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Impact of Business Ethics on Job Satisfaction- An Empirical Investigation at Garments Industry in Bangladesh

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Abstract

Business ethics are essential for the success of an organization. It can play a crucial role in shaping job satisfaction. By ensuring a trustworthy, ethical, fair and supportive work environment, organization can able to lead higher employee morale, engagement, and satisfaction. Moreover, business ethics and job satisfaction are intricately linked, with ethical practices in a workplace significantly influencing employees' satisfaction levels. The garments industry in Bangladesh is a vital sector with significant contributions to the economy, employment, and social development. Therefore, this study aims to investigate the impact of business ethics on job satisfaction at garments industry in Bangladesh. Quantitative research has been conducted following bivariate analysis and multiple regression analysis for exploring the effect of business ethics on job satisfaction. A structured questionnaire has been designed to collect the data from 448 front line managers at different garments within Bangladesh. The study has revealed that business ethics and job satisfaction have positive relationship with the value ($\beta = .632$, P value < 0.05). This study has also recommended some managerial implications to enhance job satisfaction among employees of organization.

Key words: Business Ethics, Job Satisfaction, Garments Industry, Bangladesh.

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1.0 Introduction

The garments industry within Bangladesh plays a vital role in economy. Garments industry also has the largest contributors to the GDP and employment in Bangladesh. Although garments industry is playing a significant economic impact, this vast sector has been plagued by so many ethical challenges. These ethical concerns not only affect the reputation of the industry but also have profound implications on the job satisfaction of its workers. Business ethics refers to the principles and standards that direct a standard behavior in the world of business. Ethical business practices are essential for the sustainable development of the industry, ensuring that all stakeholders. Job satisfaction can influence employees' productivity, commitment, and overall well-being. Understanding the impact of business ethics on job satisfaction, can provide valuable insights into how to improve the working environment and the well-being of workers in this sector.

This case study aims to examine the relationship between business ethics and job satisfaction within garments industry of Bangladesh. By examining how ethical practices impact workers' job satisfaction, the study seeks to identify key areas where improvements can be made to foster more ethical work environments.

2.0 Literature Review

2.1 Business Ethics

Ethics can be defined as the morale philosophies that govern one's behavior about good or bad. Ethical culture stimulates employees towards organizational expectations. Strong ethical culture can create positive impact on behavior and performance of the employees. (Kamalaselvi, and Mahalakshmi, 2020). According to Hunjra, Ul Haq, Akbar, & Yousaf, 2011, ethics can grow up within individual from different perspectives-including culture, religious and legal environment.

Business ethics can provide a standard that stem from values, beliefs and traditions which an organization concern about the right or wrong conduct. The organization which is aligning the

business with the ethics, able to ensure thrust, create a positive reputation and most importantly maintain a long-term positive relationship with the stakeholder. Komari & Djafar, 2013). Furthermore, Rabie and Abdul Malek, 2020 found that for developing right ideas, thoughts and principles, business ethics can act a crucial role by prompting the employee's behaviors. they also found that ethical leadership can enhance the overall organizational performance by aligning the moral values with the organizations practices.

2.2 Job Satisfaction

Job satisfaction can defined as one likes to do work and to get rewarded for his/her effort (Aziri, 2011). Job satisfaction is directly related to one's performance and productivity of an organization. (Kaliski, 2007). The factor which can affect the job satisfaction can vary from employee to employee. Employee have different views regarding the aspects of their workplace, such as the nature of doing the work, peers, superiors and subordinates, and most importantly the salary they are receiving from the work (Siswanto & Yuliana, 2022). According to (Raziq and Maulabakhsh, 2015) ensuring the motivation among the employees, job satisfaction plays the most crucial roles. Job satisfaction also need to ensure for getting the better results.

Job satisfaction impact the performance of the employees. High job satisfaction can certify better employee morale, increase productivity, lower turnover, and overall outstanding organizational performance. Alternatively, low job satisfaction can increase absenteeism, lower performance, higher turnover and which can increase the cost of the company. (Ezzat & Ehab, 2018). According to Adamy, 2018; Singh & Onahring, 2019, Job satisfaction is the emotional orientation of current job role and feelings of joy or unhappiness concerning the workplace.

2.3 Relationship Between Business Ethics and Job Satisfaction

Ethics can play vital component to drive the firm practices positively. one ethical leader supports employees to integrate the moral principles to

enhance integrity, fairness and empowerment. thus all those can increase the employee expectations. Positive consequences of business ethics help to make a strong employee attribute, cognition and satisfaction. (Moon and Jung, 2018). Organizational culture, individual's values and beliefs have a strong correlation upon the business practices and positive employee experiences. Therefore, business ethics and job satisfaction has intricate and multifaceted relationship. (Gill, Flaschner, & Bhutani, 2010).

To increase the motivation among the employees, organization should encourage participative management. Whereas the aim of participative management is achieving positive link among employee's job satisfaction, motivation and personal commitment. (Doughty & Rinehart, 2004).

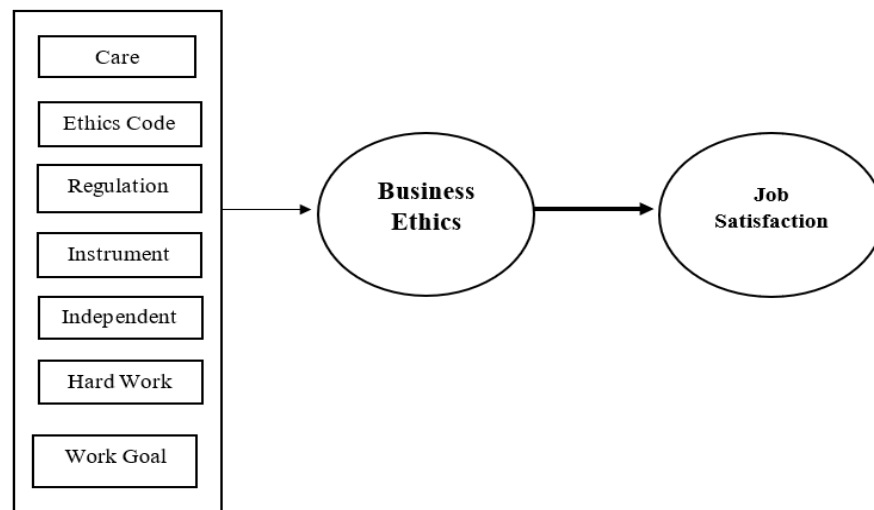
Ethical leader can create satisfied employee, who attain the organizational goals by enhancing the job satisfaction, innovation and morale behaviors. (Doughty & Rinehart, 2004; Vacharakiat, 2008)

Previously lots of studies had been directed about the impact of Business ethics on job satisfaction and they found positive relationship between ethics and job satisfaction (Ali & Al-Kazemi, 2007; Hussein et al., 2010; Okpara & Wynn, 2008). Beside those many researchers found weak or no significant relationship between the business ethics and job satisfaction. (Komari & Djafar, 2013).

While other researchers had found weak or no significant influence of work ethics on job satisfaction. Therefore, it has become vital to inspect the relationship between business ethics and job satisfaction of employees.

2.4 The Theoretical Framework of the Study

Business ethics are treated as independent factors for this study, while the study's dependent variable is job satisfaction. In figure 1, a conceptual model is represented where relationship paths between independent and dependent variable are shown.



3.0 Methodology

Data for this study had been collected from the front-line managers working in different garments Industry in Bangladesh. The researcher distributed 489 survey questionnaire, out of which total 448 responses were collected. 34 responses were found with uncompleted

information and therefore they were excluded. Thus, sample size for this study had been limited to 414 with response rate of 84.66%. To conduct this study, questionnaire developed by Al-Nashash, Panigrahi, & Darun, 2018, was delivered to front line managers of garments industry in Bangladesh. This study had been used the

probability sampling technique to get the highest number of responses for providing the answer regarding work ethics and job satisfaction. The researcher used Likert 5-point scale with indicating (1) Strongly Disagree to (5) Strongly agree for measuring the impact of business ethics on job satisfaction.

4.0 Analysis & Results

This study involved descriptive statistics and bivariate correlations between each dimension of work ethics and job satisfaction of the employees. This study also used regression analysis to

explore the impact of business ethics on job satisfaction.

4.1 Demographic profile of the respondents

The total number of participants for this study was in total 414. The male number of the respondent was 85.51% (354), 14%(58) was female and 0.48%(2) was others gender. The age responses of the front-line managers were like less than 30-35 years (43.23%,179), 36-45 years (37.67%,156), 45 years- more than 45 years (19.1%79).

4.2 Descriptive Statistics of the Latent Constructs

Table 1. Descriptive Statistics of the Latent Constructs

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Care	414	2.33	5.00	3.9050	.76025
Ethics code	414	2.75	5.00	4.0012	.50492
Regulation	414	2.50	5.00	3.9384	.66348
Instrument	414	1.75	5.00	3.4420	.67757
Independent	414	2.67	5.00	3.7520	.57358
Hard work	414	2.67	4.67	3.8148	.43589
Work as goal	414	2.25	5.00	3.6848	.69456
Job satisfaction	414	2.50	5.00	3.6208	.56574
Valid N (list wise)	414				

Ethics code has the highest mean value 4.0012 among the variables. Std. deviation is acceptable for all the items.

4.3 Bivariate Correlations

Table 2. Bivariate Correlations within the Variables

Dimensions of business ethics correlated with job satisfaction	Correlation
Care	.640**
Ethics code	.498**
Regulation	.511**
Instrument	.296**
Independent	.427**

Hard work	.270**
Work as goal	.628**

All items have positive relation with Job Satisfaction with significance level ** $p < 0.01$; Two tailed. The findings of this research is constant with the findings of many previous literature studies on ethics. The findings of this current

research also compared the findings of previous researchers Al-Nashash, Panigrahi, & Darun, 2018, and found a positive relationship between quality business ethics and job satisfaction.

4.4 Multiple Linear Regression Analysis

Table 3- Multiple Linear Regression Analysis Result

Model Summary				ANOVA			
		R Square	Adjusted R Square		Df	F	Overall Sig.
	Work goal, Hard work, Ethics code, Instrument, Care, Independent, Regulation	.561	.554	Regression	7	74.199	.000***
				Residual	406		
Coefficients							
IV		Standardized Coefficients (Beta)		t	Sig.		
Care		.494		10.039	.000		
Ethicscode		.251		4.600	.000		
Regulation		-.107		-1.956	.051		
Instrument		-.117		-2.851	.005		
Independent		-.158		-3.091	.002		
Hardwork		-.082		-1.968	.050		
Workgoal		.476		10.191	.000		

a. Dependent Variable: Jobsatisfaction

The model summary of the multiple regression shows 56.1% variation in Job Satisfaction. Moreover, value of adjusted R^2 is .554 which is closer to value of R^2 . it seems that Care, Ethics

code, work goal has positive impact on job satisfaction which is significant within the level 0.05.

4.5 Regression analysis for Business Ethics and Job Satisfaction

Table 4. Regression analysis for Business Ethics and Job Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.732	.176		4.167	.000
	Business ethics	.762	.046	.632	16.557	.000

R	R Square	F	Sig
.632 ^a	.400	274.143	.000 ^b
a. Predictors: (Constant): Business Ethics			
b. Dependent Variable: Job satisfaction			

This study found that, the business ethics have a moderate positive correlation with the job satisfaction. Adjusted R² of the model is 0.400. The calculated value of F (2,143) is 274.143, which is > tabulated F (2,143) =3.0594 and the model is significant at p<.05. This result denotes that there

is a significant impact of business ethics on job satisfaction.

The coefficient for predictor variable business ethics is b=.632 which signifying that dependent variable (Job Satisfaction) would result an increase through predictors.

5.0 Discussion

The core objective of this study was to investigate the impact of business ethics on job satisfaction. From this research, a significant relationship has been found between the business ethics and job satisfaction. Moreover, a strong linkage was established among caring climate, properly maintaining the work ethics and work goal with job satisfaction. the result indicates that business ethics dimensions like care ($\beta=0.494, p<0.001$), ethics code ($\beta= 0.251, p<0.001$) and work goals ($\beta = 0.476, p<0.001$) have strong influence on job satisfaction. The result amazingly indicates that employees do care about the external environment and the overall society welfare. this finding is related to the findings of Valentine and Fleischman (2008). Employees ethical situation can be impacted by the strong culture.

training, and forming a clear outlook for ethical behaviors. An ethical culture can enhance employees' trust in management and the organization, leading to higher job satisfaction. The result of this study exposed that garments employee's ethics are influencing their job satisfaction potentially. Furthermore, this study found that care towards employees can play a crucial role for increasing the relationship of ethics with satisfaction.

6.0 Conclusion

Since the main aim of the study is to examine how business ethics can impact the job satisfaction, it has been winded up that work ethics has a remarkable influence on job satisfaction in the context of the garments industry of Bangladesh. The relationship between business ethics and job satisfaction is particularly crucial to the industry's significant economic impact and its reliance on a large workforce. By prioritizing ethical practices, managers can enhance employee morale, reduce conflicts, and ensure compliance with legal standards, ultimately contributing to long-term organizational success. Moreover, Managers and stakeholders in the garments industry in Bangladesh should recognize that ethical conduct not only enhances job satisfaction but also strengthens the industry's reputation globally. By investing in ethical practices and prioritizing employee well-being, organizations can build a sustainable and socially responsible business model that benefits both employees and the industry as a whole.

A different scenario has also been observed from the results of multiple regression analysis, it has been found that not all of the variables representing the overall aspects of job satisfaction. Surprisingly, it has been found that regulation, instrument, independent and hard work have no substantial impact on job satisfaction.

5.1 Managerial Implications

This study found that garments employee's ethics could influence their job satisfaction at Bangladesh. Managers of Garments industry in Bangladesh should actively promote and ensure ethical behavior among the employees. they can create a balanced code of ethics, providing ethics

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