduct "green campaign" for clean production and "green economy".

TABLE 1.

| Basic dimensions | Meaning | Examples |
|---|---|---|
| *Environmental dimension* | Social environment of the company | • relation with the environment<br>• adaptation to the environment<br>• keeping the environment |
| *Social dimension* | Business – community relationship | • public development<br>• improving the environment<br>• integrating the business with social practices |
| *Economic dimension* | Social-economic or financial aspect describing the company social responsibility as a process of business operations | • economic development<br>• maximum profit<br>• shareholders' interests and company welfare |
| *Stockbrokers' dimension* | Groups directly involved in the company activities and business | • most adequate and optimal relation and behavior on behalf of the company to clients, providers, business partners |
| *Free action dimension* | Actions which are not in harmony with the company regulations and documents | • from company's point of view<br>• based on ethical values<br>• by systematic breaking of the regulatory system and norms |

Environmental security is an integral part of the socially responsible policy of the company, as a result of this policy the risk factors and circumstances regarding the environment are ignored (K. Enimanev, 2013; E. Albasheva et all, 2010, pp. 54-62; D. Krivoshein, 2000, pp. 18-22; N. Nikolaykin et all, 2004, pp. 538-545; N. Naidenov, K. Enimanev, M. Kirova & D. Iordanova, 2008).

Under environmental safety we should understand preventing potentially real (actual) hazards arising from the environment, i.e. this is protection against environmental hazards.

Subject to environmental risks are ecological systems and the source is anthropogenic interference with the natural environment and emergencies. With this possible risk, the potential hazards affecting anthropogenic environmental catastrophes and natural disasters.

The mechanism for the prevention of regional ecological safety (RES) is a sequence of steps (stages) in the form of assessment and management in the following aspects (K. Enimanev, 2013; E. Albasheva et all, 2010, pp. 54-62; D. Krivoshein, 2000, pp. 18-22; N. Nikolaykin et all, 2004, pp. 538-545; N. Naidenov, K. Enimanev, M. Kirova & D. Iordanova, 2008):

*First unit.* Assessment of regional ecological safety. It contains quantitative indicators and benchmarks for prevention of regional ecological safety, assessment of adverse situations and their impact on the environment. These include:

● Defining the adverse trends of the environment. At this stage we should determine the type and structure of the adverse events that influence the environment that directly or indirectly cause damage.

● Assessment of adverse situations. Here, it is assessed the level of risk factors and circumstances arising in a region for a certain period of time.

● Defining the structure and concept of the RES. The concept of environmental safety must be clear and accessible, it should be understood by those who will implement it. So they set targets, tasks and principles aimed at environment protection and ecological risk assessment is made.

● Quantification (quality assessment) of RES. Different stages of the RES are valued according to the quantitative indicators (integrated assessment) that will be used for decision making.

*Second unit.* Management of regional ecological safety (RES). It aims to evaluate the methods and mechanisms for securing the RES, practical implementation of the

management system in ecological protection and control of the results. These include:

● Assessment of methods and mechanisms for securing the RES. At this stage, it is evaluated the opportunities for the application of methods and mechanisms to ensure RES. These are tools to limit the adverse anthropogenic impacts in the region, the methods for reducing the probability of risk and prevention of occurring in other regions.

● Solution for practical implementation of the system for RES. The decision must be consistent with the objectives and strategy for RES and it should have positive effects on the system, i.e. it protects the environment from harmful influences.

● Control of the results after the implementation of the system for RES. It applies during the work which affects the supervision of the environment, expert assessment of existing facilities, licensing, inspections of authorized bodies, etc. The environmental control is determined by the environmental legislation of the country concerned and implementation of regulations for environment protection guaranteeing regional environmental safety (RES). The implementation and execution of these activities is carried out by (K. Enimanev, 2013; E. Albasheva et all, 2010, pp. 54-62; D. Krivoshein, 2000, pp. 18-22; N. Nikolaykin et all, 2004, pp. 538-545; N. Naidenov, K. Enimanev, M. Kirova & D. Iordanova, 2008):

*1. State environmental control.*

It is applied at the highest level, not by individual departments, so for protecting the environment can be engaged law enforcement - prosecutor`s office and court. Offenders (physical and legal entities) are sanctioned (if they are proved guilty) and are brought to justice. The control is carried out by state inspectors for environment protection that have the necessary rights to inspect sites, organizations and regulations to monitor if everything is in compliance with approved standards, etc.

*2. Production Ecological control.*

It is applied from the very companies and organizations that play the role of environmentalists when they produce safe products and protecting the environment and products that do not jeopardize human health. These companies and organizations are required to comply with environmental legislation and to design their production (I. Dakov & K. Enimanev, 2006) so that it meets the requirements and new trends in the field of ecology. Effective controlling (M. Temelkova, 2011, pp. 143-151) is a prerequisite for effective management in the field of environmental policy.

*3. Municipal environmental control.*

It is carried out by local authorities or organizations authorized by them. This requires better coordination between state and municipal authorities.

*4. Public environmental control.*

It is implemented by public organizations and non-profit organizations in accordance with their inner rules and regulations or by citizens. It helps verify the compliance with the requirements for environment protection and environmental legislation - from government agencies and enterprises to ordinary citizens.

Monitoring is in fact close watch of the changes in the environment that occur as a result of natural and anthropogenic factors, as well as assessment and forecasts for upcoming changes in the biosphere or its elements. Eco-monitoring is the early stage of system safety and environmental monitoring of the environment.

Monitoring the environment includes the following practical spheres (K. Enimanev, 2013; E. Albasheva et all, 2010, pp. 54-62; D. Krivoshein, 2000, pp. 18-22; N. Nikolaykin et all, 2004, pp. 538-545; N. Naidenov, K. Enimanev, M. Kirova & D. Iordanova, 2008):

- monitoring the environment and the factors that are influential

- assessment of the actual state of the environment and its pollution;

- forecasts of the situation of the environment and its possible pollution.

The things that are monitored are atmosphere, precipitation, oceans, seas, underground water and parts of the earth areas where water is in solid form, including the ice in rivers, lakes, etc. (Cryosphere).

According to the objects of observation we differ the following types of monitoring: atmospheric, air, water, soil, climate, vegetation, etc. Monitoring the environment, depending on factors for impact - in terms of chemical contamination and diverse natural and physical agents (electromagnetic radiation, solar radiation, noise vibration).

Monitoring the environment, according to sources of pollution - monitoring of stationary sources (pipes) of mobile sources (transport) and spatial monitoring (areas with potential for contamination with chemicals - such as settlements cities, towns, villages). At the level of aggregation of information, monitoring of the environment is (K. Enimanev, 2013; E. Albasheva et all, 2010, pp. 54-62; D. Krivoshein, 2000, pp. 18-22; N. Nikolaykin et all, 2004, pp. 538-545; N. Naidenov, K. Enimanev, M. Kirova & D. Iordanova, 2008, Anguelov, 2008):

• *Global* - tracking global processes and phenomena in the Earth's biosphere, including all environmental components and warning of occurrence of extreme situations in the environment.

• *Basic* - tracking general trends in the biosphere, and above all, natural phenomena, without imposing regional anthropogenic influences.

• *National* - the monitoring is carried out at national level, i.e. on the territory of the whole country.

• *Regional* - monitoring of complex processes and phenomena in a region that is distinguished by its natural character or anthropogenic influence.

• *Local* - monitoring of specific anthropogenic sources.

• *Impact/influential* - monitoring of various regional and local anthropogenic impacts, especially in hazardous areas and locations.

According to the methods of surveillance monitoring is divided into:

• *Chemical* - active monitoring of the chemical composition of natural and anthropogenic processes in the atmosphere, precipitation, surface and underground water, soil, oceans and seas sediments, vegetation, etc.

• *Physical* - surveillance system tracking physical phenomena and processes in the environment (floods, earthquakes, volcanic activity, etc.).

• *Biological* - monitoring, which is carried out using a variety of bio-indicators, i.e. such organisms, according to its presence, status and behavior changes in the environment are identified.

• *Eco-biochemical* - monitoring that is based on the evaluation of two aspects affecting the environment, i.e. chemical and biological.

• *Distant* - at its base is the aviation and aerospace, conducted by radiometric instrumentation that monitors the sites that are studies and explored; it reads and records experimental data.

The complex ecological monitoring of the environment is a monitoring system, which evaluates the actual level of pollution and warns of critical situations that threaten human health and living organisms. This monitoring assesses the ecological conditions of the environment inhabited by human and biological objects (plants, animals, microorganisms etc.). Moreover, it evaluates the functionality of the ecosystem and it creates conditions for corrective measures in deviation from the permissible indicators in the environment.

A comprehensive environmental monitoring provides:
• allocation of sites for monitoring;
• studying the object of observation;
• obtaining updated information on the observed object;
• planning criteria for measurement;
• prediction of changes in the observed object.

Through this integrated environmental monitoring, the goal is:

1. To assess the indicators of the state of the ecosystem and the environment in which people live.

2. To identify the reasons for changes in these indicators and pre implications for the environment, and if necessary to take precautions.

3. To implement an early warning system that in technological change would disclose about upcoming problems and abnormal deviations in the environment (R. Chobanova 1997, p. 13).

Without going into details about the technology of managing of the social responsibility of the company, it is important to note that a clear framework for its implementation at the corporate level is essential. This framework should integrate all dimensions of the organization (see. Table 1) In an integrated process (initiated by senior management and staff). This requires effective management of social responsibility, which consists of stages and sub-stages contributing to the success of the company in the social environment. Implementation and management of corporate social responsibility of the company can be represented by the following technology (P. Hohnen, 2007, p. 19 (pp. 22-84)):

### 1.    STAGE I. PLANNING

A. Development of criteria for starting a program for managing the social responsibility of the company (SRC).
Basic steps:

● forming a management team for SRC;
● choice of a working definition of SRC;
● study the legislative framework;
● review of corporate documentation, processes and activities;
● evaluating and assessment of the internal potential and interested groups.

B. Developing a strategy to start a program for managing the social responsibility of the company.
Basic steps:

● support from the Executive Director, senior management and employees authorized for this purpose;
● benchmarking the social responsibility of other organizations;
●evaluation and selection of appropriate instruments for the implementation of SRC;
● drawing up an action plan for implementation of the SRC;
● search of ideas for improving initiatives SRC;
● decision on the scope and areas of deployment of SRC.

### 2.    Stage II. REALIZATION

C. Determination of the scope of the program for management of the social responsibility of the company.
Basic steps:

● defining initiatives for the realization of SRC;
● holding talks with key stakeholders;
● designing of a working group on implementation of initiatives;
● preparing the preliminary draft;
● holding consultations with interested groups.

D. Implementation of the program for management of the social responsibility of the company.
Basic steps:

● developing an integrated system for taking decisions on SRC;
● preparation and implementation of a business plan for SRC;
● determining realistic goals for SRC and performance measurement;
● preparing and authorizing the people involved in the SRC;
● organizing and conducting staff training for SRC;
● establishing mechanisms to prevent behavioral problems;
● designing of internal and external business communication plans;
● public disclosure initiatives for SRC.

### 3.    Stage III. MONITORING

E. Monitoring (monitoring and evaluation) of the program for management of the social responsibility of the company.
Basic steps:

● evaluating the effectiveness of SRC;
● measure the degree of satisfaction of stakeholders and the groups interested in it
● reporting on the current state of activity in SRC;

● making recommendations for improving the activity of SRC.

The social responsibility of the organization is subject to continuous assessment so that managers and professionals could establish what effect its application may have. For this purpose, the following criteria are used (M. Schwartz, 2011, pp. 79-86; A. Carroll, 1999, pp. 268-295):

*1. Criteria for economic responsibility.* They are the foundation of every business organization that seeks to provide income by producing goods and services that have value for customers (I. Dakov, 2014). This business value is key to the development of the company because it provides the necessary resources to operate according to the market forces and mechanisms. The maximum profit is priority, it will satisfy the interests and goals of stakeholders and all people interested

*2. Criteria for legal liability.* Society is a pillar of what happens to the activities of the organization, resulting in adjusted terms and limitations of business. To achieve legal profit, the company must adhere to the regulations and laws of the country where it will develop its activities, i.e. on local or international level.

*3. Criteria for ethical responsibility.* The company must operate in a way that will be useful for itself and the consumers of goods and services. Senior management is required to create trust and responsibility among people in the organization and stakeholders, and that means honesty and integrity in action, rejecting unethical and corrupt practices.

*4. Criteria for philanthropic responsibility.* The company takes the initiative to provide grants, providing resources that can help the groups in need in the society. Often, these actions do not bring economic benefit to the company, but can improve the image of the company in the society. *Social Responsibility of Company (SRC)* is applied by some standards for best practices and socially responsible management, such as the SA 8000 and ISO 26000.The International SA 8000 standard is used for the protection of human rights in the workplace, and a certification is also made. SA 8000 standard covers the following components (Accountability Standard 8000. Social Accountability International, 2014):

• a ban on child labor (up to 14 or 15 years of age);
• a ban on forced labor;
• safety conditions in the work environment;
• freedom of association and collective bargaining and negotiating;
• overcoming racism and discrimination at work;
• prohibition of forced labor and physical abuse;
• regulating the working day (working hours) and the regime of work and rest;
• regulated payment of wages/salaries;
• implementation of best practices and management systems.

The content of the standard requires the following actions:
• effective use of social responsibility (SR) in the organization;
• active work to achieve trust among stakeholders;

• ignoring the problems in the organization;
• achieving better working conditions and motivated staff.

By the international standard ISO 26000 current and updated guidance is given to the company to achieve sustainable development and socially responsible behavior. The guidelines standards are as follows (Bulgarian Institute for Standartization ISO 26000:2012):
• management of the organization;
• human rights;
• labor practices and relations;
• environment;
• fair/Loyal practices of the organization;
• questions related to consumers;
• inclusion of the community and its development.

The content of the standard includes:
• guidance to social responsibility of all types of organizations, no matter of their size and type;
• concepts, terms and definitions binder with the social responsibilities of the organization;
• specifics of social responsibilities, according to the scope and sphere of action of the organization
• principles and policies of the social responsibility of the organization;
• socially responsible behavior in the structure of the organization and its supply chain, as well as the groups interested ;
• diagnosis and involvement of all stakeholders and parties interested.
• contribution to sustainable development and global prosperity (philanthropy and charity).

## III. CONCLUSION

Ethical and social responsibility aspects of management are an integral part of the company strategy for viable economic activity. They are particularly important for its ecological policy where necessary to comply with certain requirements for eco-safety areas and control the environmental activities and processes. Public environmental influence the company activities, such as monitoring and preventive measure. Socially responsibility behavior can not be realized without the necessary technology and design criteria for assessing effectiveness. As a result of the publication is achieve the following:

- established the specifics of the ethical conduct of the company and making ethical decisions by managers for the development;

- have highlighted the dimension of social responsibility of the company that are tied to environmental safety, technology and assessment for effectiveness.

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