Commonality: Reproduction of Moral Philosophy in Ethical Decision-Making by Corporate in Indonesia

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The tight business competition in Indonesia has led companies to look for many ways to be able to survive. Personal selling tools have become widely used especially for B to B (business to business) commerce. Orientation to maximize profit will justify all ways to do business even though there must be an ethical consideration. Mental attitude “because everybody does the same” has formed the basis of ethical decisions in doing business. The problem of the research is: What is a company management’s view regarding practices of personal selling from a standpoint of ethics? Personal selling is conducted differently for different prospective consumers. Professional attitude can only be interpreted as an attempt to satisfy all the desires of consumers. The assessment of ethical or unethical actions conducted is based on consensus and the values that are thriving in Indonesian society. Ethical perspective of deontology and utilitarianism as in the western philosophy is not able to fully explain these phenomena. This research uses qualitative approach and interpretive paradigm. Data collection techniques used are in-depth interview and observation, as well as study documents. Personal selling is done by using positive and negative ways. Positive way is used when a company is offering the best product quality, price, and excellent service. Negative way is used when tipping and gifts are made to become a winner of the tender process. There is a presumption for certain behaviors that have become common practice in business, later become a basis of moral philosophy, and underlie the ethical considerations in corporate decision-making. Thus, “a commonality” has been transformed to be a new component of ethical value in doing business in Indonesia. Further discussion may be based on the question: In this case, whether commonality would be a dark side of ethical value from the east?

Keywords: commonality, personal approach, ethics

Introduction

Nowadays, all knowledge evolves rapidly around the current use of practices. This includes the practice of marketing communications that uses personal selling as one of its tools. Tight competition in business makes the sales person and the company think hard in performing personal selling tactics that can be successful. This means that the form of personal selling done by each sales person will not be the same; as it has its own characteristics and different ways to achieve the desired goal and also depends on who the customer is.

The personal approach from each company will not be the same. This is natural because every human being is created unique, which means that each person has a different system, nature, habits, and things that
they like and dislike. Implementation by the company’s personal selling is different among individuals, and for each designated target market. A personal selling approach that has a negative connotation is often referred to as Hanky Panky (trickery and mischievous behavior). This kind of approach is performed by a sales team of the company. One example of the implementation of negative connotation is a personal approach to find a buyer by giving extra money (tips) to prospective buyers to purchase needed products from the company.

Positive or negative as a way of approach is closely related to ethical issues, meaning personal selling has positive and negative connotations associated with ethical perspectives. Ethics applied to personal selling is business ethics, because it is done in the running of the business. This means that any kind of action will always contain a positive and negative value, where value is measured in terms of ethics applicable and agreed upon.

Business ethics is not the same as ethical philosophy. According to the Josephson Institute of Ethics in Maxwell (2003), business ethics is an increased desire for ethical relationships in business. This relates to one’s standards to make choices and direct their behavior in various situations, which involves the concept of right and wrong. Business ethics is an oxymoron (a combination of two things to the contrary), but good ethical behavior should be good for business. It is clear that business ethics are the rules of doing business, but does not guarantee the success of the company in achieving its goals.

The main goal of the company is to get as much profit with an increasing amount of product sales and customers. As one of the general trading companies which exist in Indonesia, TM (hereafter referred to as company X) requires a reliable communication tactic. According to the type of business and corporate goals, the most important marketing tool for a company is personal selling. It outlines that the omzet, profit, sales, and the number of corporate customers are the foundation for company X aside from other things, then anything done by X is to achieve its objectives.

To be able to compete with other general trading companies, X performs marketing communication activities. Marketing communications with personal selling are done continually at X companies, as the process of planning, carrying out, and evaluating programs, which stimulates the purchase of corporate and customer satisfaction. It is clear that effective personal selling is done through the provision of reliable information and caused by a positive impression related to the identity of a company or product, and provides goods or services in accordance with the needs, desires, concerns, and interests based on each corporate customer demands. Some important questions to be addressed are: For the sake of profit gain, whether the company should always fulfill customer wants? Whether the company should use ethical considerations in deciding all the desires of the customer?

**Research Questions**

Based on the above explanation, the problem of the research is: What is a company management’s view regarding practices of personal selling from a standpoint of ethics? The study objective will be fulfilled to identify management’s view of the practice of personal selling from the perspective of business ethics.

**Literature Review**

According to Chris Fill (2006), the nature of personal selling is: (1) Personal confrontation: the relationship alive, immediate, and interactive between buyer and seller; (2) Cultivation: i.e., properties that allow the development of any relationship, ranging from buying and selling relationships to intimate relationships; and (3) Response: The situation requires customers to listen, observe, and respond. Based on the
previous explanation, it is known that the nature of personal selling is to create a relationship with each other to realize intimacy, which leads to an increase in the number of customers, sales, and profit of the company. In particular, the personal selling done is according to the company’s goals. A sales person needs to know how to recognize signs of buyer’s closing, including physical actions, statements or comments, and questions. There are some closing techniques, they ask for orders, summarize points of the agreement, offer to help the secretary write the order, ask if the buyer wants A or B, find a buyer to make small choices, such as color or size, and show what would be obtained from the seller if the order is placed now. Sellers also offer inducements to buyers to close a deal, such as special price, an extra quantity, or even a gift.

A sales person who runs personal selling should have at least the following three kinds of skills (Fill, 2006): (1) Salesmanship: By mastering the art of product knowledge and to sell, such as how to approach customers, give presentations and demonstrations, overcome customer resistance, and encourage the purchase; (2) Negotiating: The seller can negotiate the terms of the sale; and (3) Relationship marketing: The seller knows how to foster and maintain good relationships with customers. The criteria of a personal selling person are to have product knowledge and selling tactic, and know how to make a deal with customers, so that they become loyal customers. Required criterion as the basis of someone doing personal selling is to successfully achieve goals. Immediately after closing, the seller arranges the necessary details, such as the time of delivery, terms of purchase, and other things that are important to customers. The sales person will make a schedule for a follow-up call when the initial order is received to ensure proper installation, teaching, and service. A visit or phone call will detect any problems, ensure the interests of the buyer for the sale, and reduce cognitive dissonance. A sales person also develops a maintenance plan and maintains a growing account of customers.

Based on her research, Laura Nash (1993) said that ethical issues will be faced by top management instead of lower management level. Every decision made by management will always depend on personal and professional characteristics. Ethics can be an ethical issue if the person is in the situation to make decisions. According to the Josephson Institute of Ethics, ethics is how to make a deal with the challenges of doing well, even though it may be more expensive than what we want to pay (Maxwell, 2003). The definition of ethical behavior is considered to apply to a person and organization. Behavior is considered good or bad, and will be influenced by the opinion of others.

**Deontological Ethics**

Deontology ethics or rule-based ethics, according to Parsons (2008), is a system of ethics where individual human beings have a duty to do certain things. These “certain things” are based on ethical principles and form the rules that should be followed. Shortages of deontology ethics, according to Jolasa (2011), are: (1) Rational justification: There was no tight connection with the rational justification. There is an obligation that is easy to be rational justification, it is easy to understand the rationale logic behind the patient-doctor liability, obligation of judges to uphold a fair justice process, and police to maintain security of the country, and others. In addition, there are a series of obligations that cannot be justified by rational motives, but they fit with the principle of deontology. In the context of bioethics, a critical and skeptical nature of the obligations of this model is needed, the original proposal of questionable liability, whether liability can be justified, and how that duty is justified. Critical and skeptical attitude is needed in order not to be caught naive and not fair; (2) The conflict among the obligation: To live in a complex world, every person holds the status of different obligations. It could be thought to be deontology issues when it deals with many obligations. In the current world situation, there is
often conflict among the obligations. This applies, for example, every bank shall keep secret the amount of customer funds to anyone, and while on the one hand, it is obliged to provide information to the police for law enforcement and for tax purposes. Issue in the conflict means that eventually the persons or institutions appreciate and choose one obligation, to the exclusion of all other obligations. It needs a procedure for deciding relevant obligations; and (3) Ignoring the consequences: Deontology perspective does not seem concerned by the consequences of action. From the point of view of deontology, acting ethically is acceptable, where appropriate to one of the obligations. In addition, a deed cannot be ethically acceptable, if it violates certain obligations. Here, we can see only the relation with the action of certain liabilities that determine the status of ethical conduct. There is no room for weakness due to this act and deontology as an ethical perspective, for example, if someone promises to give 100 dollars to others and those persons know that the money will be used to buy a gun and kill people. For the standpoint of deontology, the person must provide money to others, because he had promised to give 100 dollars to that person. The person has entered into a relationship with others with the obligation of paying the money. If it is done, it means that the person has fulfilled their obligations. There is a big problem in this example. Emphasis on appropriate actions and not caring about the consequences are the weakness of the deontology perspective. It also reduces the credibility of deontology.

Advantages of deontology are: (1) Consistency: It is one important thing of deontology. Without consistency, society would be a mess. Imagine if people do not fulfill their obligations but have the obligation to run at will, and execute duties only in the inner turmoil of the moment (happy or not happy, sympathy or hate, and others). The act of a deontologist can be predictable and certain. They believe because of consistency and upholding its obligations; (2) A special obligation which is the strength of deontology is a special obligation into account. Special obligation is an obligation due to a special relationship with a person or a particular object, for example, the obligation of parents to their children, duty of an officer for their people, and others. Many other ethical theories have trouble adjusting to the obligations imposed on a person, but with a commitment of deontology “duty as duty”, it would ensure the realization of obligations under any circumstances; and (3) Supererogation is another strength of deontology. Supererogation means an action to exceed the demands of duty. Many duties are usual obligations (obligations with reasonable reason and within reach of responsibility), but there are a series of duties which require extraordinary courage of people (seen as unrealistic demands) or the demands of self-sacrifice, which is difficult to realize in an ordinary situation. Deontology perspectives actually work in this admirable particular obligation which is not an easy obligation done by others. In supererogation, people are put in the role of moral heroes and saints. It is concluded that deontology ethics is one of the biggest ethical perspectives used as a reference of actions, right or wrong, good or bad, based on the intentions of the person in action, which is associated with his/her obligation (Jolasa, 2011; Parsons, 2008).

Utilitarianism Ethics

According to Jolasa (2011), utilitarianism ethics is different with deontology ethics. Utilitarianism emphasizes the consequences of the act that is referred to as consequentiality ethical theory. The main idea expressed is the principle of utilitarian usefulness, which is acting for the greatest happiness of the greatest number. Directional nature of human behavior on the happiness, so the act is judged well or bad, as far as the act is to increase or reduce the happiness of many people as possible. The morality of actions is determined by usability aspects of human happiness. Therefore, good deeds are measured by the amount of happiness or
satisfaction; and evil deeds are measured by that which caused suffering or dissatisfaction.

Shortages of utilitarianism ethics, according to Jola sa (2011), are: (1) The prediction of the future: The value of ethical conduct is determined by calculation of all long-term consequences in the future, but the difficulty is that reality does not foresee all the consequences with certainty, a small variation in early predictions will result in radical changes. Therefore, the results predicted will change dramatically. This perspective fails due to excessive confidence of the future, which is an unpredictable factor in nature; (2) Incommensurability: Another drawback is the lack of attention to incommensurable values. Two things are incommensurable, if both cannot be compared with each other or cannot be measured based on the same scale. Observe the following phrase: “You cannot specify a price of happiness” and “Love cannot be bought with money”. Both expressions describe incommensurable value. A value of happiness and love cannot be compared based on value for money. Happiness and money are incommensurable values. Utilitarianism is based on the principles of calculation to determine the balance and underestimates the value of incommensurable; (3) A special obligation: Deontology appreciates and gives place to the specific obligations, but utilitarianism does not distinguish among each kind of obligation. For example, a mother has a utilitarian perspective, there is no difference between the greatest happiness for the child and others. Based on that, it refers to the consideration of the greatest happiness of most people; she could sacrifice the happiness of her children; and (4) Supererogation has no place in utilitarianism, because in this perspective, there is no higher obligation than the obligation based on the principle of utility (the greatest happiness of the greatest number of people). Because utilitarianism does not summarize and take into account the specific obligations and supererogation, it makes the objection arise that the utilitarian theory is inconsistent and unfair. Deontology is consistent, because it can uphold the obligation and the call obligation, whatever the condition is. Not so with utilitarianism, utilitarian fulfills a promise depending on the situation, because it often changes attitude. If not, then promises were not kept. Utilitarian behavior is not consistent, because it is difficult to predict. In addition, utilitarian could be looked upon as unfair conduct since the objective is pursuit of happiness for most people. Because of inconsistency in conduct, utilitarian could have unfair actions, for example, punishing an innocent person to reduce violence during an unsettled issue of crime and mutual suspicion happening in society.

The advantages of utilitarianism ethics are: (1) Benevolence: It is expressed in the desire to seek happiness for the greatest number of people; (2) Rationality: In contrast to deontology, it is difficult to see the basis of rational justification of actions, and utilitarianism is more clearly in rational justification. It is clearly revealed in the stage of decision-making by utilitarianism which refers to the rational principle of utility; and (3) Situational decision: Another advantage of utilitarianism, the situation in nature, which means the perspective of the utilitarianism approach could be used in ethical issues in a case by case basis. Therefore, each case study is based on its specific situation and cannot be generalized or taken for granted, because ethical decisions are situational (Jolasa, 2011; Parsons, 2008).

Based on the previous description, it was concluded that besides deontology as the largest perspective in the philosophy of ethics, there is one more kind of rival perspective, it is utilitarianism. Utilitarianism has its advantages and disadvantages, such as benevolence, rationality, situation, future predictions, incommensurability, special duty, and supererogation. An ethical perspective as the basis for decision-making emphasizes the greatest happiness for the greatest number.

“Corporate customers” is a term assigned for the customer that the company is in a B to B (business to business) relationship with. A corporate customer is not a consumer or end user of the product but is a
distributor of products or companies who use the product as a component of another company’s products. In general, the corporate customer has the same grouping with the term “customer”, including a potential customer, new customer, and loyal customer.

Research Methods

This research was conducted using case study method. According to Hair, Bush, and Ortinau (2006), the overall goal is to develop a complete picture of the issues and understand the issues and impacts of interaction among the elements of the problem. All research informants were divided into two groups: internal and external informants. Each informant has criteria, such as: (1) Internal informants, those who (a) became owners or employees of company X who have duties and responsibilities in the implementation of personal selling; (b) have a close relationship with corporate customers; and (c) are an active part in all activities related to marketing communication of the company, and have worked for more than three years in this position; and (2) External informants: They are people who are not employees of company X. They have a close relationship with X, are directly related to the personal selling process with X, have an influence in deciding to cooperate with X, and have worked for more than three years in their office. This study used in-depth interviews with a semistructured form of questions that aimed to gather in-depth descriptions of the informants related to the issues discussed, and the study of documents. The research was conducted over five months from March until July 2011.

Results and Analysis

Research Object

As a general trading company, X sells a variety of consumer factory goods. It is said that general trading means that any goods required from a product manufacturer will attempt to be provided by the company. Products offered include: pipes, gloves, trolley, caster, etc.. Corporate products come from different countries, not only from Indonesia (local), but the majority are from South Korea, Japan, Malaysia, Singapore, Vietnam, and China. Beside products, quality, price, and origin of the various producing countries, facilities and services are also important to the success of a company. B to B companies, such as X, have 100 potential corporate customers, 20 new corporate customers, and 100 loyal corporate customers. Most of their customers are big and established companies in Indonesia.

Personal Approach

Personal selling process is done either positively or negatively. Because it is personal (not mass) and conducted with the aim of transactional (to sell a product), then the term used is “personal approach”. Various forms that are offered by the sales person include a product, discount price, delivery, payment procedure, giving money as a tips, gift of any kinds of products as a bonus, and basically, anything that the customer requests. All these must be reported and approved by the sales supervisor, such as director or general manager. If the supervisor approves, then the practice of personal selling is executed by the sales person. If this is not approved, it will be discussed among the employer, sales, and customer to gain a mutual agreement. This means that the owner is a positive or negative determinant factor of personal approach activities. For sales, they can also decide which alternative is used for the accomplishment of personal selling, but if sales are hands up, their boss will take over the problem. According to the general manager and also the owner of the company, personal approach to a customer must first be done with a natural approach, person to person approach for the
final realization of the sales transaction. Sales person said that:

Approaching the customer is making people become our friends, so they can help us and we can also help them in times of needing one another. The company needs a customer, while the customer requires a good product at a great price too.

Personal approach is an important element in personal selling by the company and conducted through the sales person. In a business relationship which is B to B, personal approach is an absolute practice that must be done because the product characteristics are different with the product in B to C (business to customer) relationship. This is stated clearly in the answer of this informant:

Well, since we are general trading, a need of a factory is the target market, and the type of business is also B to B, so it seems the most appropriate tool is personal approach. General trading companies are not like food stores, where customers are looking for them, need to visit and buy, but here the seller is looking for potential buyers and to persuade them to buy goods.

If possible, a sales person must take a familiar approach like a friend and indirectly persuade a customer to purchase the company’s products. When a transaction goes to a deal, sales offer gratitude in the form of shopping vouchers, credit, mobile phones, and others.

So, this actually happens, first sales look for prospective buyers, then after getting them, sales will approach them in the way of contact or follow up, either by phone, SMS (short message service), email, BBM (blackberry messenger), fax, visiting customer regularly, making friends, or anything else, until finally, the purchase transaction goes to a deal.

Whatever the desire of a corporate customer is, X will try to fulfill it with a provision that the order is balanced with the things that you want to get from a customer. Introduction to the individual customer should be done well, as submitted by the following informant:

Well before approaching the customer, what must be sought out in advance, is the nature and character of the customer, through their friend, subordinate, or people who know him/her and for those who work at the same office or through provocative questions until we know what kind of person he/she likes. After that we find an appropriate way to make a deal with people like that, and it will be easier for us to take a lead to the goal we want to accomplish.

The implementation of personal approach by company X, such as which customer likes to have more money, company X makes a promise that they will give the person “a token of appreciation” when they give orders to company X. Such action carried out by company X has certain objectives. This will make them known as a company that is capable of providing any kind of customer needs. At the end, company X will still be judged positively by the business partner or external parties. External informant said that they appreciate greatly the desire of company X to always support every demand from company AK, whatever the situation. For example, sending a sudden order right away and being willing to process an instant booking although no official letter was sent from company AK to company X. A big automotive company also said the same thing. Company X always tried to fulfill the company’s needs, such as making a shelf as required by the company and timely delivery, whatever the situation is. As informants, almost all corporate customers said the same thing; company X is trying to provide anything that corporate customers requested. Thus, in fact, company X has violated the standards and norms of doing good business even though there is no violation of any rules applied in Indonesia.
Ethics Issues

Understanding of business ethics was raised with the general manager who said that business ethics is a mutual agreement, not just a personal approach, but more to the ethics in doing business procedures, such as booking procedures of goods, delivery, schedule, and method of payment, all these must be agreed by both parties. It is an obligation that must be done by the company for the customer.

One of the sales persons thought that a personal approach is considered as usual business practice nowadays. When he/she started as a sales person, he/she felt be rather shocked when faced with that kind of practise but over time it has become a habit. When he/she looked around, he/she found that this is usual business practice in Indonesia. The owner expressed the same thing.

I think everything is okay. But if you can do in a natural way, yes, please do it first. If it cannot work, please try another way, although slightly distorted, but is okay when agreed by all parties. Besides, all of this is secret just known by us and the customer.

They argued that the personal approach, whether positive or negative is legitimate, since it is in accordance with the objectives of the company. This may be done as a tool for developing business for corporate sustainability. According to the owner, personal characteristic of the sales person also has a major effect on his views of what is appropriate or inappropriate.

Well, it depends on the character of the sales person. If the sales person is really positive, sure he would always approach a customer the right way. If the character is mixed, the sales approach will be adjusted by customer character. And if you have a sales person with a negative tendency, he will approach the customer with the same tendency. Well, sometimes the customers are inviting us to offer something to them.

It shows that the owner of the company seems to blame the sales person who makes sales with a negative way. On the other hand, he acts as if he was tolerant of negative actions by his staff in the field because it brings benefits to the company.

Well, it is related. Business ethics is about moral values in business, there are positives and negatives as well, depending on the implementation of the personal approach. But for me, if a value of business ethics is mutually agreed, any form of moral values will be ok. In business as usual, we must make a profit, so everything should be done as it is but must be in quotes “done carefully”. That is it anyway.

Only some of the employees know that corporation is doing negative ways as the approach for its customer. It is because management decides that this kind of information is only known by related employees. This is done because the worst could happen when this approach will put company X on the blacklist by the customer. This effect will apply for a long period of time. The owner’s feeling comes between agreement and disagreement in the practice of personal approach. As an ordinary person, he did not approve of this kind of approach, but as the owner of a company, he must approve, for the sake of corporate sustainability.

Yes, my feeling is both agreement and disagreement. Here, it is not just me who will make a decision, but most of the employees involved also decide, because it involves their income as well.

The responsibilities of a negative approach look like not on the owner side, but employees also take part in negative ways. In fact, the owner of the company indirectly forces sales to do negative things for the consideration of more profit. Moreover, all employees and the owner agree this approach that is done as the implementation of sales tactics for the sake of sustainability of the company. If a negative personal approach that has been done as if
by consent of all employees then a process to justify the decisions made has actually been done. The process of seeking to justify this approach does not stop with just this. The owner of the company stated:

Well, that is it, all for the sake of the company’s growth as well, if we cannot follow in that way, we will do it. But as in the business world, sometimes we must have to confirm with a negative, if you want to succeed. Besides most companies are doing the same things, do not worry.

Justification is not only done internally by involving all employees, but also carried out externally. Conditions of business competition become more intense, making all the companies that want to survive also perform the same negative actions. This kind of personal approach is basically a negative action, but because it is done together it eventually becomes a positive action. The result is that the act is no longer a negative value when all the actions have accumulated as a new value of the commonality or togetherness.

Discussion

Ethical considerations are based on the aspects of commonality or because they have also been done by many other companies seemingly to make the companies try to conform to others. Conformity in this case has several characteristics: (1) It is not based on a common age, sex, and ethnicity as stated by Bond and Smith (1996) as cited in Wade and Travis (2004); (2) It is performed in absence of coercive power to do that. In contrast to the imitation or modeling that occurs without going through a process of deep thought or reflection, then the conformity process requires deep contemplation before a deed is done. As a result, it is reasonable when the owner of company X shows that he/she has suppressed his/her private beliefs, and even repudiated his/her own values as stated by Cialdini (1993) as cited in Wade and Travis (2004); and (3) In the people in group-oriented cultures, such as Indonesia, a new system of beliefs as a result of conformity that held by the owner could apply to not only the level of individual like owners and employees, but also the corporate level. In this case, the companies look as if as individuals who may have different interests with individual of the employees’ or owners’ interests.

Conformity becomes an important issue in social psychological studies. Kiesler and Kiesler (1969) as cited by Berkowitz (1980) stated that when the owner tried to confirm company X with others, it means he/she has changed the system of beliefs or behaviors previously toward beliefs or behavior appropriate to the current circumstances. Based on research conducted by Genkova (2012), as a person, the employee or owner would be particularly happy (well-being) when they are able to adapt with the cultural patterns prevailing in a place where they are operate. This adaptation process could be resulted in changes to the system of beliefs in accordance with the business culture in particular area. This change was made based on the existence of the shadow of reality or the imagination of the existence of group pressure. It is a very situational condition based on social rule or convention that exists and applies to the particular society.

Ethical considerations on the one hand can also apply very situationally and are influenced by the social environment as well. Basically, deontology ethical considerations are based on common values that exist in every human being. At this point, humans tend to seek profit for their own benefit and at the same time try not to make others lose as well. Deutsch and Gerard stated that such an attitude is the cause of conformity and occurs through the so-called “normative social influences” (Berkowitz, 1980; Holszhausen, 1993). This occurs when the company tries to follow the behavior of the dominant as this will benefit them without making others lose (private acceptance). On the other hand, utilitarianism ethics is based on benefits for most people as the
foundation of an ethical act seems to state that conformity due to the factor called as “informational social influence” by Deutsch and Gerard (Berkowitz, 1980; Holszhausen, 1993). This can be proved when they use the personal approach in negative ways; many people can keep working because the company will continue to get orders and a validity of this approach has been proved when most people and companies take it as usual business practices (public compliance). Thus, both ethical considerations based on utilitarianism or deontology ethics have a strong psychological explanation and are substantially based on the existence of private acceptance and public compliance to the act.

In addition, when the negative action has found its groundwork into ethical considerations and the rationale thought behind, then according to study by Gilbert (2006), this act meets two basic conditions for making a decision that is moral considerations and personal inclinations. Both of these become the basis of what is referred to Gilbert (2006) as a “joint commitment”. The consequence is that existing companies exclude from milieu another (new) company who does not follow this commitment or practice. This sound is like not a good thing to be heard for business development in the particular country, wherever the location is. It is sure that this will be the work of further research.

Conclusions

Personal approach means approaching the corporate customer individually in respect to know how they respond, act, give opinions, needs, and their interests. When it is known, then adjustments are made based on sales from the brief analysis. Positive personal selling is a personal approach, such as providing information about products, prices, quality, service, ordering, shipping, and payment in accordance with management. Negative personal selling is a personal approach based on sales initiatives, usually closely linked to corruption and bribery, such as giving more money as a tips and providing gifts to corporate customers. Negative personal approach is considered legitimate, instead of just company X using this technique, almost all other companies do the same thing. This then means for the company, a personal approach is a natural process that happens in business.

The relationship between personal approach and business ethics is that the personal approach of positive connotation means good business ethics, and conversely, if the personal approach has a negative connotation, it means that it is bad business ethics. Good or bad judgment using a personal approach based on business ethics is not 100% true. It means that all business rules in accordance with the agreement were created and approved by all parties. “Positive” does not mean truth and negative does not mean bad. It is important to keep in mind that the reasons considered as positive or negative sometimes have a different basis. “Positive” for personal could be considered as negative from the business ethics side, and oppositely, “negative” according to a person could be considered positive by business ethics.

Corporation when assessing the personal approach can be looked at positively for achieving corporate objectives and all personal approaches made as positive as possible, but if not successful, then for a company certainly they must have other tactics. This is then called a negative way. A positive or negative way is common practice and in doing in accordance for a company to achieve its objectives. Commonality as the basis of ethical business practices has combined deontology and utilitarianism ethics. This new form of ethical considerations is based on the acceptance of private acceptance factors to look for their own benefit and not in a way that makes other people lose, and with the reality that this action has provided benefits to many people and has been practiced by many companies or followed by the public as well. Welcome to eastern-style ethical
considerations in the academic world!

References


