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ETHICAL LEADERSHIP AND BUSINESS COMMUNICATIONS

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Being an ethical leader in the organisation means to do business according to your moral principles, as well as being aware of the complexity of some ethical issues, to be sensitive to the different views of your employees, and managing the conflicts that may arise from them. The purpose of leadership involves more than just getting a job done. It involves getting it done in a certain way (Plecas et al., 2018; Khaliq et al., 2021; Novikov, 2021b; Dzwigol, 2020; Shkarlet et al., 2019; Hrytsenko et al., 2021; Fila et al., 2020; Kordos, 2019; Partlova et al., 2020; Us et al., 2020; Biewendt et al., 2021; Niftiyev et al., 2021). Ethical leadership is about creating a culture in which people do the right things. Ethics is specific moral principles that set human behaviour. The goal of this article is to point the main features of the leader who effectively spread the ethical principles through the organisation.

A good leader is someone who embraces and consistently demonstrates a broad range of leadership attributes as a foundation for the way in which they work to get a job done (Plecas et al., 2018; Bouchetara et al., 2020; Zolkover and Georgiev, 2020; Nemmiche et al., 2019; Moskovicz, 2019; Kaya, 2020; Starchenko et al., 2021; Zainea et al., 2020; Greco and Matta, 2021).

An ethical framework helps the leader and the organization make decisions and start doing something according to the plan, rather than constantly choose the way of solving the situation from the wide range of different variants. The framework will not give ethical leaders a clear decision every time, but it makes it easier to analyze a situation and to find a solution according to the sustained principles.

The best way to build an ethical foundation requires you to follow a few simple steps (Letunovska et al., 2020; Prudnikov and Nazarenko, 2021; Antonyuk et al., 2021; Tiutiunyk et al., 2021; Pimonenko et al., 2021; Pimonenko et al., 2021; Ziabina et al., 2020; Novikov, 2021a). First, a leader's ethical framework has to correspond to the principles of the organization he leads. Also it is encouraged to place the vision and mission of the organization at the center of decision making. Consequently, the basis for structure and decision making in the organisation should always meet the organization's mission statement and existing structure. Leaders need to model the behavior they expect of others, which means they must demonstrate and communicate clear values for both themselves and their organization and be ethical in all their dealings (Kolzow, 2014).

Another important step is to ensure that the ethical framework is visible for the employees and becomes a part of a wider discussion within the company. Ethical leadership has to be explained. Employees have the right to understand why decisions are made exactly as they are, and to express their points of view on this matter.

According to Dennis Haley, communication is one of seven crucial skills of leadership (Haley, 2018). So for the successful manager it is important to take into account different thoughts and opinions and to let them influence on the ethical framework of the organisation. It should be a shared process. This means that ethical leadership encourages and empowers others to take the lead. It also comes with the mentoring issue that allows people to experience the challenges of the leadership.

Business communication is aimed at harmonizing the efforts of people in order to build relationships and achieve a common result. In business communication, a person sets the task of persuading a partner to accept specific proposals, push a partner to take specific actions, provide the necessary information, stimulate the partner to take into account his interests in his actions, etc. Business communication is a necessary part of human life, the most important type of relationship between people. The regulator of these relations are ethical norms.

The regulation of moral relations, not specified in the legislation, in organizations occurs with the help of ethical standards. Ethical standards are the values and rules of ethics that employees should adhere to their activities. The rules contain rights, obligations and liability for failure to fulfill obligations or excess of rights.

The rules prohibit discrimination on the following grounds: race, language, skin color, religion, gender, sexual orientation, age, nationality, disability, work experience, convictions, political views, education, social origin, property status, etc.

The activity of any organization becomes more effective when it is managed by special ethical rules based on human moral values, but at the same time taking into account the specific conditions of the organization. It is called professional ethics.

Thus, business ethics is a system of norms and relationships between various aspects of business, as well as the social responsibility of entrepreneurs in relation to the internal and external environment. Compliance with ethical standards is one of the main criteria for assessing the professionalism of both an individual employee and the organization itself.

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