

AN ANALYSIS OF THE ETHICAL SUBSTRATE'S INFLUENCES ON THE DECISION-MAKING PROCESS IN THE AREA OF ECONOMIC ACTIVITIES

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Rezumat. *Privind economia din perspectiva influențelor exercitate asupra standardelor de viață generale, aprofundând modul de fundamentare al deciziilor în sfera economică, privind elementele ce influențează rezultatele financiare, este esențială analizarea implicațiilor comportamentului etic privind consecințele alegerilor indivizilor și al întreprinderilor. Studiarea evoluției și fundamentelor eticii, ca ramură a filosofiei cu aplicabilitate în aria economică, are ca menire identificarea consecințelor abordării unei conduite etice, în vederea promovării unui mediu de afaceri dominat de certitudine, încredere și stabilitate.*

Abstract. *Approaching economics from the standpoint of the influence that is propagated throughout the domains that determine the standard of life, studying the process of decision-making in the business area, looking at the elements that might change the financial result, it is essential to analyze the implication of ethical behavior regarding the consequences of individual and corporative decisions. Researching the evolution and the basis of ethics, as a philosophical branch with applicability in the economic sphere, has the scope of identifying the outcome regarding having an ethical conduct, in order to promote a business atmosphere characterized by certitude, trust and stability.*

Keywords: ethics, decision-making, behavior, capitalism

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1. Introduction

Looking at the notion of economics through the lenses of its double meaning, on the one hand, containing the economic activities: the profound implications of them in the global mechanism interconnected through the sectors and fields of work that make human existence and development possible, and on the other hand, the discipline or the branch of knowledge, seen as „the study of the use of scarce resources which have alternative uses”[1], it is undoubtedly that the importance of the economic field is crucial for human cohabitation. After a deep acknowledgment of Thomas Sowell’s definition of economics, an essential concept can be distinguished concerning the manner in which rational human beings are able to live: the capacity and necessity to choose, as an action that is at the base of our dynamic character. Thereby, economics’ capacity to influence human life can be reduced to the totality of choices made by individuals, economic entities and

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