CODE OF ETHICS FOR QUALITY ENGINEERS IN INDUSTRIES

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ABSTRACT
Quality engineering is an important and learned profession. Engineering has a crucial force on the quality of life for all people. Engineers are expected to demonstrate the honesty, integrity, fairness, and equity. Engineers are responsible for protection of the public health, safety, and welfare within the sphere of their authorities. Engineers must execute under a standard of professional behavior that requires obedience to the principles of ethical conduct. This paper describes Code of Ethics of Quality Professionals and Engineers along with analysis and practicality in the use of Code of Ethics.

For Muslim Pakistani organizations, Code of Ethics of Pakistan Engineering Council, and Quality and Productivity Society of Pakistan has been discussed. The memorandum of understanding, signed between Dubai Quality Group and Dubai Ethics Resource Centre has been discussed for Ethics and Quality. For Quality Professionals, besides Code of Ethics of Quality and Productivity Society of Pakistan, Code of Ethics of American Society of Quality and International Standardization Organization has been discussed. For Engineers in industries, Code of Ethics of Institute of Electrical and Electronics Engineers, American Society of Mechanical Engineers, and National Society of Professional Engineers has been discussed. For Quality Professionals of service sector, Code of ethics of senior financial officers, Canadian Professional Logistics and American Marketing Association has been discussed. Finally, matters of communications and meetings have been discussed. Implementation of code of ethics and good management reinforce each other and therefore yield very positive effects on the job and carrier of Quality Engineers.


INTRODUCTION
Definition of Ethics is: “Ethics (from the Ancient Greek "ethikos", meaning "arising from habit") is one of the major branches of philosophy, one that covers the analysis and employment of concepts such as right, wrong, good, evil, and responsibility” [1].

Definition of Morality is: “Morality refers to the concept of human ethics which pertains to matters of good and evil –also referred to as “right or wrong” [2].

Definition of Ethical code is: “In the context of a code adopted by a profession or by a governmental or quasi-governmental organ to regulate that profession, an ethical code may be styled as a code of professional responsibility, which may dispense with difficult issues of what behavior is “ethical” [3].
Definition of Professional responsibility is: “Professional responsibility is the area of legal practice that encompasses the duties of attorneys to act in a professional manner, obey the law, avoid conflicts of interest, and put the interests of clients ahead of their own interests” [4].

The Code of Ethics may not cover every issue that may arise, but it sets out basic principles to guide all employees of the Company. It is intended to promote honest and ethical conduct at all levels of the Company. All of employees must conduct themselves accordingly and seek to avoid even the appearance of improper behavior. The Code may also be provided to and followed by the Company’s agents and representatives, including consultants.

Now Code of Ethics of PEC will be stated [5]. This code consists of 10 Quranic verses.

Code of Ethics

Whereas Allah enjoineth upon His men faithfully observe their trusts and their convenience; that the practice and profession of engineering is a sacred trust entrusted to those whom Nature is its magnificent bounty has endowed with this skill and knowledge; that every member of the profession shall appreciate and shall have knowledge as to what constitutes this trust and covenant and; that a set of dynamic principles derived from the Holy Quran shall guide his conduct in applying his knowledge for the benefit of society.

Now, therefore, the following Code of Ethics is promulgated. It shall be incumbent upon the members of the Pakistan Engineering Council to subscribe to it individually and collectively to uphold the honor and dignity of the engineering profession:

Verse No.1:

"Allah commands you to render back your trust to those to whom they are, and that when you judge between people, you judge with justice. Allah admonishes you with what is excellent." (4:58)

Verse No.2:

"Give full measure and weight justly and defraud not men of their things, and act not corruptly in the land, making mischief." (11:85)

Verse No.3:

"And let not hatred of a people incite you not to act equitably, Be just; that is nearer to observance of duty." (5:8)

Verse No.4:

"Fulfill the obligations" (5:1)

Verse No.5:

"And swallow not up your property among yourselves by false means, nor seek to gain access thereby to the judges, so that you may swallow up a part of the property of men wrongfully while you know." (2:188)

Verse No.6:

"And speak straight words." (33:70)

Verse No.7:
"Avoid most of suspicion for surely suspicion in some cases is sin; and spy not nor let some of you backbite others.” (49:12)

Verse No.8:

"And follow not that of which thou hast no knowledge. Surely the hearing and sight and heart, of all these it will be asked.” (17:36)

Verse No.9:

"And help one another in righteousness and piety, and help not one another in sin and aggression, and keep your duty to God.” (5:2)

Verse No.10:

"And whose affairs are decided by counsel among themselves.” (42:38)

Analysis and practicality in use:

Dynamic principles derived from the Holy Quran guide mankind in every sphere of human life.

The code of ethics of Pakistan Engineering Council consists of selected Quranic verses. These verses command to implement and follow trust, justice, and observance of duty, fulfill the obligations, speak straight, fear of judgment day, help one another in righteousness and decisions by counsel.

These Nobel verses command to get avoid from corruption in the land, mischief, false means, suspicion, spy one another, backbite and help one another in sin and aggression.

These Quranic guidelines are practicable not only in an engineering organization, but in the entire human society to meet all requirements of professional and ethical conduct.

The Code of Ethics of Quality and Productivity Society of Pakistan (QPSP) has following five clauses of Code of Ethics [6]:

1. The society has no financial or political motives involved in its working and in dealing with any particular person, group or organization.

2. The society will serve the interest of Pakistan and will not engage in any activity against the country, its people, their believes and social values.

3. The executive body and chapters will work on voluntary basis and will not be paid any remuneration from society’s funds.

4. The society will provide an equal opportunity to its members regardless of sex, race or believes.

5. All work of the society will be environmental friendly.

Analysis and practicality in use

In practice, it is very difficult to stay away from financial motives. Because in order to meet goals of this society, sufficient financial resources are required. Some of the goals of this society, requiring financial resources are publishing and distributing books, pamphlets, periodicals, literature, and other printed matter, to award fellowships, scholarships, and national Quality awards for the promotion of Quality and Productivity etc.
Second point is that in practice, it is difficult for women, and particularly for Pakistani Muslim women, to utilize the equal opportunities offered by this society, due to their domestic responsibilities and authorities.

Third point is that in practice, it is not possible to perform “all work” as “environmental friendly.”

Dubai Quality Group (DQG) signed a Memorandum of Understanding with the Dubai Ethics Resource Center (DERC) in December 2005 [7]. The aims of this Memorandum are:

1. Sharing knowledge and making resources available to respective stakeholders
2. Streamlining outreach efforts to maximize the benefits to respective audiences
3. Conducting joint programs and activities that highlight the alignment of quality and organizational integrity.
4. Providing joint value added training and capacity building services.

Afterwards, DERC arranged a seminar at Emarat Atrium Building on 26th February 2006 to discuss Ethics and Quality in workplace. This seminar intends to explain to DQG members the overlap between the two organizations’ missions and to highlight why and how the DQG and DERC can work together to achieve their specific visions in the Gulf region. The agenda points of this seminar are [8]:

Q-1. Relationship between Quality and Ethics?
Q-2. What do the terms Business Ethics and Corporate Responsibility mean?
Q-3. Areas of overlap?
   • Sustainability and continuous improvement
   • Stakeholder focus
   • Strategy and leadership
   • People and culture

The detailed answer to these interesting questions can be found at the DQG website [8].

Here, only the relationship between Quality and Ethics will be stated: Ethics and Quality both...[8]

• Contribute to productivity, risk management and stakeholder satisfaction
• Focus on continuous performance improvement
• Look to serve long term needs rather than short term profitability
• Strive for sustainability and a competitive edge
• Recognize the importance of leadership commitment
• Aim to embed the agendas into formal supporting policies and processes and informal culture and systems
• Have a stakeholder driven focus
• Need to be responsive to the changing demands of the market
• Enable an evolving, adaptive, innovative and efficient working environment
• Understand that people are the firm’s most important resource
• Encourage a sense of pride in the workplace
• Recognize the collective contribution to continuous improvement

Analysis and practicality in use

In order to avoid wastage of resources and duplication of efforts, it is necessary
to share resources and specify working sphere of organizations working to promote Ethics and Quality. Sharing of knowledge, programs, training and services enable the joint resources for optimum results at lowest cost. The advancing of both Quality and Ethics in business should be done hand in hand. Organizational ethics is closely related to the firm’s quality maturity level. Poor ethics can often be the “constraint factor holding back process capability improvement”.

Now Code of ethics of American Society of Quality (ASQ) will be stated [9]. This code contains three fundamental principles, one article of relation with public, four articles of relations with employers and clients, and two articles of relations with peers. ASQ requires its members and certification holders to conduct themselves ethically by:

**Fundamental Principles**

I. Being honest and impartial in serving the public, their employers, customers, and clients.

II. Striving to increase the competence and prestige of the quality profession, and

III. Using their knowledge and skill for the enhancement of human welfare. Members and certification holders are required to observe the tenets set forth below:

**Relations with the Public**

Article 1 - Hold paramount the safety, health, and welfare of the public in the performance of their professional duties.

**Relations with Employers and Clients**

Article 2 - Perform services only in their areas of competence.

Article 3 - Continue their professional development throughout their careers and provide opportunities for the professional and ethical development of others.

Article 4 - Act in a professional manner in dealings with ASQ staff and each employer, customer or client.

Article 5 - Act as faithful agents or trustees and avoid conflict of interest and the appearance of conflicts of interest.

**Relations with Peers**

Article 6 - Build their professional reputation on the merit of their services and not compete unfairly with others.

Article 7 - Assure that credit for the work of others is given to those to whom it is due.

**Analysis and practicality in use**

Being honest and being impartial are complementary to each other. Honesty avoids cheating or stealing, whereas being impartial assures unprejudiced implementation. And these qualities are required for serving the public, their employers, customers, and clients.

The competence and prestige have same relation of cause and effect, because ability can create a true reputation. Therefore, one must strive to increase both the competence and prestige of the quality profession.

This code of ethics of quality professionals doesn’t refer OHSAS 18001, standard
for safety and health of the public in the performance of their professional
duties.

ISO CODE OF ETHICS - SUMMARY

The International Standardization Organization (ISO) has established a Code of
Ethics, which is applicable to ISO and its members. The major five articles of ISO
code of ethics are [10]:

I. Committed and organized to meet the challenges of 21st century.  
II. Developing globally relevant international standards in a fair, responsive,
and efficient manner.   
III. Promoting the implementation of international standards and associated
good conformity assessment practices  
IV. Monitoring ISO’s integrity and protecting ISO’s image  
V. Taking into account the development dimension   

Analysis and practicality in use

The current version of Quality Management System is ISO 9001:2000. Many
clauses of this standard are linked with people dealings and Code of Ethics. Since
the purpose of this paper is not to merely explain ISO 9001:2000, therefore, here
only these clauses are being referred below for further study:

Customer Focus, Quality Policy, Responsibility, Authority and Communication, Human Resources,
Competence Awareness and Training, Work Environment, Customer-Related Processes, Customer

CODE OF ETHICS OF INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS

Now Code of Ethics of Institute of Electrical and Electronics Engineers (IEEE) will
be discussed, it contains ten clauses [11]:

We, the members of the IEEE, in recognition of the importance of our
technologies in affecting the quality of life throughout the world, and in
accepting a personal obligation to our profession, its members and the
communities we serve, do hereby commit ourselves to the highest ethical and
professional conduct and agree:

1. To accept responsibility in making decisions consistent with the safety,
health and welfare of the public, and to disclose promptly factors that might
endanger the public or the environment.  
2. To avoid real or perceived conflicts of interest whenever possible, and to
disclose them to affected parties when they do exist.  
3. To be honest and realistic in stating claims or estimates based on available
data;  
4. To reject bribery in all its forms.  
5. To improve the understanding of technology, its appropriate application, and
potential consequences.  
6. To maintain and improve our technical competence and to undertake
technological tasks for others only if qualified by training or experience, or
after full disclosure of pertinent limitations;  
7. To seek, accept, and offer honest criticism of technical work, to
acknowledge and correct errors, and to credit properly the contributions of
others.  
8. To treat fairly all persons regardless of such factors as race, religion, gender,
disability, age, or national origin.  
9. To avoid injuring others, their property, reputation, or employment by false
or malicious action.  
10. To avoid injuring others, their property, reputation, or employment by false
or malicious action.
10. To assist colleagues and co-workers in their professional development and to support them in following this code of ethics.

Analysis and practicality in use

IEEE code of ethics has three distinct aspects of technology, colleagues and public. The main keywords can help to better memorize this code. These keywords regarding three aspects are:

Keywords of Technology:
Honesty and realism for claims on data. Improve technical competence, understanding of technology, application, and consequences. Technological tasks as per training or experience. Seek, accept, and offer honest criticism of technical work. Acknowledge and correct errors.

Keywords of colleagues and co-workers:
Avoid real or perceived conflicts. Avoid injuring others, their property, reputation, or employment by false or malicious action. Credit properly the contributions of others. Assist in their professional development. Support them in following this code of ethics.

Keywords of Public:
Accept responsibility in the safety, health and welfare. Disclose factors that might endanger the public or the environment. Reject bribery in all its forms. No prejudice.

Code of ethics of American Society of Mechanical Engineers (ASME) will be discussed; It has three fundamental principles and eight fundamental canons [12]:

The Fundamental Principles
1. Engineers uphold and advance the integrity, honor, and dignity of the engineering profession by:
2. Using their knowledge and skill for the enhancement of human welfare;
3. Being honest and impartial, and serving with fidelity the public, their employers and clients; and
4. Striving to increase the competence and prestige of the engineering profession.

The Fundamental Canons

1. Engineers shall hold paramount the safety, health and welfare of the public in the performance of their professional duties.
2. Engineers shall perform services only in areas of their competence.
3. Engineers shall continue their professional development throughout their careers and shall provide opportunities for the professional development of those engineers under their supervision.
4. Engineers shall act in professional matters for each employer or client as faithful agents or trustees, and shall avoid conflicts of interest.
5. Engineers shall build their professional reputation on the merit of their services and shall not compete unfairly with others.
6. Engineers shall associate only with reputable persons or organizations.
7. Engineers shall issue public statements only in an objective and truthful
manner.
8. Engineers shall consider environmental impact in the performance of their professional duties.

Analysis and practicality in use
In order to remember this code, some keywords may be selected. Prominent keywords of this code are: Enhancement of human welfare, safety, health. Be honest and impartial. Increase the competence and prestige. Continue own professional development and provide opportunities to subordinates. Be faithful agent to avoid conflicts. Professional reputation on merit & no unfair competition. Environmental impact in duties.

CODE OF ETHICS
OF NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS

Code of ethics of National Society of Professional Engineers (NSPE) will be stated in detail. It has six fundamental canons, five rules of practice and nine professional obligations [13]:

Preamble
Engineering is an important and learned profession. As members of this profession, engineers are expected to exhibit the highest standards of honesty and integrity. Engineering has a direct and vital impact on the quality of life for all people. Accordingly, the services provided by engineers require honesty, impartiality, fairness, and equity, and must be dedicated to the protection of the public health, safety, and welfare. Engineers must perform under a standard of professional behavior that requires adherence to the highest principles of ethical conduct.

Fundamental Canons
1. Engineers, in the fulfillment of their professional duties, shall:
2. Hold paramount the safety, health and welfare of the public.
3. Perform services only in areas of their competence.
4. Issue public statements only in an objective and truthful manner.
5. Act for each employer or client as faithful agents or trustees.
6. Avoid deceptive acts.
7. Conduct themselves honorably, responsibly, ethically and lawfully so as to enhance the honor, reputation and usefulness of the profession.

Rules of Practice
1. Engineers shall hold paramount the safety, health and welfare of the public.
   a. If engineers’ judgment is overruled under circumstances that endanger life or property, they shall notify their employer or client and such other authority as may be appropriate.
   b. Engineers shall approve only those engineering documents which are in conformity with applicable standards.
   c. Engineers shall not reveal facts, data or information without the prior consent of the client or employer except as authorized or required by law or this Code.
   d. Engineers shall not permit the use of their name or associate in business ventures with any person or firm which they believe are engaged in fraudulent or dishonest enterprise.
e. Engineers shall not aid or abet the unlawful practice of engineering by a person or firm.

f. Engineers having knowledge of any alleged violation of this Code shall report thereon to appropriate professional bodies and, when relevant, also to public authorities, and cooperate with the proper authorities in furnishing such information or assistance as may be required.

2. Engineers shall perform services only in the areas of their competence.

a. Engineers shall undertake assignments only when qualified by education or experience in the specific technical fields involved.

b. Engineers shall not affix their signatures to any plans or documents dealing with subject matter in which they lack competence, nor to any plan or document not prepared under their direction and control.

c. Engineers may accept assignments and assume responsibility for coordination of an entire project and sign and seal the engineering documents for the entire project, provided that each technical segment is signed and sealed only by the qualified engineers who prepared the segment.

3. Engineers shall issue public statements only in an objective and truthful manner.

a. Engineers shall be objective and truthful in professional reports, statements or testimony. They shall include all relevant and pertinent information in such reports, statements or testimony, which should bear the date indicating when it was current.

b. Engineers may express publicly technical opinions that are founded upon knowledge of the facts and competence in the subject matter.

c. Engineers shall issue no statements, criticisms or arguments on technical matters which are inspired or paid for by interested parties, unless they have prefaced their comments by explicitly identifying the interested parties on whose behalf they are speaking and by revealing the existence of any interest the engineers may have in the matters.

4. Engineers shall act for each employer or client as faithful agents or trustees.

a. Engineers shall disclose all known or potential conflicts of interest which could influence or appear to influence their judgment or the quality of their services.

b. Engineers shall not accept compensation, financial or otherwise, from more than one party for services on the same project, or for services pertaining to the same project, unless the circumstances are fully disclosed and agreed to by all interested parties.

c. Engineers shall not solicit or accept financial or other valuable consideration, directly or indirectly, from outside agents in connection with the work for which they are responsible.

d. Engineers in public service as members, advisors or employees of
a governmental or quasi-governmental body or department shall not participate in decisions with respect to services solicited or provided by them or their organizations in private or public engineering practice.

e. Engineers shall not solicit or accept a contract from a governmental body on which a principal or officer of their organization serves as a member.

5. Engineers shall avoid deceptive acts.

a. Engineers shall not falsify their qualifications or permit misrepresentation of their, or their associates' qualifications. They shall not misrepresent or exaggerate their responsibility in or for the subject matter of prior assignments. Brochures or other presentations incident to the solicitation of employment shall not misrepresent pertinent facts concerning employers, employees, associates, joint ventures or past accomplishments.

b. Engineers shall not offer, give, solicit or receive, either directly or indirectly, any contribution to influence the award of a contract by public authority, or which may be reasonably construed by the public as having the effect of intent to influencing the awarding of a contract. They shall not offer any gift, or other valuable consideration in order to secure work. They shall not pay a commission, percentage or brokerage fee in order to secure work, except to a bona fide employee or bona fide established commercial or marketing agencies retained by them.

Professional Obligations

1. Engineers shall be guided in all their relations by the highest standards of honesty and integrity.

a. Engineers shall acknowledge their errors and shall not distort or alter the facts.

b. Engineers shall advise their clients or employers when they believe a project will not be successful.

c. Engineers shall not accept outside employment to the detriment of their regular work or interest. Before accepting any outside engineering employment they will notify their employers.

d. Engineers shall not attempt to attract an engineer from another employer by false or misleading pretenses.

e. Engineers shall not promote their own interest at the expense of the dignity and integrity of the profession.

2. Engineers shall at all times strive to serve the public interest.

a. Engineers shall seek opportunities to participate in civic affairs; career guidance for youths; and work for the advancement of the safety, health and well-being of their community.

b. Engineers shall not complete, sign or seal plans and/or specifications that are not in conformity with applicable engineering standards. If the client or employer insists on such unprofessional conduct, they shall notify the proper authorities and withdraw from further service on the project.
c. Engineers shall endeavor to extend public knowledge and appreciation of engineering and its achievements.

3. Engineers shall avoid all conduct or practice which deceives the public.

   a. Engineers shall avoid the use of statements containing a material misrepresentation of fact or omitting a material fact.
   
   b. Consistent with the foregoing, Engineers may advertise for recruitment of personnel.
   
   c. Consistent with the foregoing, Engineers may prepare articles for the lay or technical press, but such articles shall not imply credit to the author for work performed by others.

4. Engineers shall not disclose, without consent, confidential information concerning the business affairs or technical processes of any present or former client or employer, or public body on which they serve.

   a. Engineers shall not, without the consent of all interested parties, promote or arrange for new employment or practice in connection with a specific project for which the Engineer has gained particular and specialized knowledge.
   
   b. Engineers shall not, without the consent of all interested parties, participate in or represent an adversary interest in connection with a specific project or proceeding in which the Engineer has gained particular specialized knowledge on behalf of a former client or employer.

5. Engineers shall not be influenced in their professional duties by conflicting interests.

   a. Engineers shall not accept financial or other considerations, including free engineering designs, from material or equipment suppliers for specifying their product.
   
   b. Engineers shall not accept commissions or allowances, directly or indirectly, from contractors or other parties dealing with clients or employers of the Engineer in connection with work for which the Engineer is responsible.

6. Engineers shall not attempt to obtain employment or advancement or professional engagements by untruthfully criticizing other engineers, or by other improper or questionable methods.

   a. Engineers shall not request, propose, or accept a commission on a contingent basis under circumstances in which their judgment may be compromised.
   
   b. Engineers in salaried positions shall accept part-time engineering work only to the extent consistent with policies of the employer and in accordance with ethical considerations.
   
   c. Engineers shall not, without consent, use equipment, supplies, laboratory, or office facilities of an employer to carry on outside private practice.
7. Engineers shall not attempt to injure, maliciously or falsely, directly or indirectly, the professional reputation, prospects, practice or employment of other engineers. Engineers who believe others are guilty of unethical or illegal practice shall present such information to the proper authority for action.

a. Engineers in private practice shall not review the work of another engineer for the same client, except with the knowledge of such engineer, or unless the connection of such engineer with the work has been terminated.

b. Engineers in governmental, industrial or educational employ are entitled to review and evaluate the work of other engineers when so required by their employment duties.

c. Engineers in sales or industrial employ are entitled to make engineering comparisons of represented products with products of other suppliers.

8. Engineers shall accept personal responsibility for their professional activities; provided, however, that Engineers may seek indemnification for services arising out of their practice for other than gross negligence, where the Engineer's interests cannot otherwise be protected.

a. Engineers shall conform with state registration laws in the practice of engineering.

b. Engineers shall not use association with a non engineer, a corporation, or partnership as a "cloak" for unethical acts.

9. Engineers shall give credit for engineering work to those to whom credit is due, and will recognize the proprietary interests of others.

a. Engineers shall, whenever possible, name the person or persons who may be individually responsible for designs, inventions, writings, or other accomplishments.

b. Engineers using designs supplied by a client recognize that the designs remain the property of the client and may not be duplicated by the Engineer for others without express permission.

c. Engineers, before undertaking work for others in connection with which the Engineer may make improvements, plans, designs, inventions, or other records that may justify copyrights or patents, should enter into a positive agreement regarding ownership.

d. Engineers' designs, data, records, and notes referring exclusively to an employer's work are the employer's property. Employer should indemnify the Engineer for use of the information for any purpose other than the original purpose.

e. Engineers shall continue their professional development throughout their careers and should keep current in their specialty fields by engaging in professional practice, participating in continuing education courses, reading in the technical literature, and attending professional meetings and seminars.

Analysis and practicality in use
Thos Code of Ethics of NSPE is the most detailed, and well-explained Code of Ethics stated in this paper. Therefore, much of the “Analysis and practicality in use” is already incorporated in it. In regard to the question of application of the Code to corporations vis-a-vis real persons, business form or type should not negate nor influence conformance of individuals to the Code. The Code deals with professional services, which services must be performed by real persons. Real persons in turn establish and implement policies within business structures. The Code is clearly written to apply to the Engineer and items incumbent on members of NSPE to endeavor to live up to its provisions. This applies to all pertinent sections of the Code.

CODE OF ETHICS FOR QUALITY PROFESSIONALS OF SERVICE SECTOR

CODE OF ETHICS FOR SENIOR FINANCIAL OFFICERS

Code of ethics of senior financial officers will be stated [14]. It has six standards of conduct.

Applicability

This Code of Ethics shall apply to Offshore Logistics’ Senior Financial Officers. “Senior Financial Officers” shall include the principal executive officer, the principal financial officer, the principal accounting controller, or persons performing similar functions, including Offshore Logistics’ President and Chief Executive Officer, Chief Financial Officer, and Corporate Controller.

Standards of Conduct

To the best of their knowledge and ability, the Senior Financial Officers shall:

1. Act with honesty and integrity, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships;

2. Provide full, fair, accurate, timely and understandable disclosure in reports and documents that Offshore Logistics files with, or submits to, the Securities and Exchange Commission (“Commission”) and in other public communications made by Offshore Logistics;

3. Comply with all applicable laws, rules and regulations of federal, state and local governments, and other appropriate private and public regulatory agencies;

4. Promote the prompt internal reporting of violations of this Code of Ethics to the chair of the Audit Committee of the Board of Directors;

5. Respect the confidentiality of information acquired in the course of employment; and

6. Promote ethical and honest behavior within Offshore Logistics and its consolidated subsidiaries.

All Senior Financial Officers are expected to adhere to both the Offshore Logistics’ Code of Business Integrity and this Code of Ethics. Any violation of this Code of Ethics will be subject to appropriate discipline, up to and including dismissal from the Company and prosecution under the law.

Analysis and practicality in use

Keywords help to immediately understand and memorize. The main keywords of this code of ethics are as follows:

“Honesty and integrity on conflicts. Provide full, fair, accurate, timely and understandable disclosure in reports and documents. Comply with all applicable laws, rules and regulations. Reporting of violations of this Code. Respect the confidentiality of information. Promote this code in organization and its
subsidaries.”

It is amazing that “No bribery” was not mentioned in this code of ethics for finance officers. However, it is IEEE code of ethics which explicitly states in 4th clause “to reject bribery in all its forms.”

The Code of Ethics of Canadian professional logistics institute has six general obligations as follows [15]:

**Code of Ethics**

I acknowledge that my position as a logistics professional carries with it certain important obligations to the public, myself and my profession, my colleagues, my employer and management, my clients, and my students, and I will take diligent personal responsibility for their discharge.

Therefore, as a member of the Logistics Institute who has earned the Professional Log designation and as a condition of that professional membership, I agree to the following six obligations that constitute the Institute’s Code of Professional Ethics and each of their related Standards of Conduct:

1. To the public

I will endeavor to protect the public interest and strive to promote understanding of logistics and its application, but will not represent myself as an authority on areas in which I lack competence.

**Due to my obligation to the public, I will:**

a. Not unreasonably withhold information pertinent to a public issue relating to logistics
b. Not disseminate, nor allow to go unchallenged, false or misleading information that I believe may have significant consequence.
c. Not offer information or advice that I know to be false or misleading, or whose accuracy is beyond my competence to judge
d. Not seek to acquire, through my position or special knowledge, for my own use or for the use of others, information that is not rightly mine to possess
e. Obey the laws of the country, and will not counsel, aid or assist any person to act in any way contrary to these laws
f. Endeavor to enhance public understanding of logistics, particularly its current capabilities and limitations, and the role of logistics as a business strategy for competitive advantage.

To myself and my profession

I will guard my competence and effectiveness as a valuable possession and work at maintaining them despite changing circumstances and requirements. Furthermore, I will maintain high personal standards of moral responsibility, character and integrity when acting in my professional capacity.

**Due to my obligation to myself and my profession, I will:**

a. Not knowingly allow my competence to fall short of that necessary for reasonable execution of my duties
b. Conduct my professional affairs in such a manner as to cause no harm to the stature of the profession
c. Take appropriate action on reasonably certain knowledge of unethical conduct on the part of a colleague

To my colleagues
I will treat my colleagues with integrity and respect and hold their right to success to be as important as my own. I will contribute to the professional knowledge of logistics to the best of my ability.

Due to my obligation to my colleagues, I will:

   a. Not unreasonably withhold information pertinent to my work or profession
   b. Give full acknowledgment to the work of others

To my employer and management

I will give faithful service to further my employer’s legitimate best interests through management’s direction.

Due to my obligation to my employer and management, I will:

   a. Accept responsibility for my work and for informing others with a right and need to know of pertinent parts of my work
   b. Not accept work that I do not feel competent to perform to a reasonable level of management satisfaction
   c. Guard the legitimate confidentiality of my employer’s private information
   d. Respect and guard my employer’s (and his or her suppliers’) proprietary interest, particularly in regard to business, product, service, commercial, financial and market information and data
   e. Respect the commercial aspect of my obligation to my employer

To my clients

I will give frank and careful counsel on matters within my competence, and guard my client’s confidential information and private matters absolutely. In my capacity of provider of product or service, I will provide good value for my compensation and will endeavor to protect the user of my product or service against consequential loss or harm.

Due to my obligation to my clients, I will:

   a. Ensure that proper expertise and current professional knowledge is made available
   b. Avoid conflicts of interest and give notice of potential conflicts of interest
   c. Consider that all five standards of conduct listed under my obligations to my employer and management, cast in the employee/employer context, are also applicable in the consultant/client context

To my students

I will provide scholarly education to my students in a sympathetic and helpful manner.

Due to my obligation to my students, I will:

   a. Maintain my knowledge of logistics in those areas that I teach to a level exceeding curriculum requirements.
   b. Treat my students respectfully as junior scholars, worthy of significant effort on my part

Analysis and practicality in use

The Code of Professional Ethics and Standards of Conduct of the members of the Logistics Institute, has been stated. It is made up of six general obligations,
which are related to public, to myself and my profession, to my colleagues, to my employer and management, to my clients and to my students. This classification of general obligations has made this code more comprehensible and practical.

The Institute’s Code of Professional Ethics is made up of six general obligations that represent the high ideals of the Institute’s members. The Institute’s Standards of Conduct are specific rules, listed under each obligation, intended to establish a minimum acceptable level of conduct, below which an individual may be said to be unethical. They are also intended to elaborate each obligation in a manner that assists in determining whether or not the specific activities of an individual violate the Code.

The Code of Professional Ethics and Standards of Conduct deal with matters that are subject to judgment and are difficult to state absolutely. They contain words such as “authority,” “competence” and “faithful” that must be judged in light of the professional and moral standards in effect at a given time and place.

CODE OF ETHICS OF AMERICAN MARKETING ASSOCIATION

Code of Ethics of American Marketing Association (AMA) has three general norms and six values, as follows [16]:

Preamble

The American Marketing Association commits itself to promoting the highest standard of professional ethical norms and values for its members. Norms are established standards of conduct that are expected and maintained by society and/or professional organizations. Values represent the collective conception of what people find desirable, important and morally proper. Values serve as the criteria for evaluating the actions of others. Marketing practitioners must recognize that they not only serve their enterprises but also act as stewards of society in creating, facilitating and executing the efficient and effective transactions that are part of the greater economy. In this role, marketers should embrace the highest ethical norms of practicing professionals and the ethical values implied by their responsibility toward stakeholders (e.g., customers, employees, investors, channel members, regulators and the host community).

General Norms

1. Marketers must do no harm. This means doing work for which they are appropriately trained or experienced so that they can actively add value to their organizations and customers. It also means adhering to all applicable laws and regulations and embodying high ethical standards in the choices they make.

2. Marketers must foster trust in the marketing system. This means that products are appropriate for their intended and promoted uses. It requires that marketing communications about goods and services are not intentionally deceptive or misleading. It suggests building relationships that provide for the equitable adjustment and/or redress of customer grievances. It implies striving for good faith and fair dealing so as to contribute toward the efficacy of the exchange process.

3. Marketers must embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system. These basic values are intentionally aspirational and include honesty, responsibility, fairness, respect, openness and citizenship.

Ethical Values

Honesty- to be truthful and forthright in our dealings with customers and stakeholders.
1. We will tell the truth in all situations and at all times.
2. We will offer products of value that do what we claim in our communications.
3. We will stand behind our products if they fail to deliver their claimed benefits.
4. We will honor our explicit and implicit commitments and promises.

Responsibility to accept the consequences of our marketing decisions and strategies.

1. We will make strenuous efforts to serve the needs of our customers.
2. We will avoid using coercion with all stakeholders.
3. We will acknowledge the social obligations to stakeholders that come with increased marketing and economic power.
4. We will recognize our special commitments to economically vulnerable segments of the market such as children, the elderly and others who may be substantially disadvantaged.

Fairness to try to balance justly the needs of the buyer with the interests of the seller.

1. We will represent our products in a clear way in selling, advertising and other forms of communication; this includes the avoidance of false, misleading and deceptive promotion.
2. We will reject manipulations and sales tactics that harm customer trust.
3. We will not engage in price fixing, predatory pricing, price gouging or "bait-and-switch" tactics.
4. We will not knowingly participate in material conflicts of interest.

Respect to acknowledge the basic human dignity of all stakeholders.

1. We will value individual differences even as we avoid stereotyping customers or depicting demographic groups (e.g., gender, race, sexual orientation) in a negative or dehumanizing way in our promotions.
2. We will listen to the needs of our customers and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
3. We will make a special effort to understand suppliers, intermediaries and distributors from other cultures.
4. We will appropriately acknowledge the contributions of others, such as consultants, employees and coworkers, to our marketing endeavors.

Openness to create transparency in our marketing operations.

1. We will strive to communicate clearly with all our constituencies.
2. We will accept constructive criticism from our customers and other stakeholders.
3. We will explain significant product or service risks, component substitutions or other foreseeable eventualities that could affect customers or their perception of the purchase decision.
4. We will fully disclose list prices and terms of financing as well as available price deals and adjustments.

Citizenship to fulfill the economic, legal, philanthropic and societal responsibilities that serve stakeholders in a strategic manner.

1. We will strive to protect the natural environment in the execution of marketing campaigns.
2. We will give back to the community through volunteerism and charitable donations.
3. We will work to contribute to the overall betterment of marketing and its reputation.
4. We will encourage supply chain members to ensure that trade is fair for
Implementation

Finally, we recognize that every industry sector and marketing sub discipline (e.g., marketing research, e-commerce, direct selling, direct marketing, advertising) has its own specific ethical issues that require policies and commentary. An array of such codes can be accessed through links on the AMA Web site. We encourage all such groups to develop and/or refine their industry and discipline-specific codes of ethics to supplement these general norms and values.

Analysis and practicality in use

The American Marketing Association has code of ethics which consists of three professional ethical norms (Expected established standards of conduct) and six values (what people find desirable, important and morally proper) for its members.

The three norms describe that Marketers must: do no harm, foster trust in the marketing system and must embrace, communicate and practice the fundamental ethical values that will improve consumer. The six values are: Honesty in dealings. Responsibility to accept the consequences.

Fairness to balance needs of the buyer with the interests of the seller. Respect to acknowledge the basic human dignity. Openness in marketing operations, and Citizenship to fulfill the economic, legal and societal responsibilities.

MATTERS OF COMMUNICATIONS AND MEETINGS

In communications, all official traditions should be followed. While addressing the merit of someone, it is better to expose the name in writing and / or in speech, he must be encouraged in office meeting. Whereas, while addressing the demerit or deficiency of someone, he must be advised in loneliness and not in office meeting. It is better to hide his name in writing and in speech, if he is to be addresses on account of his some blunder, his only Job title (e.g. Charge Man Inspection, Assistant Manager Calibration Lab etc.) should be written for his attention and / or notice of his supervisor.

Similarly, in meetings, it is an act of courtesy to ask first about health and then to offer tea, cold drinks etc. It strengthens the personal as well as professional and working relationships. One will be able to extract knowledge from his supervisor rapidly, your colleague will share with you opportunities of improvement and humor jokes, your subordinates will respect and obey you not only due to your job designation, but also due to your sincerity, courtesy and kindness. However, factors of time availability, tea breaks and lunch breaks must be considered prior to offering tea or cold drinks.

CONCLUSIONS & RECOMMENDATIONS

All Code of Ethics share some fundamental principles based on honesty, responsibility, fairness, respect and openness. Three aspects of code of ethics are technology, colleagues and public.

The code of ethics provides some guidelines about relations with the public, profession, colleagues, clients, employer & management. Therefore, we can see that the different codes of ethics share the common view point of adopting good character and morality.

The Code of Ethics defines fair, truthful, sincere, honest and discreet behaviour of quality professionals. However, some personal attributes of Quality Professionals and Engineers are recommended for effective implementation of
code of ethics. These attributes are [17]:

1. Open minded, i.e. willing to consider alternative ideas for points of view.
2. Diplomatic, i.e. tactful in dealing with people;
3. Observant, i.e. actively aware of physical surroundings and activities;
4. Perceptive, i.e. instinctively aware of and able to understand situations.
5. Versatile, i.e. adjusts readily to different situations.
6. Tenacious, i.e. persistent, focused on achieving objectives;
7. Decisive, i.e. reaches timely conclusions based on logical reasoning and analysis; and
8. Self-reliant, i.e. acts and functions independently while interacting effectively with others.

REFERENCES

[9] http://www.asq.org/about-asq/who-we-are/ethics.html -
[12] http://onlineethics.org/codes/ASMEcode.html -
[16] http://www.marketingpower.com/content435.php -