BUSINESS ETHICS THROUGH STUDENT LENSES

Yusof Ismail

IIUM Press

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IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Yusof Ismail: Business Ethics Through Student Lenses

ISBN 978 967 418 184 0

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysia Scholarly Publishing Council)

Printed by:
IIUM PRINTING SDN. BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan
Tel: +603-6188 1542/44/45 Fax: +603-6188 1543
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CHAPTER 3

BUSINESS ETHICS IN THE INTERNET AND ONLINE DATABASES

Hanisah Hamzah and Yusof Ismail

INTRODUCTION

One of the ways to learn about a discipline is to check on its relative availability through electronic media. Electronic media provide instant results. Availability does not mean quality materials. Availability simply suggests that the subject matter may be dealt with through the materials indexed in the system.

Terms related to business ethics used in this study comprised: ethics, business, accounting ethics, bank ethics, business ethics, corporate ethics, professional ethics, marketing ethics, Islam, Islamic ethics, Islamic business ethics, ethics education, ethics research, ethics training, bribery, corporate scandal, and corruption.

Methodology

A list of specified search terms related to business ethics is given by the book Editor to the author to start the basic input for the chapter (see Tables 3.1 and 3.3). There are two sources of data to be used to determine relative availability of the search terms: the Internet and the subscribed online databases in International Islamic University of Malaysia (IIUM).

Table 1 relates to selected search engines, i.e. Google, Yahoo, Alta Vista and MSN. Table 2 lists the selected IIUM library subscribed online databases, i.e. Islamic Finance News, Pasport GMID, Econlit and Business Source Complete.

The author accessed and recorded the number of hits or results for the specified search terms with each of the search engine. Later, she used the hits for each term as the numerator and the total hits under each search engine as the denominator. The resulting table shows ratios, i.e. standardized measures of availability of the search term. She repeated the same procedure with the IIUM Library's online databases, recorded the hits for each term, and then computed the resulting ratios under each online database.

The author searched the Internet hits on 23rd December 2011, 12.00 p.m. – 12.15 p.m. Malaysian Time in Gombak, Kuala Lumpur, Malaysia and recorded the results in Table 1.