

CONTEMPORARY ISSUES IN BUSINESS ETHICS: SOUTH EAST ASIAN MANAGERS' PERSPECTIVES



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Contemporary Issues in Business Ethics: South East Asian Managers' Perspectives

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CHAPTER 6

BUSINESS ETHICS PRACTICES OF ICT COMPANIES

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ABSTRACT

This chapter examines business ethics practices of ICT companies. Learning from others allows us to gain direct knowledge and at the same time exchange our idea in order to come out with better outcomes on certain things. It is very useful in order to gain knowledge in short period of time as all the procedures of acquiring rightful knowledge (hypothesis, observation, conclusion, etc.) have been done by other people and all we have to do is just learn from them. This study investigates business ethics practice by two ICT companies, one at Iwhizz Technology & Consultancy Sdn Bhd, Jerteh, Terengganu, and the other one is a company at Low Yatt Plaza, Bukit Bintang Kuala Lumpur, namely Thunder Match Technology Sdn Bhd. The study uses personal interview with the owners, employees, and customers. This method is very useful as it gives us the opportunity to gain as much information as we need. The results of the study showed that ICT companies are aware that selling pirate software and cloned hardware are unethical and illegal. However, they argued that the poor who need cheaper PC and software will be denied the right to access to ICT. Therefore that is the reason for some companies to sell pirate and cloned products. The business organizations do not have the authority to help the poor people in other ways, but they do have some recommendations. They recommended that the government and ICT software producers to find ways to provide cheaper but high quality PC and software to the poor group, or perhaps provide free ICT products with specified quota to each family. The results are not generalisable due to small size sample. The future study should include more ICT companies and ICT industry stakeholders for more robust, comprehensive and generalisable results.

INTRODUCTION

People have been talking about learning experience from other people. Whether we realize it or not, we did ask around especially from our friends and families about certain things to know the detail of that particular thing. How about when we are in the situation where we would like to buy some ICT materials such as PC components or software? We are actually in some way asking the seller about the goods and bad of the product and we ask for their recommendation on which product we should buy. In order to entertain us, the sellers themselves need to have knowledge about the products, or they already have experience