

THE IMPACT OF THE ELECTRONIC CULTURE ON ETHICS AND MANAGERIAL CULTURE

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ABSTRACT: This paper undertakes to investigate the rich documentary material which has put forth or suggested that the improvement process of corporate practices continues and that there are more and more companies, firms, etc. and even countries interested in understanding and implementing these principles. This interest stems from these entities' desire to become reliable partners for the countries with tradition in the field, which in time will lead to an increasing alignment of different cultures in the field of corporate governance.

The opening of the markets, globalization, the access to advanced technology, determine new forms of ethics. These new forms of ethics, as well as the ethical management tools, ethical standards, codes of ethics, reports of corporate social responsibility or social labels related to them, generate prestige and joint stock that are in turn converted into opportunities for sustainable development and long-term profit. In addition, the widespread use of the computer began to substantially modify the management decisions and to shape the organizational culture along new directions of electronic culture.

The concept of “electronic culture” refers to the organizational culture that forms within a community. This community widely uses the computer as an important tool in the process of intra- and extra- organizational communication, as well as the basis for decisions and actions of its constituents, influencing the major attitudes, behavior and performance of its members.

Key words: Business, Culture, Decision making, Electronics, Ethics, Globalization, Information, Management, Responsibility.

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