4th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE

"Exploring for International Competition and Cooperation Strategies to Foster Regional Development"

June 19-21, 2008
Hollywood Hotel, Sarajevo, Bosnia-Herzegovina

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ISBN
978-975-01397-0-3

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PREFACE

Dear Participants;

I, as a chairman of this 4th Strategic Management Conference, would like to welcome all of you with my love and respect. We feel happy and honourable to organize the Strategic Management Conference in Sarajevo city of Bosnia-Herzegovina this year that we had commenced to organize in 2005. We are excited as we were four years ago and we are here today with our feelings of the first day. I would like to thank to all our partners of this year, International Bosnia University Rector and other managers, who gave us an opportunity to organize this conference in this beautiful city. In our fourth conference, there are 189 participants from 15 countries with 197 papers. In fact, we received 142 announcements from 20 countries but 45 of these announcements were reasonably refused by the peer review committees.

As it is seen, the participants want to participate in this international activity with great excitement like us. My dear colleagues and guests; with this excitement and motivation, we had programmed to publish an international journal under support of the International Strategic Management Conference. As a result of this, our journal titled “Journal of Strategic Management” we began to publish last year is now one year of old. Today, we present to you the first issue of the second year in your conference bags. Both the quality of articles published in the magazine increases day by day. Our purpose is to make this journal a publication that is scanned and referred in international indexes. I would like to thank to all my friends who worked hard on this matter. We established an association named “International Strategic Management and Managers” to ensure assistance both for our conference and publication of our journal. We wish you to be member of this association and continue our international endeavors together with energetic power.

The other pleasant event of our fourth conference is that world wide known two gurus in field of strategic management will honor our conference as key-note speakers. I would like to thank to Prof. A. Louis STRICKLAND and Prof. Richard LYNCH in my name and our organization committee.

I would to sincerely thank to our honored rectors who helped us and gave every support in organization of the conference in perfect manner, to our colleagues who made valuable contributions as members of peer reviewer and Consultant Committee, to Beykent University Board of Trustees who made contributions in organization of the conference as a sponsor and its estimable chairman Mr. Adem ÇELIK and Cuma Bayat Rector of Beykent University, to Mr. Gürbüze KAPLANI, Executive Director of Finger Industrial Company, Çanakkale On Sezik Mart University Rector and Co-Chair Prof. Ali AKDEMİR who realized publication of our conference book and to Prof. Alinur Bıyıkçak्key, Rector of Gebze Institute of Technology, who supported preparation and publication of the conference program and file as a sponsor. I wish this conference will be helpful and beneficial to us and all academic participants. I present my love and respect.

Prof. Dr. Erol EREN
Chairman of the Conference
TRIANGLE OF ECONOMICS, ETHICS, AND CORPORATE SOCIAL RESPONSIBILITY: THE OPET CASE

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ABSTRACT

The relations between the subjects of economics, ethics, and corporate social responsibility, under the changing conditions of socio-economic developments, have been started to reconsider and to be discussed. Globalization, cruel competitive environment, increasing role of the multinational corporations, changes in production models, new management techniques, structural changes in organizations, widespread development and growth, IT technologies, inequalities in income distribution, and poverty have led to an increase in expectations and needs from the corporations to move in a socially responsible way. In this context, it is possible to talk about a circulation which occurs from macro scale to micro scale or vice versa. The science of economics, ethics, and corporate social responsibility are three important elements of this circulation.

Although, in the process of application, corporate social responsibility has been considered as a cost element at first step, it provides a huge profit based feedback to the corporation together with its social positive externalities. In this context, corporations should not limit their aims to just an income provider to shareholders, a wage sources to employees, and a provider product and services to consumers in addition to their traditional roles. In this context, modern corporations, in addition to their economic roles, they encounter structures which have a conscious on the responsibilities against environment and society.

The aim of this study is to stress the connection between historical change in the science of economics which has been considered as a sub-discipline of ethics and corporate social responsibility with a special emphasis on OPET case in Turkey.

INTRODUCTION

Within the framework of normative economics, ethical thought and economic thought intersect in various forms. It is stated that ethics has distanced from the economic system with the development of modern economics and that an understanding of economics that has distanced from ethics has impoverished welfare economics. In cases where theories asserted in an economic thought that has distance from ethics, focus fields of application, it turns into behaviors and the lifestyle of individuals and families, and a conditioning arises in human behaviors that can be considered as traditional. These mutual effects between economics and human behavior, which are both producer and consumer, could likewise be established between other units. For example, business ethics and acting of companies according to consciousness of social responsibility, constitutes another sign of the relationship between economics and ethics.
“Corporate social responsibility”, which has come up frequently both in the literature and in practice during recent years, and the projects realized under this scope by enterprises, have started causing very important results and innovations both in social and economic fields. Corporate social responsibility applications integrate companies with social life, increase the number of groups and parties in contact and meanwhile ensure that they act by sharing and undertaking responsibilities and in accordance with social sensitivity; the most important feature of these applications is that they generate added value which can be considered as significant in short and intermediate terms, although they are regarded as a cost item at the beginning. Based on this, it is possible to say that today corporate social responsibility applications have important economic effects as much as they have social ones.

Companies, which have realized this fact, are developing more social projects for the society every day, within the framework of corporate social responsibility. This process also strengthens the ethical aspect of economic behavior and makes business ethics a topic that is considered more. This study draws attention to this situation and its purpose is to analyze the relation of companies and corporate social responsibility projects with economics, which we restrict with the general system, drawing into attention the change in economics, which formerly used to be considered as a sub-branch of ethics. In this context, the concepts of ethics and economics are explained and the relation between them is analyzed in section one. Then corporate social responsibility is taken into consideration in detail, which allows for the application of ethical principles in economic life by companies. In the final section of the study, OPET Oil Company (OPET Petrolçuluk A.Ş.) is taken into consideration, which has drawn attention with the projects it carried out in Turkey, in order concretely see corporate social responsibility understandings of companies and especially, social responsibility projects carried out since the beginning of 2000 under the Conscious Society Projects, are put forward.

ECONOMICS AND ETHICS

Definition Of The Concept Of Ethics And Its Distinction From The Concept Of Morality

The concept of ethics has been assumed different meanings in different times in different economics schools and throughout history. Ethical thoughts have also influenced economic thoughts. “Moral philosophy” and “ethics” are usually considered as if they were synonymous. However some authors emphasize the differences when interpreting these two terms.

For the definition of morality, expressed as the sum of rules and norms which are imposed on all, which differentiate good and bad and have statutory characteristic, (Ocal, 2007: 11) Socrates, St. Augustine and Montaigne give priority to conscience. Accordingly, morality is expressed as an integral part of conscience, which is left by itself.

On the other hand, an extra aspect is emphasized in the definition of ethics. The individual, the expression of the individual and the interests of the individual can be valued when ethics is concerned. Crossing from morality to ethics is considered as a crossing from the universal to the particular, from macro to micro unit and from this perspective, the activity of everyone is considered as an individual participating in a common work. According to some philosophers such as Plaenae, morality has a statutory characteristic and includes a religious association. It is expressed that the concept of morality is usually about the good and the bad and almost it forces a person and obliges a person to imperatives. It is however expressed that ethics has the meaning of an impulsive self-control, makes persons responsible by making them think and has a nature about positive and negative. Of course, it is not easy to differentiate between the two concepts and distinct morality from ethics by attributing it a statutory characteristic. Nevertheless, ethics is usually accepted as a secular concept in Western literature (Ocal, 2007: 11-12).

Ethics In Economics

Before making comments on relatively abstract concepts such as economic systems and ethics, it will be useful to briefly take into consideration a common and very important element for both of the subjects, namely humans and their behaviors.

Humans have been expressed with the term “homoeconomicus”; however, the social and conscientious aspects have been neglected with this concept. Although it seems rational, it is not a realistic approach to assume that the human mind, which hides the clues and path of its existence, always acts with a motive for economic interest. Of course, the problems of rationality, parameters and measurability come to mind. Even if the meaning gives to rationality in standard economics is relatively rich and allows a correct approach to assume that persons act rationally as defined in real life (Sen, 2003: 215). Nevertheless, the abstract nature of ethical behavior does not mean that positive externalities, benefits and advantages to be brought by these behaviors cannot be seen or noticed.

The conflict of ethics with the existing economic system proceeds in parallel with a complex relation, which is harder to resolve. It is possible to name this as the conflict between ethics and modern economics. Economics, which to a large extent developed as an extension of ethics in the process of historical transformation, currently has a conscious non-ethical character. “Deregulation” and “Flexibility” carried out within the framework of neoclassic economics and high competitive conditions, cause companies to distance themselves from ethical values and moral concerns and allow only large-scale companies to engage in corporate social responsibility projects. Today, economic policies and economic developments dominate and shape human behavior. In his works on ethics and economy, Amartya Sen names this issue as “ethical related explanation of human motives” (Sen, 2003: 14-15). Deep domination of modern economics of all sections of the society, causes economy and ethics to head for different paths in the crossroad.

It is possible to say that an economic understanding lacking ethics, impoverishes welfare economics and on the other hand, economic activities with moral concerns bring benefits for the whole society (Sen, 2003: 68).

The Relation Between Economics And Ethics

Economics, as a social science basically expresses meeting unlimited needs with finite scarce resources. Thus, it analyzes how the balance between resources and needs, in other words, between production and consumption, shall be met and how productive resources (natural resources, labour, capital, entrepreneurship) shall be utilized for this (Ozgüven, 1991: 3). Scarse resources in this definition can show a considerable differentiation among individuals and social groups. It could sometimes be purchasing more bread for a person, while on the other hand, it could be purchasing a second or even a third house for another person and thus, forms of consumption can vary and production is shaped accordingly. The common of these varying needs among societies, social groups and individuals, is the phenomenon of infinity and economics becomes an important means of ensuring this balance (Stevan, 1991: 1-3).

Ignorance of individual and social ethical rules, means that the society and the market cannot fulfill the functions expected for them. Today, economics without ethics has oriented towards explaining phenomenon and activities depending solely on mathematical balances. Situations encountered in practice contradict the theory due to the lack of adequate emphasis on certain ethical values. Another issue is the willingness of economics to clear itself of value judgments in order to become a branch of science (Atıly, http://www. istanbul.edu.tr/itudes?pages=template-rewarddetails&sid=14&tid=772).

It is possible to associate the concept of “unlimited needs” mentioned in the definition of economics, with ethics. There is no problem in the first of the two meanings intended by unlimited needs. The first meaning is that, human needs shall be unlimited faced with growing populaton and that needs shall continue to increase with every person born. The other meaning is that needs of a human in the micro sense, in other words, of the individual, is unlimited. In this case it might be appropriate to put an annotation on the concept. This is because, needs of the individual are not unlimited, because demands regarding food, shelter, clothes and social needs shall terminate with death. Also, the individual has had and will have consumptions that exceed needs to certain levels, throughout life. However, this may not express needs in the real sense. Also, differences are observed in consumption preferences and forms between relatively rich and poor persons, in the consumption of needs, which have been expressed as unlimited. It is possible to date back the issue of
production and consumption to Fordism, Post-Fordism and styles of production that have differentiated in time.

When observing the nature of the relation between ethics and economics, obviously not positive economics but normative economics is intended, which bases its perspective on normative results in order to test its theory and hypotheses.

It shall be useful to briefly mention the historical event, which brought the issue of ethics in scientific work, in order to explain the concerned interaction. Just as Albert Einstein was aware of the results of the research could be "harmful" as well as "useful" while atomic energy works were in progress, it is possible to establish the same relation between economics and ethics (Kaggen, http://kaggen.bilgi.edu.tr/doktor/lit/dok_0000865015_2005_06_29.doc: 1). In this context, it is necessary to understand the importance of the economists while explaining the relation between economics and ethics. It is possible to say that an economist acting without ethics, goes through a similar process of hesitation to the process of developing atomic energy. Thus, in this context, the lack of ethics in economics and the resulting poverty (both the real and the ironic meaning is intended here), signifies not merely a destiny but the result of an unconsciousness. It would be appropriate here to state that the process of developing and using economic rules and economic policies is not enough to reflect the fact. If there is an unfair income distribution among citizens of a country with a high national income, it is possible to say that concerns about ethics are appropriate.

When we observe with a deductive perspective, there are certain units ranging from the macro scale to micro scale, such as the state, economy, ethics, companies (and their responsibilities) and social groups, family, individual etc., which are possible to increase in number and it is possible to change their place in the list. These units are in mutual interactions with each other and the system as a whole that includes them. Only one of these interactions, the relation between companies and corporate social responsibilities shall constitute the remaining part of this study.

A REQUIREMENT OF BUSINESS ETHICS: CORPORATE SOCIAL RESPONSIBILITY

The boom of economic production and the significant increase of economic activities in national and international spheres especially during the 1950's, has emphasized even further the relations of enterprises, the basic element of commercial life, against all sections of social and economic life. Today, relations of enterprises have become very complex in terms of external aspects as much as internal ones. In globalizing economy, enterprises are not only in a triple structure consisting only of customers, the state and the enterprise. Other than customers, they have to establish relations with many shareholders, such as suppliers, partners and shareholders with the development of stock markets, banks and other financial institutions with the differentiation of capital structure, the media with the development of communication technologies, non-governmental organizations with the spreading of democratic consciousness, etc. Increase in the number of multi-national companies and environmental pollution reaching scales that threaten life, have increased the social pressure on enterprises and it has become necessary that ethical principles, which are among important basis of social life, also be valid in business life. This has been implemented by enterprises by the formation ethical principles and social responsibility, which is the other aspect of the process, has started being emphasized as a necessity of business ethics. Essentially, the concept of business ethics has a meaning that includes corporate social responsibility.

The concept of corporate social responsibility, which has been widely used in recent years especially by OECD countries, has different meanings for different groups and stakeholders. The issue of consensus is that enterprises play a role much larger and more important than generating employment and welfare in the global economics and that corporate social responsibility should have the characteristics of enterprises assisting sustainable development. The meaning of this is, enterprises not only providing income for shareholders, wages for employees, products and services for consumers; but also, attending social and environmental problems and values. Today, as much as having a perspective on economic development, enterprises are faced with a triple structure conscious of its responsibilities against the environment and the society (Ersoz, 2007: 17).

When the roots of the concept of corporate social responsibility is examined, it is revealed that it is not a new concept. Although corporate social responsibility has drawn increasing attention recently, use of this concept dates back to the 1950s. During the first years of its use, it has been taken into consideration with the perspective of "social responsibility starts where laws end" (Flanagan and Whiteman, 2007: 66).

Although debates and applications of social responsibility have started in Europe, they have been developed in North America. Howard Bowen has had the greatest role in the generation and gaining importance of the concept of corporate social responsibility. The work of Bowen entitled "Social Responsibilities of Businessman" the foundations of the concept have been laid and theoretic approaches regarding social responsibility have been structured. Bowen's work has widely influenced the applications and declarations of administrators in the USA during 1950s and has become the guide for many future researches (Ocal, 2007: 5-6).

The concept of corporate social responsibility expresses the ethical and responsible behavior of any organization (a profit oriented enterprise, public institution, civil society institutions) against all internal and external interest groups and the process of taking and applying decisions by it. The concept of corporate social responsibility which is usually used for private organizations, is widely used as "enterprise (company) social responsibility" (Aitken and Vural, 2007: 4).

The World Business Council for Sustainable Development has defined corporate social responsibility as the responsibility of enterprises to work together with workers, their families and regional administrations. Thus the only purpose of enterprises is not to make profit, but to increase the welfare of all sections it carries out work with and with which they are related (Jamali and Minshak, 2007: 243-244).

In this framework, corporate social responsibility can be expressed in the briefest way, as tasks and responsibilities of enterprises against the society, in other words, how they can be useful to the society they are in. In this context, main emphasis should be made on the society and giving more priority to interests of the society than interests of corporations or at least, establishing a balance between them. There are four basic elements that prompt corporate social responsibility. These are legal arrangements, pressure of the society, pressure of competitors and the feeling of conscientious responsibility of administrators. However, it should not be forgotten that, as the issue of corporate social responsibility is too important to be left to the conscientious behavior of administrators, it should be supported by the other elements (Zain, 2007: 124).

The concept of corporate social responsibility, which was not given importance and which did not draw attention until 30 years ago, has succeeded in becoming one of the respected fields in business life. The idea that "ethics shall make the firm successful and social responsibility shall result in increase of efficiency" has started to be generally accepted by all enterprises (Stark, 1993: 38-42). Accordingly, today under the scope of their social responsibilities enterprises are preparing ethic codes for their workers, and publishing periodic "social budgets" in order to gain a more transparent structure and become more open to the society and the public opinion, provide aid to low income families, and act with more care in using resources such as energy etc., considering the future of the society (Grissese, 2007: 32).

Corporate Social Responsibility Approaches

Classical Approach

The classical approach of social responsibility is based on the idea that enterprises have no other liabilities than their organizational purposes. Accordingly, an enterprise that operated efficiently and gains profit, has also fulfilled its social responsibility. If enterprises invest their existing or expected incomes on
certain social projects due to social responsibility, there shall be a decrease in employment generating project investments and also increase in consumer prices. Such activities shall reduce the incomes of enterprises significantly and have a negative effect on their contribution to the economy (Çelik, 2007: 76).

The leading supporter of classical approach to corporate social responsibility, Milton Friedman, clearly expresses the necessary information for their shareholders and that organizations should focus their attention on this. Thus, the classical approach to social responsibility claims that all kinds of social projects shall return to the enterprise as a net cost (Akgürel, 2007: 69).

The following two issues, based mainly on the work of Milton Friedman entitled “The Social Responsibility of Business is to Increase its Profit” (1970), have been asserted by classical scholars to support their claims (Ay, 2003: 23-25):

- Achieving maximum profit is a result indicating that social resources have been used in the best manner.
- Enterprises are units established for economic purposes and they do not deal with social purposes.

Modern Approach

The modern approach, which regards corporate social responsibility as a more overall field, regards it neither as only a moral or a philosophy of charity. Far beyond these, corporate social responsibility shapes an organizational strategy, which has both environmental and economic aspects and is accordingly planned and applied. Thus the modern approach takes as its basis, sustaining the relation between the organization and the society in a good framework. The organization shall generate net yield with social actions it shall carry out in the short and long terms. In this perspective, modern approach to social responsibility claims the developments of a policy that also takes into consideration opinions of organizational parties. It is not always easy to analyze the effect of social responsibility projects, regardless of their scale. The fact that this effect is subjective can result in different opinions and approaches in all enterprises and in their conflict. Conflicting opinions are mostly the motive for profitability and the success for charity. The way to avoid this for the enterprise to internalize social responsibility projects and define these projects on administrative and strategic level. Such an approach shall make stronger encouragement for participation to social responsibility projects, both for managers and employees (Akgürel, 2007: 71).

According to the modern approach, “companies can both increase the living standard and welfare of the society and gain profit”. Those who consider companies as socioeconomics corporations, draw attention to the following issues under the scope of corporate responsibility (Çelik, 2007: 77):

- Enterprises are integral parts of social life. Thus they constitute a part of the society in terms of social problems and their resolution.
- Enterprises have the resources to take into consideration social problems. However, they cannot utilize all resources without the assistance of the society.
- The environment is very important for the enterprise. Enterprises that invest in the society today are the corporation that shall obtain continuous profit in the future.
- Steps that are not taken by enterprises voluntarily can be achieved by the state through legal enforcement.

Importance Of Corporate Social Responsibility And Its Advantages- Disadvantages For Enterprises

Importance of the concept and applications of corporate social responsibility is increasing for enterprises everyday. Ahtan and Böru (2007: 28-29) have listed the following five factors that have played a role in the increase in importance of corporate social responsibility:

- Transparency: The current age is one where enterprise applications are becoming more transparent and where information directs economic activity. Enterprises cannot conceal the good or bad works they have carried out and their activities can be easily announced all around the world very quickly, both through the media, modern information, and communication technologies, Internet and mobile

phones for instance. All these have made enterprises much more transparent in many ways. As a result, enterprises that are not sensitive regarding social responsibility in their economic activities and which burden external costs to shareholders, have to be more careful.

- Informational: Transition to information-based economy requires consumers and investors to have the necessary information and use them effectively. Consumers can come to a clothing shop and prefer a brand against another. Other than price policy, this choice depends on the responsibility and prestige of companies. Likewise, investors may choose their fields of investment, not only based on financial factors, but also on environmental criteria.

- Sustainability: Pollution of the environment and boundless consumption of economic resources are parallel with the development of industry causing serious global problems. Global cooling and warming are among them. Resources of the world cannot stand against negative factors caused by increase in population and by industrialization. Increasing concern for negative effects resulting from economic activity has caused an increase in the importance of corporate social responsibility.

- Globalization: Globalization is another factor that has been effective in the gaining importance of corporate social responsibility. It is observed that global cooperation, in other words multi-national companies are under increasing monitoring by the media, governments, employees, environmentalists, human rights groups, non-governmental organizations and civil society organizations to include corporate social responsibility standards and sustainability strategies in their world wide activities. Also, while globalization give an important role to enterprises in the resolution of social problems, it has resulted in an increase in attention to corporate social responsibility issues of human rights administration applications, environmental protection, health, security and other fields.

- Failure of the Public Sector: Many developing countries are administrated by a deficient regime or government. Negative consequences of state interventions have resulted in a phenomenon called “failure of the state”. Failure of the state has resulted in more confidence in market corporates and non-profit organizations. Failure of the state even in activities for social benefit, has given more tasks to private companies and voluntary organizations in the field of social responsibility.

Full understanding of corporate social responsibility has resulted in increasing tendency in enterprises towards such applications. Corporate social responsibility has certain advantages and disadvantages in the scope of these applications. Advantages of corporate social responsibility can be listed as follows (Nalbant, 2005: 197):

- A good social environment can make the public opinion accept the enterprise.
- Certain arrangements, which seem to be cost, can return as profit.
- It is possible to become an important part of the society by undertaking tasks in discussing and resolving social problems.
- Enterprises can be sensitive to the ecology and can be environment-friendly.
- Important advantages are gained in entering new markets and ensuring customer loyalty. It allows for attracting versatile and high quality employees and increase in the revenue to the corporation.
- Allows for gaining access to a wider range of financial resources.
- Employees and customers start to have more confidence in the organization and give value to it. The tenor of belonging of employees and customers develops. As a result, circulation rate of employees decreases. Purchase rate frequency of customers increases. Profitability of sales increases.
- Communication, trust, solidarity and team among employees spirit develops. It results in increase in effectiveness of teamwork, organizational performance, and general motivation.
- It enhances and strengthens the relation between the organization and the society and local and central state authorities.
- Know-how, skill and experience of employees in corporates that have undertaken social responsibility projects increase, and also they become persons with higher self-confidence, creative thinking and ability to resolve problems.

Along with these advantages for enterprises, corporate social responsibility has certain disadvantages. Some of the important disadvantages are (Çelik, 2007: 79):
* Prices increase as social activities are reflected on product costs. This may result in loss of market.
* New human resources may be required for social activities.
* Too much sensitivity for social issues by owner, partner or administrator of the enterprises could result in distancing from organizational aims.

Corporate Social Responsibility Pyramid And Fields Of Social Responsibility Of Enterprises

Prior to accepting corporate social responsibility, an enterprise manager should first determine the fields of responsibility. In the next general sense, corporate social responsibility consists of four main fields of responsibility. These are economic responsibilities, legal responsibilities, ethical responsibilities and charity responsibilities. These four main elements constituting corporate social responsibility have been evaluated by Carroll as a pyramid.

EXHIBIT 1: CORPORATE SOCIAL RESPONSIBILITY PYRAMID

![Corporate Social Responsibility Pyramid]


* Economic Responsibilities: In the process of history it is seen that enterprises have been established and operated for economic purposes. In this context, economic responsibilities are responsibilities resulting from the fact that enterprises are economic units operating for the purpose of profit before anything else. While mentioning economic responsibilities, it should be stated that all other responsibilities depend on the existence of this responsibility. Carroll specifies economic elements of corporate social responsibility as: operating such as to maximize the profit of each share, devote themselves to obtaining maximum profit, maintain their competitive position, maintain high level organizational activity and ensure continuity in profitability (Ernst, 2007: 30).

* Legal Responsibilities: When the society accepts enterprises making profit from their activities and even reaching maximum profit, they do not approve this unconditionally. While continuing their economic activities enterprises are forced to adhere to certain legal imperatives. The society and the enterprise have reached an agreement within the legal framework and agreed that enterprises can pursue economic purposes. The principles and values, to which enterprises must adhere to, are established by the legislators. The fact that social responsibilities come after economic responsibilities in the social responsibility pyramid, on one hand refers to the development of historical process, and on the other hand expresses how closely economic responsibilities and legal responsibilities are related (Ay, 2003: 38).

* Ethical Responsibilities: Ethical responsibilities mean the enterprise not giving damage to its shareholders and the environment it is showing activity in both economic and legal responsibilities include ethical values. However, there are also behaviors that must be adhered to, which are not stated in the law. These are ethical responsibilities. Ethical responsibilities are, working in conformity with social values and ethical norms, adopting of ethical norms which newly appear in the society or change in time and showing respect for them, preventing causing harm on ethical norms in order to fulfill purposes of the enterprise, and being aware that ethical norms bring responsibilities beyond those imposed by legal arrangements (Ernst, 2007: 31).

* Charity Responsibilities: This category of responsibilities includes activities that assist strengthening of the goodwill developed in the society by the enterprise or the perception of the enterprise as a good citizen in the social environment. Allocation of a section of the enterprise resources for artistic, educational and social projects is included in charity responsibilities. Volunteering is the basis of charity responsibilities. In other words, it is not imperative for enterprises to undertake these responsibilities in terms of laws or ethics. Some managers especially give priority to charity responsibilities, in order to ensure that the enterprise is conceived of as a good citizen in the society. However, the share in total social responsibility of this responsibility, which is resultant of goodwill, is relatively low. As it can also be observed in the pyramid of Carroll, charity responsibilities are located at the top of the pyramid and it is necessary that the other responsibilities be fulfilled first (Ay, 2003: 39-40).

As it can be observed, the social responsibility pyramid of Carroll has given corporate social responsibilities according to a certain priority, however, has also stated that simultaneous application of these responsibilities shall increase enterprise success. According to this, economic sufficiency is the main basis for the other responsibilities. Also, it is expected that enterprises adhere to laws, which are codes of acceptable and unacceptable behaviors of the society. Then, enterprises are expected to fulfill their obligations of rightfulness, fairness and integrity at the most basic level, as a requirement of their ethical responsibilities and avoid harming their shareholders. Finally, in is hoped that enterprises be good corporate citizens and assist the society and enhancing of living standards with both financial and human resources.

As economic and social systems open to the external environment, it is not possible for enterprises to be insensitive to changes in the society. Decisions taken and to be taken by enterprises within the process of production, have social effects as much as economic ones. In other words, enterprises play an important role on the welfare of the society both in economic and social terms. Enterprises should give importance to social responsibility in their decision-making processes, at the planning phase. Even when taking a decision that seems very profitable, purposes and values of the society should be taken into consideration. Enterprises in harmony with changes in the society and acting with the consciousness of social responsibility, shall ensure a long life free of problems in terms of long terms interests (Jussoverglı, 2001: 29).

THE EXAMPLE OF OPET OIL COMPANY

Founded in 1992, OPET Oil Company shows activity in the fields of retail sales, commercial and industrial fuels, mineral oils, storage and international trade. Aiming to become the first choice of consumers in Turkey, the corporation presents us one of its basic principles, ensuring customer satisfaction through increasing quality in every field, such as service and product, with respect to the environment and the laws. Following its successful works, the corporation was also certified to achieve the ISO 9001:2000 Quality Certificate in 2004. Shown as a corporation making difference in the sector, with its support to social life, the corporation carries out exports to 20 countries, especially in the Middle East and the Balkans. It is an important company in its field with a 1312 station network and 845,930 m³ storage capacity and ranks third in the white products market with a market share of 15% and ranks second in the black products market with a market share of 11% (OPET, http://www.opet.com.tr/opetbakinda.asp).

OPET shows various social activities in the framework of social responsibility. It is trying to fulfill its social responsibilities by providing sponsorship services in different fields such as motor sports, culture, art, theatrical performances and local festivals in various provinces. However, among the social activities of the corporation, the applications that draw the most attention are the works carried out under the title "conscious society projects". There are 4 main projects under the scope of conscious society projects (OPET, http://www.opet.com.tr/tr/bp.asp).
Model Village Project

Another one of OPET's social responsibility projects is the Model Village Project which aims to establish educated villages that can use their agricultural and cultural possessions. Works are carried out in the project to bring close far away villages, ensure that they are self-sufficient, make use of their historical, geographical or cultural potential, increase the level of education and develop environment consciousness. There has not been a single application model for the villages, but a special project has been developed for each village according to its characteristics. Villages under the scope of the project also benefit from the Clean Toilet campaign and Green Road Project, and thus it is estimated that the anticipated aims shall be reached more easily. The Dana Village in Mardin, the Yeselek Village in Gaziantep and the Pazarıyö Sub-district in Bolu are the villages under the scope of the project, selected to be model villages (Kay Holding Company, 2007: 31-32).

Educational service is provided by experts regarding clean toilets and hygiene, and for forestation, to persons living in the villages under the scope of the project. Also, education is provided by experts in order to assist in ensuring economic development, various informative services are being provided regarding communication with tourists and tourist activities and it is aimed to raise consciousness of village inhabitants. As a result of these works, a raised building in the Dana Village was repaired and turned into a cultural center, the Hisite Sculpture Workshop, which is also the first outdoor museum in Turkey, was renewed in Yeselek and all the houses were painted and a primary school was established in Pazarıyö (OPET, http://www.ope.com.tr/btp/emenkoy.asp).

Respect For History Project

Initiated in February 2006, the Respect for History Project consists of infrastructure and physical works aimed to establish an environment that will allow local and foreign tourists visiting villages in Eastern Black Sea Peninsula to tour the region without any problems; and it has one of the most social responsibility projects of OPET that has drawn the highest attention. The project aims to ensure an image of local inhabitants and many works have been carried out including painting and repairing of houses, buildings. Many training courses have been provided, ranging from photography to ornaments, in order to increase income producing activities of the village inhabitants (Ocakoğlu, 2007: http://s.a.n.l.ankara.edu.tr/tekst/yazi.php?yure=11575).

The village squares, museums, modern toilets and renewed sales rayons have achieved a modern look with the renewal works under the scope of the project and have increased tourism in the region and the incomes of village merchants. Respect for History Project includes infrastructure works for increasing incomes of village merchants and thus the region, which is visited by an average of 3.5 million local tourists every year, has achieved the look it deserved and the project is being expanded with education works.

In the region, which has witnessed the Canakkale Wars that have had a very important place in the progress and result of World War One, the following have been carried out with 500 workers, using 66 tons of paint and machines (OPET, http://www.ope.com.tr/tarihelyasi/index.html):

- 13 thousand meter squares of granite stone have been laid, 650 trees and 9000 plants and flowers have been planted, 4000 meters squares of grass have been laid.
- 5000 meters squares of permanent posters have been placed on buildings and 270 panels have been made for roads, 150 city furniture have been laid and children’s playgrounds have been constructed in 4 villages.
- 300 tables, 1200 chairs and 10,000 pieces of coffee house and restaurant materials have been provided.
CONCLUSION

The phenomenon of ethics, which is one of the basic elements that has been taken into consideration in relations between individuals in history, has become an important element that should be paid attention in relations between societies, with the establishment of states and development of international relations. Although the relation between ethics and economics has been taken into consideration by many authors or scholars in terms of whether ethical values exist in economics or not; the real important issue is the necessity of focusing on the actions and measures in order to ensure that economics include ethical concerns.

Reflection of ethics to business life in the modern sense and business ethics becoming an important issue in economic life and enterprise strategies, started in the USA in 1970s and has become a generally accepted phenomenon in almost all countries, increasing competition and expansion of multi-national companies as a result of globalization. As ethical values become valued elements in enterprises, enterprises have started acting in the scope of a certain responsibility, thus have started taking into consideration their social responsibilities against all sections of the society.

Under the scope of business ethics principles and social responsibilities, enterprises are rearranging in the light of ethical values their relation with consumers, shareholders, partners, employees, suppliers, competitor firms, and state and laws; and are spreading these values from the stage of purchasing raw materials to the stage of providing technical support under the scope of warranty to customers. Enterprises that only apply these values, take into consideration principles of business ethics and fulfill their social responsibilities, carry out their activities in integrity with all sections, adhere to business life rules determined by the laws, provide a working environment where the employees can easily express and develop themselves and take care not to harm other firms and customers when using or storing information. Also, when determining the prices of the goods and services they provide, they carry out their activities keeping in mind such factors as, for a requirement of their social responsibilities.

The fact that corporate social responsibility includes certain transparent applications for enterprises, that transition to information based economy continues rapidly, globalization and especially the general failure of the public sector in developing countries, has ensured that the concept of corporate social responsibility and principles of business ethics have stood out further. Results of many researches prove that the importance given by enterprises to corporate social responsibility and principles of business ethics, are increasing day by day. It is obvious that enterprises give importance to these values and realize their activities accordingly, have received its benefit in many fields. This also results in an increasing number of companies giving more importance to principles of ethics in business life and in the aspect of this life facing the society, and they reflect this to their practices. As one of the companies that acts within the framework of corporate social responsibility, OPET has managed to earn the appreciation of the public opinion with the various projects it realized. OPET applications which have a wide range from training programs about cleanliness to making social investments in historical places which are very valuable for the society, indicates how important and useful it is that an economic unit acts not only with the purpose of profit. The fact that this situation is encouraging other enterprises to act in such an understanding indicates that the ethical aspect of economic life shall grow even stronger.

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