



## Social Responsibility as Controller to the Work Ethics in Business Organizations

Ali Awad Al-Wagfi <sup>1</sup>, Faisal Al Bourini <sup>2</sup>

Jadara University  
Faculty of Economics and Business  
Department of Business Administration  
wagfiali@yahoo.com

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### ABSTRACT

This study intends to investigate the reality of social responsibility, and its ethical dimensions in educational business organizations and to know the prevailing advantages and disadvantages. To achieve the objective of the study, a questionnaire was designed to collect relevant data from a sample of (200) individuals, (50) questionnaire for each university in private northern Jordanian universities. The researcher uses SPSS software to analyze the data like the arithmetic mean, standard deviation, regression was used to test the relationship between dependent and independent variables. The study found the following results:

There is a positive degree to social responsibility concept.

There is a Variance between the two samples reply. (Tutors & Administrators)

**Keywords:** social responsibility, business ethics, administrative ethics, shareholders, proposed diagram.

### 1. Introduction

The definition social responsibility as an organization responsibility towards all parties that are related to the organization of customers, suppliers, employees and dealers from the local community and these groups are described as stakeholders, and constitute a significant portion of the organization's work environment. Became the social responsibility of the big challenges facing business organizations in the community, which is to receive an additional burden on managers at all levels to become one of the most important constituents, as it is the optimal way for the success of the organization and achieve their goals in the survival, continuity and growth. If ethics means a distinguish between what is right and what is wrong, and between what is legal and illegal, which means it's a social value Like other values such as the right, beauty honesty, truthfulness and others that control the behavior and choices and actions of business organizations towards clients (Abu Kahaf, 2004). In this study it will be highlighting on the reality of social responsibility and work ethic in the Jordanian private universities in the north of the kingdom.

## **1. Importance of the study:**

This study importance appears by the following:

- A.** The role of social responsibility towards all dealers with the organization internal and external to establish ethical controls in everyday transactions, in order to improve performance in to achieve objectives of the organization in the long term.
- B.** Scarcity of the studies which are looking at this topic, especially in the educational organizations, which with it the researcher hopes to contribute and enriching the literature by this subject.

## **2. Study Objectives:**

This study aims to achieve the following:

- A.** Highlighting on the reality of social responsibility and identification concept and components of the Jordanian private universities throughout the research.
- B.** To identify the strengths and weaknesses related to social responsibility in the Jordanian private universities.
- C.** To highlight the role of social responsibility in resolving ethical business problems in the Jordanian private universities.
- D.** Diagnosis of opinions of respondents (Tutors that are holding doctoral and master's degrees, and administrators) about the extent of interest in certain dimensions of social responsibility and work ethic compared to other dimensions
- E.** Make recommendations inspired the results to activate the role of officials in the area of interest in social responsibility and business ethics.

## **3. The Study Problem**

The study problem focuses on the importance of the awareness of officials and employees in the Jordanian private universities for social responsibility, and its reflection on the business ethics, and to overcome the problems by answering the following questions:

- A.** Is there awareness of social responsibility among workers in the study sample?
- B.** Is there an understanding of the business ethics among the respondents?
- C.** What is the extent of standards application of social responsibility and business ethics?
- D.** Is understanding of the social responsibilities of employees positively contributes in improving the performance of the organization?

#### **4. The Study Hypotheses**

The Researcher believes that the following hypotheses may help to answer the survey questions:

- The 1<sup>st</sup> hypothesis: there is no high degree of awareness and positive attitudes of social responsibility among the respondents in the Jordanian private universities in the north of the kingdom.
- The 2<sup>nd</sup> hypothesis: There is no variation in the answers of the respondents Tutors of doctoral and master's degree holders and the administrative staff on the dimensions of social responsibility and business ethics.

#### **5. The Study Methodology**

- 6.1.** The study population: The study population was in the educational sector in private universities in the north of the Kingdom and its number was four universities, a Jadara University, Irbid National University, the University of Jerash, and Ajloun National University.
- 6.2.** The study sample: It was selected proportional stratified random sample consists of 200 employees at four universities and at a rate of (50) to each university, the sample of tutors of doctoral and master's degree holders by 50%, and the other half of the administrative staff by 50%.
- 6.3.** Data collection tool: it was developed a questionnaire for the purposes of data collection consisting of twenty-paragraph where answered it will reflect the reality of behaviors and practices daily and the extent of commitment to social responsibility through a set of ethical standards.
- 6.4.** Statistical methods: the Statistical of this study adoption of arithmetic means and the duplicates and standard deviations for the purposes of data analysis and then obtaining results.
- 6.5.** Validity and Constancy of the Tool: to ensure the Validity of the questionnaire and the degree of matching paragraphs of what developed for, were presented to a group of specialists to take advantage of their thoughts and observations in this area and have been ensure of the degree of stability of the tool by a study of risk trial on a sample of (15) members of the community study to identify the degree of awareness and clarity of paragraphs questionnaire and was reformulate some of the paragraphs to be more appropriate. And it has been extracted Cronbach's alpha coefficient for internal consistency where its value amounted to 88% and it's considered an acceptable ratio.

## **7. Literature Review**

- 7.1.** The study of Hussein and Al-Jameel (2011), this study titled the social responsibility towards its impact on the business ethics of employees, conducted on a sample of doctors and technicians in hospitals in the city of Mosul in Iraq. The study looked at the relationship between the dimensions of the social responsibility towards the workers and the business ethics within the theoretical framework embodies the basic concepts to keep the research, the study relied on data collection tool was distributed to a sample of hospitals in the city of Mosul. The study included four key themes addressed the research methodology and a review of the concepts of the social responsibility and the business ethics and the frame field of study. The study found a group of the results was the most important: the study sample consensus on the importance of the social responsibility towards the workers, and work to broadcast the morale, the study recommended the attention of service organizations dimensions of social responsibility and business ethics, and that hospitals must follow a number of ethical standards.
- 7.2.** The Study of Najat (2012), This study titled social responsibility and business ethics in production and operations framework, consisted of the study of the two topics, first topic titled social responsibility and business ethics within the organization and management functions activities, and the second topic analysis of the reality of social and moral responsibility for the post production and operations through the selection site design and production site, and product design, and information technology used, job design, planning and control. The study concluded that most of the factories resulting harms, either directly or indirectly on the health of the consumer, such as smoky factories, and made a study of some suggestions, such as the construction of factories in unpopulated areas, and to force these factories to use advanced technology to reduce emissions and constant focus on the work of censorship.
- 7.3.** The study of Al-Khatib (2011) study titled Business Ethics and its impact on the activation of accounting responsibility in light of contemporary high challenges. This study started from the problem of insufficient attention to the ethics of the business and assumed that displayed by accountant and order him to do so and clarification and awareness and incentives such ethics and because of its reflections in raising the quality of accounting operations and thus raised on the decisions taken. The study aimed to show and explain the business ethics in general, and the role of ethics in the activation of accountants accounting. Researcher descriptive approach adopted by return to the relevant research topic of books, and the study plan involving the division of research into three sections are:

- Accounting Responsibility and behavioral aspects of assigned to them.
- Business Ethics and determine the responsibilities of the accounting.
- Activating the role of accounting responsibility through business ethics.

The Researcher concluded to series of conclusions, including:

- The Accounting oversight responsibility effective tool that can be adopted in the control and performance evaluation.
- The Business Ethics is the behavior of individuals and their dealings with other parties and the adoption of this behavior on ethical principles.

**7.4.** The study of Al-Zakarneh study (2012) study titled business ethics and its impact on the elite management mentality in business organizations (field study on the Jordanian telecommunications companies) study aimed to reveal the extent of interest in the Jordanian mobile telecommunications companies in the application of business ethics within the following dimensions (respect for the laws and regulations, justice and impartiality, speed and proficiency, respect the time) and determine the level of differences in the perception of the study sample to keep the business ethics attributed to personal variable members, and aimed to assess the impact of business ethics in the elite mental management. The researcher used a questionnaire as a tool to bring information from the sample. The study found a group of the results was the most important:

- Jordan Telecom companies have shown a high level of attention of business ethics of the four dimensions.
- There is no effect of demographic variables in business ethics
- The presence of significant effect of the business ethics in the elite mental management.

**7.5.** Ben Jima study (2013) study entitled the social responsibility and the Ethics Administration, researcher reviewed in this study, the importance of social responsibility and ethics of the administration, as it has become difficult for business organizations to overlook the developmental role and the sense of social responsibility within the community, and the has become necessary to win the sympathy of the community and respect and the success and popularity from the masses. The study aimed to introduce the essence of social responsibility and returns achieved by the adoption, in order that the researcher set of elements such as the causes of attention to social responsibility, and patterns of social behavior, social responsiveness, and the

sources of ethical values in the organization, and ethical principles in economic work. Among the most important findings of this study:

- It is not possible to continue work freely without regard to social responsibility and the business ethics.
- Social responsibility and found application in the economic field.
- Ethics in public behavior works to support social responsibility and represents a strong foundation for the development of new concepts about the ethics of management that later developed.

**7.6.** The study of Tarawneh and Abu Jalil (2013), study entitled: The Impact of business ethics and social responsibility in achieving competitive advantage (a field study in industrial companies listed on the Amman Stock Exchange) This study aimed to investigate the effect of business ethics and social responsibility in achieving competitive advantage, and that of during the survey respondents from managers working in senior management in industrial companies listed on the Amman Stock Exchange. The study population included all industrial companies listed of (84) companies. The sample consisted of (65) as director working in senior management in the companies included in the study. The study concluded that there is a statistically significant for business ethics effect (of independence, objectivity, Secretariat and honesty, integrity and transparency) to achieve competitive advantage (cost reduction, innovation and renewal) in the Jordanian industrial companies, as the results of the study showed the presence of a effect of statistical significance of social responsibility (responsibility towards the environment, responsibility towards consumers, responsibility towards the community) to achieve competitive advantage (cost reduction, innovation and renewal) in the Jordanian industrial companies. The study recommended to push of promotion of business ethics and the need for the Jordanian industrial companies identify ethical policies and distribute them to the company and staff training to enhance their ability to cope with the difficult ethical problems.

**7.7.** Al- Sabbagh study (1986), study titled ethical dimension in the public service, the study addressed the ethics correlation values and sources of ethics management behavior, and it is its recommendations to develop the civil service systems so that the focus is on the ethics of managerial behavior with a link that kind of control, as the study also recommended that of an independent administrative body in charge of administrative control and the has the right to control the behavior of workers and the right to take appropriate decisions to punish any employee misconduct.

**7.8.** The study of Noor El Din & Husam (2013), study titled commitment to business ethics in order to consolidate of social responsibility in economic institutions. This study aimed to clarify the nature of each of the business ethics, of social responsibility, national institutions, organizational culture, corruption as well as the importance of adhering to the ethics of the business in order to embrace of social responsibility, and to clarify the reasons that led to the moral collapse of the institutions and Variance the relationship between business ethics and social responsibility. Launched the study from the problem revolves around what the principles and mechanisms of Business Ethics, which is working to promote the adoption of social responsibility in economic institutions. The researcher discuss to the causes of moral collapse in the business world, such as conflicts of interest, accepting bribes, lack of justice, non-compliance with legislation and regulations, misinformation false, smuggling and money laundering, conflict of interests, the pressure exercised by the directors on the institution to continue in office, silent about the excesses managers, and presence of the Board of Directors weak torn differences and conflicts, and the belief that good performance sometimes requires taking unethical methods. Researcher reached conclusions from them: that business ethics is working to support of social responsibility being clarify what is acceptable is not acceptable, and what is true and what is unacceptable. Research suggested adopting the concept of "profit + ethics" in order to gain all stakeholders.

What distinguishes the current study from earlier studies?

Researcher believes that what distinguishes this study from earlier studies it has worked on the development of a proposed test to measure the extent to which workers ethical rules while carrying out their duties, which may constitute scientific added in this regard, and especially as it followed the comparison method between two types within the sample are the tutors from higher degrees holders and administrators.

## **8. The theoretical framework:**

In this framework will be to shed light on the following topics:

**8.1.** The concept of social responsibility: Thomas and Hanger (1990) See that the organization will be responsible socially acceptable in front of special interest groups in the organization and activities are also responsible to the community as a whole, and influence of these groups are affected by the achievements of the organization and of its aims. In the eyes of Abu Kahaf (2004) that the social and moral responsibility towards the society one of the main demands of any society towards any business organization at the present time and the need for put the interest of customers, employees, consumers and dealers with the Organization before make profits.

and perceived for Social Responsibility as it ethical behavior which is linked to the issues of environmental pollution, unemployment, inflation, and increasing poverty among some social minorities, and established of social responsibility in this aspect of the failure of the business organizations to implement its duties towards society (the Arab Society of Certified Accountants Association of Laws, 2001).

Al- Bakri (1996) Mentioned that it is a set of decisions and actions taken by the organization to gain access to achieve the desired goals and values of the community, which is part of the direct economic benefits for the management of the organization, which is part of its strategy.

And Najem (2000) sees that there are overlapping relationship between social responsibility and business ethics, and appeared so late in the seventies of the last century, when the focus on the management of ethics as well as of social responsibility and efficiency began. After the seventies became for Social Responsibility to make it a moral dimension interfere with ethics in general management.

**8.2.** Models of social responsibility and business ethics: There are a lot of models that depict social responsibility and business ethics in business organizations, Trying to maximize the returns organization or individuals at the expense of any other sacrifice the interests of others an act is not ethically, and the avarice and greed and opportunism is also a manifestation of immoral behavior. The work ethic is not limited only to the only business organizations but also went beyond that to the employees in the organization, and examples of the unethical behavior:

- Using special tools and tasks of the organization for personal purposes
- Pretending disease
- Bribery
- Departure before the work is finished
- Hide important information from colleagues
- Divulging the secrets of the organization
- Conflict with the interests of the intended
- Steal some of the products or tools
- Misuse of the organization's resources
- Lateness in the work without registration this delay



**8.3.** Social responsibility in front from? The Organization must know that they are socially responsible and ethically in front of a wide range of stakeholders, such as:

- Shareholders
- Government
- Supply chain
- Lenders / creditors
- Customers
- Distributors
- Unions
- Competitors
- Community
- Employees

It must be taken into account the possibility of a conflict with another group in the strategic decisions of the organization, and here to be follow priorities to alleviate this conflict.

The ethics issue was contrary to the values of some of the practices with the community as a whole and may raise the values of the courts, which may be a return to the ignorance of these results. It may be the reasons for the differences in this behavior is the lack of universal standards of conduct for business, as perhaps depending on the geographical areas vary, or ethnic groups. Maybe this differences due to differences in individual values between management and stakeholders for example.

**8.4.** Administrative ethics: are a group of principles and rules of behavior that distinguish between what is good and bad, true and error, they are a guide to behavior / decision-making, and can divided ethical standards or levels into three groups:

- Maximizing self-interest, self-centered manager 100%
- To maximize the public interest / community where the public interest control any decision or conduct
- Need to have a general principle that distinguishes between right and wrong

Ethics rules: the rules of ethics are divided into three levels: at the individual level, at the corporate level and at the community level (Abu Kahaf, 2004)

**8.5.** Elements of the business ethics and social responsibility: There are four elements which constitute the work ethics and social responsibility: the individual, the organization, law, and society. These four elements interact with each other so strongly affect the strength and direction of each one of them. Decision maker ethics affect the organization and thus affect the clients, like any community (Jaber, 2012).

**8.6.** Characteristics the ethical standards: the ethical standards characterized by the following:

- All ethical standards dealing with the things that believe that have serious results with better of humanity.
- The ethical standards must understand the self-interests and not inconsistent with it.
- Subjective criteria based on neutral grounds.

The business ethics are important post occupancy in the organization as they are confirmed by management because it serves as the self-censorship of the individual because he cannot distinguish between right and wrong in his behavior at work, but this is to attract individuals with high work in the organization of ethics because they will bring ethics to her, and organization derives its ethics from personnel where (Daft, 2003). In the eyes of Shermerhorn (1996) that the business ethics are important principles of human behavior associated with good behavior or good standards, proper conduct and behavior error.

**8.7.** Are the ethics inconsistent with performance? f Most of the literature of the "business ethics" indicate that ethics are important and beneficial to work in the long term at least, that were not important and beneficial in the short term. And often said that ethics is the key element which depends upon the success and development of institutions in the long term. The work will lose its effectiveness without a degree of trust and honesty. It also will increase transaction costs, especially legal costs. In particular, trust plays an important and vital role in the work. Due to the inability to provide for all situations and things are evolving during the implementation of contracts, the role of confidence highlights on the grounds which it an important element in effective working relationships and good practices of the company. Indeed, there are strong opinions saying that the relative weakness of the trust outside the family in some countries (especially developing countries) but also explains the proliferation of family institutions and the scarcity of major institutions. Likewise, it is said that the Honesty is an important work. Hence the public saying, "Honesty is the best policy." But the Honesty is not easy work. There is always what kind of discrepancy between the Honesty and personal interest. From the perspective of supporters of the doctrine of utilitarian, there is nothing wrong in using the Honesty as a policy or a means of self-preservation, or to earn money provided they do not cause it harm others. Despite that, the businessmen who do not believe in ethical behavior and only pretending to be are Trustees or honest, but they bearing the dangerous of their customers status and other stakeholders in the ridicule position. Hence, the use of Honesty as a policy and not used a virtue, it is

possible to achieve counterproductive. And despite the fact that a lot of the business they are doing the right thing because it is the thing that should be done, or to link their reputations in Honesty regardless of the results, others cannot risk the loss of their reputations and financial losses incurred because they are not honest. Institutions that operates in a manner unethical to continue and not be able to, but they are exposed to the risk of loss of reputation, also loss of activity. (Fukuyama, 1995)

It should be noted that not all ethics systems suitable for work. For example, the moral order which emphasizes altruism and self-denial and anti-material, may lead to obstruction of economic and social progress, it is also possible to say that interfere with work. Suppose, for example, that there is a butcher is altruistic and sells the meat in a poor town of less than marginal cost. It will not be long until it loses the butcher and his work becomes more than ever before shambles. Therefore, we must distinguish between ethics as it target and the ethics which represents an impediment and an obstacle to work.

The company is not seeking mission to profit to seeks to apply ethical goals only and are not only mission for companies to seek profit, but the company should achieve its goal of maximizing profits through a commitment to ethical means. In this context, the objectives associated with the work ethic, the ethics becomes important in the work and means of implementing those goals.

The market, which is the institutional base to work, provides opportunities for ethical behavior by imposing costs on the institutions and individuals who violate ethical standards.

It can also the person applied the ethics at work indirectly, through the improvement of the living conditions of individuals through the employment of ordinary people in order to feel comfortable and trust in life. When participate in achieving security and economic prosperity for individuals, then that the business can succeed in reducing unethical behaviors. Poverty, unemployment is the leading cause of criminal activities and unethical behaviors, other examples of the application of the ethics in business is the commitment of many institutions in recent years a policy of equal opportunities in order to assist individuals with disabilities, and people with ethnic backgrounds oppressed. And such a policy will lead to the correct meaning of work and contribute to the establishment of sound the ethics.

Notwithstanding the foregoing, the view that the work is useful to ethics can be asserted in part. However, the trading community may significantly contribute to the emergence of immoral behaviors such as greed and betrayal. As noted previously, although the markets raised goods and services that improve the quality of life and possibly make us more prosperous, they raised goods and services that do not already need. Apart from the damage to the environment and to instill the adjectives envy and jealousy in some souls, they

may encourage the poor to commit criminal acts and actions contrary of ethics.

It is clear that the relationship between the ethics and work closely and variable relationship. It also cannot be separated from each other either. In some cases, reinforce each other, and in the other as mutually exclusive. When mutually exclusive, they are causing problems for the community, if not for the work itself. Perhaps we find that the best way to settle the conflict between the two can only be through collective action, which depends on the incentives that are granted to institutions and individuals, and the sanctions that are imposed on them in order to push them to act in an ethical manner. It does not represent a major problem, where most of the business seeks to do the right thing because of financial interests or because it is simply the right thing to do. (Alchenhiri, 2008)

## 9. Field analysis

### 9.1. Test to measure commitment to business ethics

There are a lot of everyday situations and behaviors in daily work hard to be considered right or wrong mind. These central regions between right and wrong are defined as the gray area.

Following test was suggestion to measure the workers commitment by ethical rules while carrying out their duties.

This test contains a number of phrases that reflect the practices and behaviors that may occur during exercise and work tasks generally. Was adopted five points scale (5-Points Scale) as follows:

- Agree with very high degree
- Agree with high degree
- Agree with moderately degree
- Reject
- Strongly Reject

Every Respondents concerned by test was asked to put the signal ( $\surd$ ) on this scale to reflect his opinion or his behavior during the work.

It was given a certain weight for each point in the scale, accordingly, the assessment of the commitment to ethical standards within the organization or (university).

- 4: Agree with very high degree
- 3: Agree with high degree

- 2: Agree with moderately degree
- 1: Reject
- 0: Strongly Reject

Were distributed (200) questionnaires to a sample of study, which is composed of tutors and administrators at the university at a rate of (100) questionnaire for each sample. During recovery questionnaires were neglected (10) of them for non-validity of the analysis, and thus remains a total of 190 questionnaires were analyzed, which (95) for the sample of tutors and (95) for the sample of administrators.

**9.2. The study tool**

Please tick (√) in the place where you think it's true:

Strongly Reject	Reject	Agree with moderately degree	Agree with high degree	Agree with very high degree	Paragraph	S.R
					Should not be on the employee to inform his boss about his mistakes at work	1
					Cannot be free records and books of errors permanently	2
					Preferably determine approximate numbers as much as possible to meet the previous mistakes	3
					Sometimes would prefer not inform the boss with any information that cause an embarrassment or ashamed	4
					There are times had to force the boss to reconsider the employment contracts and conditions so that may it can continue in the work.	5
					Must implement what the boss / Director proposed to avoidance of doubt and mistrust.	6
					Sometimes, it can be achievement some businesses which the personal nature during working time as long as this does not affect the progress	7

					of work	
					Sometimes it may be necessary to develop high levels of performance or higher than normal in order to ensure that each individual make maximum effort as possible	8
					When the employee wishes to obtain a day-off he has to set an initial appointment start-up to get the permit required by the date which specified later	9
					It Can be used a work's telephone to make personal call outside the organization as long as the lines are available and is not busy while doing contact	10
					Management must be based on objective criteria and then seeking to achieve the goals and this act justify the means by which will use	11
					It Can get out about the university's policy or plan in the case of a chance to hold a big deal for the institution when it may have achieved savings or gains	12
					As long as each base has an exception so can be out of failure to comply with the procedures and policies in some cases, and this postulate of life	13
					Sometimes it can use a university's Photocopiers to photograph some pages for personal purposes or for some colleagues	14
					It Can be take a pen and a ruler or a white paper from the university to be used personally, this is considered acceptable behavior	15
					Sometimes Can be use the university's cars to take some personal widgets from the market	16

					It Can be sometimes read newspapers and magazines during office hours as long as there is no congestion at work	17
					Flatter the presidents may be required in some cases, as it is important to come to the workplace before the arrival of the direct head as long as circumstances permit	18
					I'd find out the times of inspection tours of the Manager to warmed up to it and finished off myself to show properly	19
					Can be sometimes secretly inform the Director for the actions of some of my colleagues as long as he did not discover my command	20

9.2.1. The evaluation Key

- If the respondent person got the 80 degrees, Preferable to leave the work that he suffers from ethical problems at work
- 70- 79 simple trends towards to ethical degradation
- 60- 69 ethical level is weak, should improve the morale and awareness lectures
- 50- 59 ethical level is medium and tends to negative
- 40- 49 ethical level is medium and positive
- 30- 39 ethical level is good
- 20- 29 ethical level is very good
- 10- 19 ethical level distinguished
- Zero - 9 A person is considered elite

With data analysis in general answers have emerged as illustrated by the following table:

Table (1)

The total sample answers generally n = 190

Strongly Reject	Reject	Agree with moderately degree	Agree with high degree	Agree with very high degree	
89	76	9	10	6	Repetition
0	20	40	60	80	Points

Given the previous table, and depending on the evaluation key shows that (6) of the respondents received a bad total mark (80) indicate the presence of ethical problems at work, and would prefer not continue their work within the organization, and so considering that the first column Strongly Disagree weigh (4) points, and the process of multiplying this number (20) shows that the number of paragraphs. Also shows that (10) respondents have received the total (60) and these needs to sensitize, and to raise their morale. Appeared to (9) respondents received total (40) this shows the medium level of ethical and heading to the positive. While came in (76) of the respondents, the level of ethical represent very good in their access to the total (20) of the points. And it appears that there are (89) respondents were distinguished elite as the sum of their points is equivalent to zero.

Table (2) the following shows sample distribution and percentages for answering:

Table (2)

The distribution of the sample and its percentages n = 190

Strongly Reject		Reject		Agree with moderately degree		Agree with high degree		Agree with very high degree		
Rep.	%	Rep.	%	Rep.	%	Rep.	%	Rep.	%	Sample
65	34.21	25	13.15	2	1.05	2	1.05	1	0.52	Tutors
13	6.84	62	32.63	7	3.68	8	4.21	5	2.63	Administrators
78	41.05	87	45.78	9	4.73	10	5.26	6	3.16	Total

Shown by Table (2) above in the Tutors sample, the number of (1) of these respondents as a percentage of (0.52) should be left to work as suffering from an ethical problem was the winning total (80) versus (5) of the administrators by percentage (2.63) obtained with a bad estimate. There are (2) of the sample Tutors percentage (1.05) received a total of (60) and



these need to raise awareness and lectures on business ethics, versus (8) of the sample administrators and percentage (4.21) of the same level. Was (2) of the Tutors and the percentage (1.05) medium ethical level as it was a positive achievement (40) versus number (7) as a percentage (3.68). Was (25) of the sample Tutors percentage (13.15) at the ethical level is very good as they get (20) points, compared to (62) of the administrators percentage (32.63) of the same ethical level is very good. Finally, it was (65) of Tutors percentage (34.21) hold a best estimate and consider where the elite of the total scored zero, compared to (13) of the administrators percentage (6.84) of the same distinguished level. These figures indicate that there is a clear contrast between the responses of Tutors and administrators answers, where answers of Tutors more positive and better ethical level.

With regard the arithmetic means and standard deviations the following table shows:

Table (3)

The arithmetic means and standard deviations for members of the sample

standard deviations	arithmetic means	Paragraph
1.7	3.5	1
1.8	3.7	2
1.9	3.5	3
2.1	3.2	4
1.5	3.5	5
2.6	3.9	6
1.6	3.9	7
1.8	3.6	8
1.1	3,7	9
1.4	3.7	10
1.4	3.4	11
1.7	3.6	12
1.4	2.2	13
1.4	3.3	14
1.9	3.8	15
1.5	3.9	16
1.4	3.2	17
1.6	2.4	18
1.8	3.2	19
1.2	3.7	20
1.645	3.445	Total

The table data above show that the arithmetic means of the answers to the sample was high, at (3.445), which is superior to the default center and of (2) and after that was the opposite

values of the process, and the standard deviation of (1.645), and this shows that the trends in general tend to positive in social responsibility and business ethics by the respondents.

The following table appears separately arithmetic means and standard deviations of the two samples:

Table (4)

Arithmetic means and standard deviations of the two samples

Administrators		Tutors		
standard deviations	arithmetic means	standard deviations	arithmetic means	Paragraph
1.9	3.3	1.7	3.9	1
1.6	2.8	1.6	3.8	2
1.6	3.1	1.9	3.7	3
1.8	2.0	1.1	3.9	4
1.5	2.7	1.2	3.5	5
1.7	3.2	1.4	3.9	6
1.2	3.1	1.3	3.7	7
1.9	2.6	1.3	3.5	8
1.8	3.6	1.2	3.7	9
1.8	3.1	1.5	3.6	10
1.3	3.1	0,7	3.3	11
1.9	2.8	1.6	3.2	12
1.8	2.1	0.8	3.0	13
1.9	2.9	1.5	3.8	14
1.7	3.0	1.6	3.2	15
1.6	2.8	0.9	3.6	16
1.7	2.7	1.6	3.7	17
1.9	2.4	1.2	3.1	18
1.8	2.6	0.6	3.7	19
1.9	2.3	1.1	3.9	20
1.725	2.825	1.29	3.595	Total

The table data above shows, there are clear differences between the responses of Tutors and answers of administrators as the arithmetic mean of the sample of Tutors was high of (3.595) and the standard deviation was (1.29) ahead of sample administrators, where it was the arithmetic mean (2.825) and a standard deviation was (1.725) and this result may be due to the superiority of the scientific level in a sample of Tutors, and their familiarity with the concept of social responsibility and work ethic.

## 10. Hypotheses Test

By reading the data contained in the table (3) in the regards with arithmetic mean and standard deviations shows that there is a degree of awareness and application of the

concept social responsibility and business ethics, and attitudes were positive, where was the arithmetic mean of all the paragraphs refers to (3.445) and a standard deviation of (1.645), as this the arithmetic mean outperform lot far from the default mean (2). This result enhances the first hypothesis: there is high degree of awareness and positive attitudes of social responsibility among the respondents in the Jordanian private universities in the north of the kingdom, so we have to accept this hypothesis and reject the null hypothesis which said: there isn't high degree of awareness and positive attitudes of social responsibility among the respondents in the Jordanian private universities in the north of the kingdom.

Table (4) shows which illustrates the arithmetic mean and standard deviations for both samples (tutors and administrators) that there is a clear divergence in the responses between them. While the arithmetic mean of the sample of tutors is high (3.595) and standard deviation (1.29) was the arithmetic mean of the sample administrators much lower as (2.825) and standard deviation (1.725). This result denies the null hypothesis which said: There is no variation in the answers of the respondents Tutors of doctoral and master's degree holders and the administrative staff on the dimensions of social responsibility and business ethics. Then we have to accept the main hypothesis which means there is variation in the answers of the respondents Tutors and the administrative staff on the dimensions of social responsibility and business ethics.

## **11. The Results of Study**

- 11.1.** There is a positive degree of awareness and understanding of social responsibility and work ethic, demonstrated by the arithmetic mean the positive reaching in general (3.445) This result is consistent to some extent with the study of Al-Zakarneh and the study of Hussein and Al-Jameel.
- 11.2.** Found that educational organizations taking this dimension a clear interest through the dissemination of the concepts of social responsibility and work ethic. These findings are consistent with the proposals study of Maryam bin Jima.
- 11.3.** Appeared there is a difference in the degree of awareness and application of the concept of social responsibility and work ethics among tutors of advanced degrees holders and between administrators, where the arithmetic mean of the sample of tutors (3.595) and sample administrators (2.825).
- 11.4.** The paragraph number (13) in the questionnaire, which calls for the possibility of going out on some of the procedures and policies are the most negative, where it was the arithmetic mean (2.2) and the result is positive reflections dedicated compliance with policies and procedures.
- 11.5.** The Paragraphs No. (18) That are looking to the subject of adulation for the heads has a negative results have also been reaching the arithmetic mean (2.4).
- 11.6.** There is general consensus on the importance of social responsibility towards the workers inside the Jordanian private universities, and the importance of motivating workers and broadcast their morale.

- 11.7. Appeared an effective role to oversight in controlling the behavior of workers and this result is consistent with the results of the study Sabbagh and his vision in this area.

## 12. Recommendations

The study recommends the following:

- 12.1. Increased attention to social responsibility and ethical dimensions of work in business organizations as this has a significant impact on the reality of organizations and its future.
- 12.2. Intensification of lectures and seminars that deal with social responsibility.
- 12.3. Working to raise the morale of employees and motivate them in ethical ways.
- 12.4. Work to develop a clear plan of the culture of the organization applied by educational organizations to apply and practice of social responsibility.
- 12.5. Work on the deployment of the noble values of cooperation, equality and justice among workers in order to form the foundations of ethical within the organization.
- 12.6. The need for senior management commitment to ethical rules as they role models for others, and work to increase loyalty.
- 12.7. Put the laws and codes private of the morality.

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