

ETHICS IN INTERNATIONAL BUSINESS

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Abstract: *Globalization, technology and the increasing importance of business contribute to a growing public demand for corporate responsibility. The global transactions are nowadays at the crossroads due to the fundamental changes that take place in the world; the business sector has an essential role in indentifying and promoting the solutions to the problems that are blocking the responsible and sustainable economic development of a society. The corporations cannot act isolated in achieving this part, for they have to unify their efforts with their governments, local communities and other institutions and international organizations.*

Keywords: *ethics, international business, corporations, codes of conduct*