

Business Ethics
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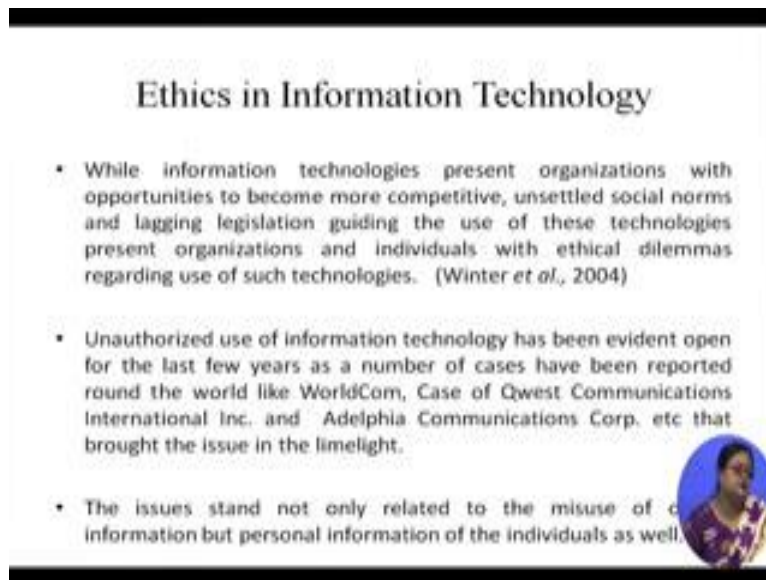
Lecture – 58
Information technology and business ethics

Welcome. Today the topic that we will be discussing today is on the ethical issues with relevance to the cyber age that the business is functioning now. So, till today we have discussed the topics where we discussed the functions of business with respect to the different stake holders, like the shareholders, the consumers, the employees, the suppliers; the role of stake holders like the government, civil society organizations, and also the environment in the relation to the business organization.

Today we will be discussing of specific ways of doing the business when it comes to the virtual reality where people may or may not be in direct face to face contact, but still there are business transactions happening. So, in this context because information technology has become a part of our life now and so it has in gain very prominent place in the business scenario and itself has become a very important. A stake holder in giving the environment in which the business is done and there are many ethical issues with related to it.


So, in today's discussion we will be focusing on information technology and business ethics relevant to the information technology. We will be discussing on the morality issues with respect to the information technology. The issues that will be discussed your will be that of related to the data, and intellectual property, and what are the ethical issues related to it.

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Ethics in Information Technology

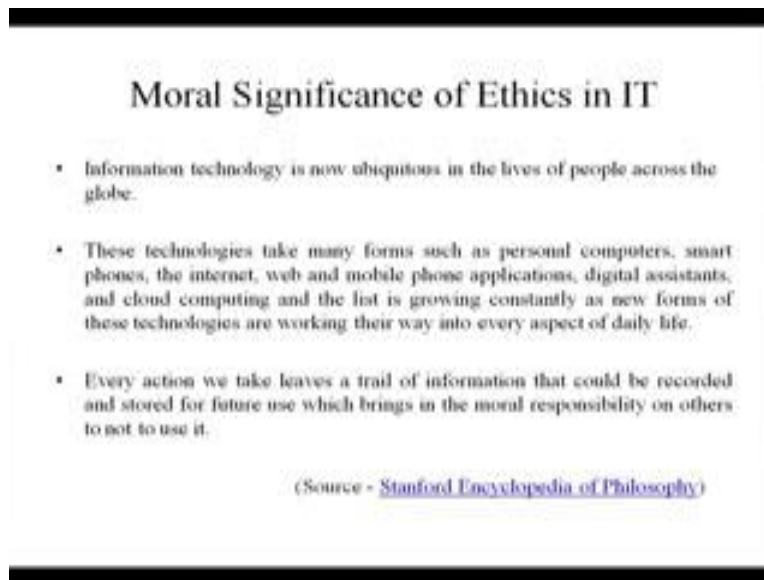
- While information technologies present organizations with opportunities to become more competitive, unsettled social norms and lagging legislation guiding the use of these technologies present organizations and individuals with ethical dilemmas regarding use of such technologies. (Winter *et al.*, 2004)
- Unauthorized use of information technology has been evident open for the last few years as a number of cases have been reported round the world like WorldCom, Case of Qwest Communications International Inc. and Adelphia Communications Corp. etc that brought the issue in the limelight.
- The issues stand not only related to the misuse of c information but personal information of the individuals as well.



So, what are the ethical issues that are relevant for the information technology field is; while it gives more flexibility to the organization more opportunities to the organization to become more competitive, but the in global situations because this in globalized situations where there are deterritorialization and maybe there are uncertain norms and not proper legislations for guiding the use of these technologies that present in the organization, and how the individuals are going to use it or how the organization is going to respond to it, how the government is going to respond to the use of the technologies by the different organizations. They need leads to the ethical dilemmas regarding the use of such technology.

So, second is the unauthorized use of the information technology, because number of cases as if I have been reported regarding the broad the issue or into the line light like unauthorized use by people who are not supposed to use it and the thefts with respect to that. So, it is not only the official information that are misused, but the also the personal information which is also misused.

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Moral Significance of Ethics in IT

- Information technology is now ubiquitous in the lives of people across the globe.
- These technologies take many forms such as personal computers, smart phones, the internet, web and mobile phone applications, digital assistants, and cloud computing and the list is growing constantly as new forms of these technologies are working their way into every aspect of daily life.
- Every action we take leaves a trail of information that could be recorded and stored for future use which brings in the moral responsibility on others to not to use it.

(Source - [Stanford Encyclopedia of Philosophy](#))

Now, what are the moral significance of ethics in IT is? As we understand like IT is like what is the importance of IT, is it has given rise to a new economy the knowledge economy which is become the guiding force in many cases. And it sees its application in all forms, like no old economy like manufacturing and we can function without the knowledge economy and it has its application in all the fields; like manufacturing, marketing, advertising, organizing human capital, suppliers, logistics, trade, commerce, wherever you see it has a huge application, even leisure, than entertainment, communication, all becomes managed by IT.

So, some of the silent features which are like it has found its place in day to day life of the people even through personal computers, smart phones, digital assistants, cloud computing you me may many thing in IT is there. So, silent features of this knowledge economies that; knowledge itself is a product and this is an intangible asset. However, its excellence is measured by the quality of its performance what the software programs can delivered and with what efficiency that they can perform the task that they are perfect to perform. And this is a production through skilled minds; so skilled people who are skilled in computation programming and analysis who work in teams to design solutions for managing the business world.

It is a targeted product; in the sense there is a customized product for particular solutions for particular problems, like banks, markets, then air, traffic, governments, education,

library, entertainment, and media; all we need to IT which is customized to their need, knowledge product is the differentiation. So, there are competitors in the market and the different knowledge products are available in the same requisite area. And companies are in fair competition to obtain contracts and retain their clients.

Knowledge consumers: the IT consumer market is as large as the globe itself, and there is no one who is not influenced in some way or the other by the IT even for may be birds and animals now chips are placed inside their body to find out track out their movements find their ways of like how they live how they group together, to find how to ways to protect them in all. It is a creative product; because knowledge products are created by people and they right fully belong to them. So, the creator of the product has the right with them which are both moral rights and the legal rights.

These rights are called the intellectual property rights. So, just as the musicians, painters, and authors have a right with their creation. So, those who are infringing on those creative rights are cheating the creators. And data ownership also; it is the data is the store information that rightfully belongs to the owner. And so like the data which is generated by IT is an exclusive property, and so there could be ethical issues regarding data collection, data protection, data usage and data theft storage and all these things.


So, this is a field because lovers are there to some extent, but lot depends on the moral conscious of the people; how to use this, and how to protect this, what to do what not do. And that is way cyber ethics as become very important as an applied field of ethics which studies and human behavior that is related to information and communication technology. So, what we understand here like the every in action that we take leaves a trail of information that could be recorder and stored for future use, which brings in the moral responsibility on others to not to use it because we are talking of data ownership.

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The moral responsibility concerning Ethics can be extended to:

- **Moral Values in Information Recording:** The primary moral concern here is that when we collect, store, and/or access information it is done in a just manner that anyone can see is fair and in the best interests of all parties involved.
- **Moral Values in Communicating and accessing information** :The primary moral values of concerns in the context of communicating and assessing information are privacy, ownership, trust and the veracity of the information being communicated.




So, when we are discussing the ethical issues and the moral responsibility of the person's relevant to it then; what you have to discuss also, what are the specific areas with respect to what we are discussing with moral values. So, the moral values could be with regard to information recording.

The primary moral concern here is that when we collect store and our access information. It is done in a just manner that anyone can see is fair, and in the based interest of all the parties involved. Moral values in communication or in communicating and assessing information; the primary moral values of concerns in the context of communicating in assessing information are like privacy, ownership, trust and the veracity of information that is being communicated.

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- **Moral Values in organizing and synthesizing Information:** As many information technologies automate the organizing of information as well as synthesizing or mechanically authoring or acting on new information, the moral concern here lies in presenting things the way they are not what one decides to do as per their benefits or to harm the other person.
- To protect the interests of the employees at both professional and personal level, organizations must frame a code of conduct to protect the interests of its employees at both personal and professional level.



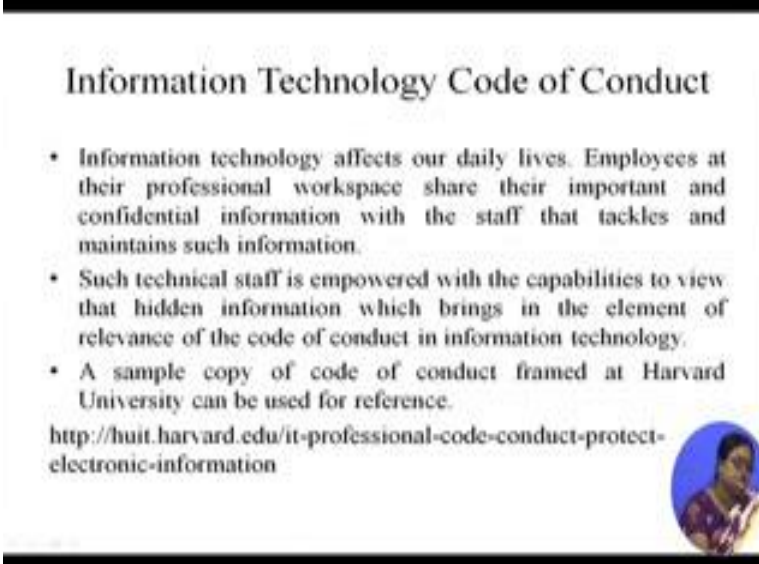
Another is; after may be the collecting information how do you extract information from it by organizing the data; how you are analyzing it this becomes issues of moral issues. So, as many information technologies is automate the organizing of information as well as synthesizing or mechanically authoring or acting on a new information the moral concern here lies in presenting things the way that they are not; what one decides to do as per their benefits or to harm to other person.

So, we have to understand like if everything has been automated then a program has been written for it. So, two variables or two set of information's like could be related and presented as a set of information concerning may be for a particular; this is more relevant when we are talking for personal information's like if the person is browsing site a and if the person is browsing site b also, then if you try to correlate these two behaviors and tell like the person who, because the person is having browsing side a. So, the person may be interested in this if the person is browsing site b; so the person is interested on this.

So therefore, the person is interested in both things. If the person wants a, I can give suggestion for products which are sold under b website or if the person is going for b I can push my push my products which are like in regarding information that the person is seeking in website a. So, these type of relationships that we found by how you organize in synthesize you information may sometimes have unethical colour to it.

Next important is to protect the interest of the employees both at the professional level and the personal level. So, the organizations must frame code of conduct to protect the interest of its employees both at the personal and the professional level.


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Information Technology Code of Conduct

- Information technology affects our daily lives. Employees at their professional workspace share their important and confidential information with the staff that tackles and maintains such information.
- Such technical staff is empowered with the capabilities to view that hidden information which brings in the element of relevance of the code of conduct in information technology.
- A sample copy of code of conduct framed at Harvard University can be used for reference.

<http://huit.harvard.edu/it-professional-code-conduct-protect-electronic-information>



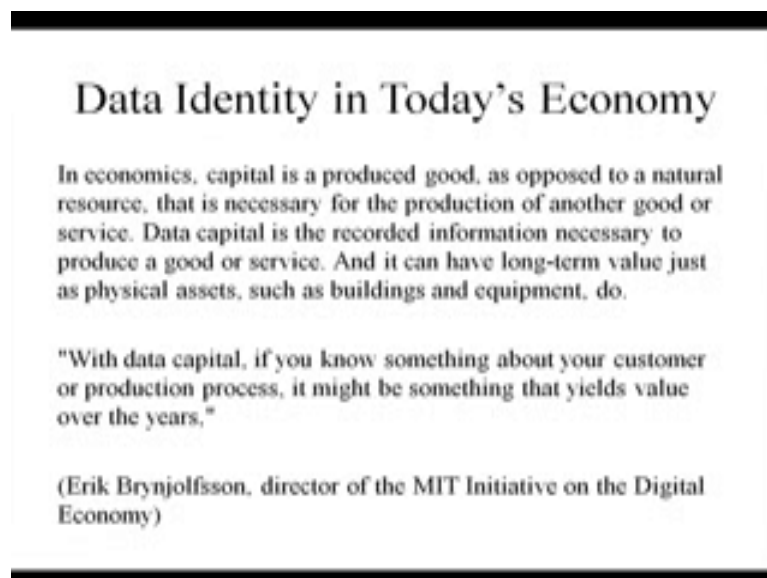
So, why this code of conduct is important is; these are like guiding principles which gives like what the gives the guidelines regarding what some employees are expected to do or what an individual is expected to do, and what the individual is like as not a proper expected behavior from individual. So, these codes of conduct have to preserve the rights of individuals and also help others to enjoy their rights also. The rights to may be privacy, rights to not to be disturbed, rights not to be defining; all these type of rights pattern codes of conducts. Like in 1992 the computer ethics institute which is a nongovernmental organization with in objective to bring ethical responsibility and in technology if founded a code of conduct that closely resembled the 10 commandments life given in the Bible.

So, what are these 10 commandments like? Thou shall not use a computer to harm other people. Two, thou shall not interfere with other peoples computer work. Three, thou shall not snoop around in other peoples computer files. Four, thou shall not use a computer to steel. Five, thou shall not use computer to bear falls witness. Six, thou shall not copy or reuse proprietary software for which you have not paid. Seven, thou shall not use other peoples computed resources without authorization or proper compensation. Eight, thou

shall not appropriate other peoples intellectual output. Nine, thou shall think about the social consequences of the program thou are writing or the system thou are designing. And ten, thou shall always use a computer that ensures consideration and respect for (Refer Time: 21:16) fellow humans.

So, peace codes of conduct ethics are expectations that people are going to follow these codes of conducts while they are functioning, but these codes of conducts cannot be enforced on people. So, when they are left to themselves people may follow or not follow the codes of conduct. There comes the importance of law to find out what becomes important with respect to what must be followed while you are working with data.

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Data Identity in Today's Economy

In economics, capital is a produced good, as opposed to a natural resource, that is necessary for the production of another good or service. Data capital is the recorded information necessary to produce a good or service. And it can have long-term value just as physical assets, such as buildings and equipment, do.

"With data capital, if you know something about your customer or production process, it might be something that yields value over the years,"

(Erik Brynjolfsson, director of the MIT Initiative on the Digital Economy)

Where we will discuss problems with of the ethical issues, we will discuss the problems and ethical issues related to data identity and data security in this is section where, because data today is very important. And we know like the importance how the data is become an important part of our day to day life or day to day processes, and how it serves as an identify for may be yourself. And that is how it is got very important position, and that for that reason its needs to be other security. Proper security measures need to be taken for it.

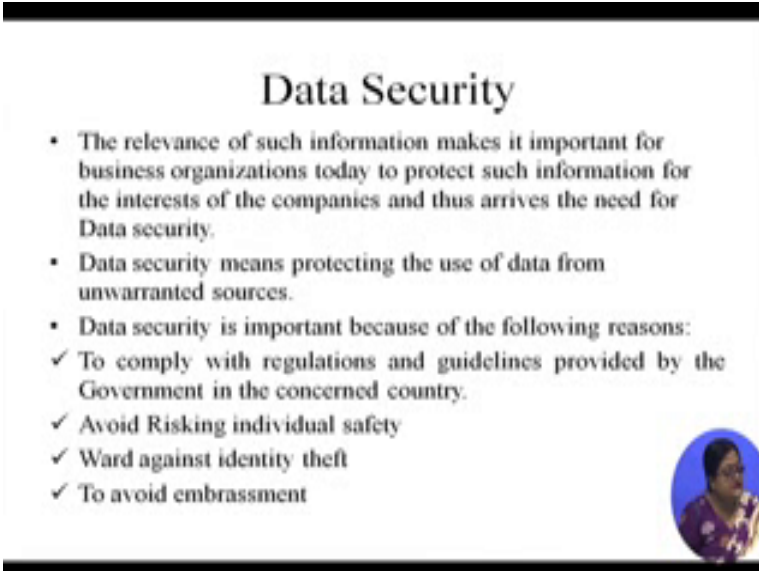
If we are to think of the security of the data then we have to understand the importance of it is an asset and then think like what are the processes we can do to protect it. So,

when we talk of data capital it is the recorded information necessary to develop or produce good or service. And it can have a long term value such as buildings and equipments too. So with data capital, means if we have data capital recorded information and if you know something of your customer of the production process then it might be something that if the future it yields value over the years. Because, you are able to infer get create more meaning out of that data and make its truthful use for your business purposes.

So, having the understanding the importance of data capital the security of the data is becoming very important, because these are information assets which are of the similar monetary value and which must be protected. It is also fact that the data is meant for further wealth generation. So, there are three important values which need to be protected when you are talking of data security: these are confidentiality, second is that of integrity, and the third is that of availability.

So, data security problems are a primarily ethical problem which takes a legal term when the ethic fails to motivate the moral character.

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Data Security

- The relevance of such information makes it important for business organizations today to protect such information for the interests of the companies and thus arrives the need for Data security.
- Data security means protecting the use of data from unwarranted sources.
- Data security is important because of the following reasons:
 - ✓ To comply with regulations and guidelines provided by the Government in the concerned country.
 - ✓ Avoid Risking individual safety
 - ✓ Ward against identity theft
 - ✓ To avoid embarrassment

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These are some of the reasons that what we may go for data security. The basic principles which are guiding data security are; as already discussed is one that of confidentiality where it is the prevention of disclosure of information to unauthorized persons. So, when an unauthorized person have an access to the data and use it for his benefit confidentiality is (Refer Time: 28:00) and theft takes place. And breach of confidentiality means the breach of trust.

And it takes happens may be very easily in work place, where one employee is able to see what is happening the other persons computer and get a keyword or password etcetera or some other authorizing key. Integrity is where we talking of the data integrity is protected when somebody is not tempering with the data which is there and making changes in it, because it may have huge impact on the society at large.

And third when you are talking of the availability of the data, it is the availability when it is required mostly by the user. So, non availability of data can cause major in conveniences and loss to the customers. So, the business houses have a special responsibility to see and manage their data risk, and how to safeguard their data. Like those to judge about the authenticity of the data, so to bear the risk in data protection. So, these types of data risks are there. So, lack city in risk management with respect to the data may cause huge loss to the business and may be leading to total bank (Refer Time: 30:35).

In the next part of the discussion we will try to focus into how the business houses moves forward for the risk management with respect to data, what are the process they have taken, what are the things that they have done to act on this data risk.

Thank you.