

## CHAPTER 10

# Business Ethics and Social Responsibility



Modern Ethics, CSR, and ESG Frameworks in the Digital Era

# Learning Topics (AGENDA)



## 01 Business Ethics

Definition and Importance of  
Virtue in Business Operations



## 02 CSR & Social

Social responsibility and all  
groups of stakeholders



## 03 ESG Framework

New Era Sustainability Standards:  
Environment, Social, Governance



## 04 Digital Ethics

New Challenges: Privacy, AI  
Ethics, and Data Transparency



## 05 Implementation

Creating an ethical culture in an  
international organization



## 06 Global Goals

Linking businesses to the UN SDGs

# What is Business Ethics?

"Business Ethics is not just about doing what's legal, it's about doing what's 'right' for all stakeholders."

- ✓ Honesty to customers and partners
- ✓ Justice in Personnel Management
- ✓ Transparency in financial and technological information



# Why do modern organizations need to be ethical?

## Trust & Brand

Build long-term confidence in customers and investors.

## Risk Mitigation

Reduce the risk of lawsuits or social opposition.

## Employee Loyalty

Employees are proud and want to work with a virtuous organization.

**Golden Rule: "Profit must come from ethics"**



# Corporate Social Responsibility

(CSR) Business Social Responsibility

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# From CSR to ESG

Today's business world has moved from CSR activities for image to clear measurement standards such as ESG.

ESG is at the heart of the decisions of global investors in the 21st century to achieve true sustainability for the planet and business.

**"Sustainable Growth = Strategic Integration of ESG"**



# SUSTAINABILITY STANDARDS (ESG FRAMEWORK)



## Environmental

Resource Management, Energy  
and Net Zero



## Social

Labor care, human rights.  
Diversity (DEI) and safety



## Governance

Corporate Governance,  
Transparency, Board of Directors  
Structure and anti-corruption.



# ESG and Corporate Values

Percentage of investors who focus on ESG in their investment decisions (2020 - 2025 Trend):

ยุโรป (Europe)

85%

สหรัฐอเมริกา (USA)

72%

เอเชีย (Asia-Pacific)

60%

*\* Forecast data: Organizations with high ESG scores are 5 times more likely to attract funding.*

Modern Context:

# Digital Ethics & AI

Ethics in the Digital Age and Data Protection

# New ethical challenges



## Data Privacy

Ethical collection and use of customer personal data  
(Compliance with PDPA/GDPR)



## AI Ethics

Algorithm transparency, reducing bias in AI (BIAS),  
and upholding human rights.

600 × 400

# Business & SDGs

Integration of the 17 Sustainable Development Goals into the Business  
Strategic Plan to Create Shared Value

**Sustainability is not an option; it's the only path to the future.**

# WẮT ẮUỒS Ỉ Ắ Ắ (CG PRINCIPLES)

| Key principles      | Practical description                                                 |
|---------------------|-----------------------------------------------------------------------|
| Accountability      | Responsibility for the results of decisions and actions               |
| Responsibility      | Responsible for duty with sufficient competence.                      |
| Equitable Treatment | Equitable and Fair Treatment of Stakeholders                          |
| Transparency        | Transparency, verifiability, and disclosure of necessary information. |
| Ethics & Vision     | Business ethics and a vision that creates value                       |

# CODE OF CONDUCT

## Creating an Ethical Culture:

- Tone from the Top: Leaders must be good role models
- Training: Regular ethical training for employees.
- Whistleblowing: A Safe Whistleblowing Channel
- Incentives: Reward employees who adhere to ethics.



# KEY TAKEAWAYS

90%

of customers are willing to  
support socially responsible  
brands.

Ethics is an intangible asset:

1. Strengthen Reputation Assets
2. Talent Acquisition
3. Capital Advantage

# Questions & Discussion

"Ethics is not something to do for others, but something to do for ourselves and the world in the future."



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# IMAGE SOURCES

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Source: [insights.aib.world](https://insights.aib.world)