

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 7

BUSINESS ETHICS AND SWOT ANALYSIS OF CONSTRUCTION INDUSTRY IN MALAYSIA

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ABSTRACT

This chapter examines the scope, level and content of business ethics among the managers and employees. We made a research to identify the influence of business ethics and SWOT analysis in construction industry. We conducted in-depth personal interviews with open-ended questions with 15 managers in construction industry. We explored more than 15 articles and journals on topics and issues related to our discussion and research. Our main findings included in 15 journals are about how the authors determining about business ethics and SWOT analysis in construction industry. Basically there are 3 journals that are really related with the topic, which are journal of an investigation of the status of the Malaysian construction industry, journal of Decoding Organizational Culture: A Study of Malaysian Construction Firms, and journal of Corporate Management Structure of Large Malaysian Construction. It is revealed that business ethics and SWOT analysis certainly affected the performance of the construction industry. We have interviewed 15 managers in total, but only 8 of them who gave feedback. We had difficulty in order to find the construction companies which could really give their cooperation to us for this research. We also had difficulty to find the articles and journals directly related to our topic hence we find the articles and journals that are closely related to our topic. We suggest that the company especially in construction industry to include business ethics in their business process and implement SWOT analysis. If the companies apply business ethics and SWOT analysis, it can bring more advantages and benefits for them. This study examines about the business ethics and SWOT analysis in construction industry in point of view of the authors and academicians.

KEYWORDS: Business ethics, SWOT analysis, Construction industry, Research, Malaysia construction industry.