



The Impact of Human Resource Management Ethics on Ethics Responsibility

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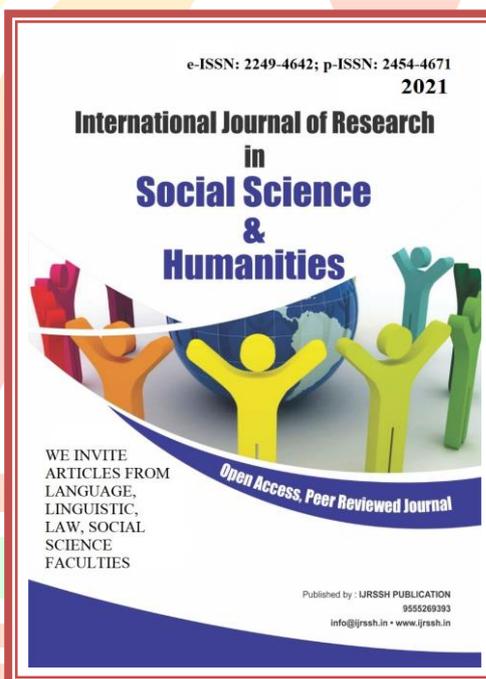
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ABSTRACT

The research aims to test the impact of the ethics of HRM which include dimensions (acquisition, development, and retention) on Ethics responsibility, in Zain Iraq Mobile Communications Company in Baghdad. The research problem was represented by the question (Does the adoption of practices of ethical HRM lead to achieve Ethics responsibility). The research was based on two main hypotheses explore the relationship and influence between them. As for the research sample, it included (169) employees of the company, as the sample was chosen from the research community consisting of (300) employees. The questionnaire was main tool to collect data prepared by the researcher based on ready-made measures, and the researcher adopted a set of statistical methods, including (arithmetic mean, standard deviation, coefficient of variation, relative importance, correlation coefficient, regression coefficient, T-test, F-test, percentages.) The data were analysed through the use of statistical programs (SPSS V.26) and (Smart PLS v.3.3), the research adopted the descriptive analytical approach. Among the most prominent results that were reached is the existence of a statistically significant impact relationship between the ethics variable of HRM with its combined dimensions (acquisition, development, and retention) in Ethic responsibility

Keywords: human resource management ethics, Ethics responsibility

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INTRODUCTION

The human resource is the most valuable, valuable, and most valuable among the organization's resources, which it uses in order to achieve its goals, and assuming that this resource does not exist, it becomes mere structures, buildings and equipment that are useless for their existence, so it is necessary to pay high attention to this resource in organizations. On the one hand, on the other hand, the matter is related to human resources management that adopts ethical principles in all its work details in order to rise to the level of the importance of this resource, as well as placing it on the right track, and in a way that embodies the high moral behaviors that distinguish it. Given the importance of human resources management, many organizations have given the Human Resources Management Department the task of preparing and following up their ethical programs, and this task entrusts the human resources management with more complex tasks in order to adopt ethical behaviors that are compatible with the requirements of the environment and society in general.

The leaders of organizations at the present time face a difficult task in trying to apply societal ethical standards in the conduct of responsible business, as there is

no point in material success or achievement unless it serves the needs or interests of the state and its people, as it is no longer possible to clearly separate these broader social roles from the model Normative action, business leaders have now realized that their responsibility does not end at the limits of their shareholders only, but also includes responsibility for society and the environment. They are increasingly required to balance the social, economic and environmental components of their business while building shareholder value. These leaders have understood the needs and benefits of business and participation. Based on the aforementioned, the current research came to shed light on the two issues of human resource management ethics and ethics responsibility.

METHODOLOGY

The Problem

The ethics of HRM considered one of the most important capabilities that characterize human resources management and it mainly reflects with the ethics responsibility of the company, and from here emerged the research idea and the importance of Zain Telecommunications Company and its great role in dealing with society, so the researchers addressed this topic, as the company deals and provides a

service For millions of subscribers, the research problem is represented by the presence of some complaints and complaints by citizens about the service provided to them by the company. The research problem can be formulated with the following question (Does adopting ethical practices for human resources management lead to the realization of Zain Telecom's ethics responsibility). A number of the following questions:

(1) What are the ethics of human resources management and the extent of their availability in the researched company? (2) What is the level of adoption by the researched company of ethics responsibility? (3) What is the nature of the relationship between the ethics of human resources management and ethics responsibility in the researched company? (4) What is the effect of human resource management ethics on ethics responsibility practices in the researched company?

The Significance

- The current research is one of the first researches that dealt with the ethics of human resources management and its relationship to ethics responsibility, and the researchers hopes to bridge the deficiency that the Arab library suffers from in this area through intellectual discussion of the most important writers and researchers related to research

variables and try to include them in the current research relying on a group of modern foreign sources Obtained from the World Wide Web internet.

- The scientific importance of research is highlighted by the importance of introducing its research variables and trying to reach the largest possible amount of information and intellectual proposals that the researchers addressed by introducing the ethics of human resource management, which is one of the most important trends in business organizations and the extent of its reflection on ethics responsibility.
- The research dealt with Zain Iraq for cellular communications, one of the most important pioneering communications in Iraq. We hope that the results of the research will contribute to providing a broader understanding of the researched company by providing the necessary information to improve its organizational performance.
- An attempt to identify the most important problems and obstacles that Zain Iraq faces for cellular communications through the ethics of human resources management, and then present a set of conclusions and recommendations that would help the management of the researched company by improving the performance of its human resources, as well as its contributions to the

community that can enhance the reality of the researched company.

The Aims

Among the goals that the research seeks to achieve are the following:

- Presenting a theoretical framework on the concept of the two research topics, as well as their origins, touching upon the theories of ethics of human resources management and identifying the most important ethics responsibility strategies.
- Determine the nature of the relationship between the ethics of human resources management and ethic responsibility.
- Disclosure of the ability of the researched company to embrace ethical human resources in applying its practices through (acquisition, development, and retention) according to the viewpoint of the sample members.
- Knowing the level of the impact of the ethics of human resources management in the researched company as well as knowing which ethics dimensions have an impact on ethics responsibility.
- Presenting a set of recommendations to the company based on the findings of theoretical and field research, which can help the researched company.
- Raising the motivation of the researched company towards the advantages that can be achieved through the ethics of human resources management and its role in

supporting the ethics responsibility of the company by giving a clear picture of the aspects that should be paid more attention to and given priority at work.

The Model

Figure (1) displays the hypothesis model for research by addressing the relationships between the main and sub-variables of the research, as the one-way arrow represents influence relationships, while the two-way arrow represents the correlation relationship.

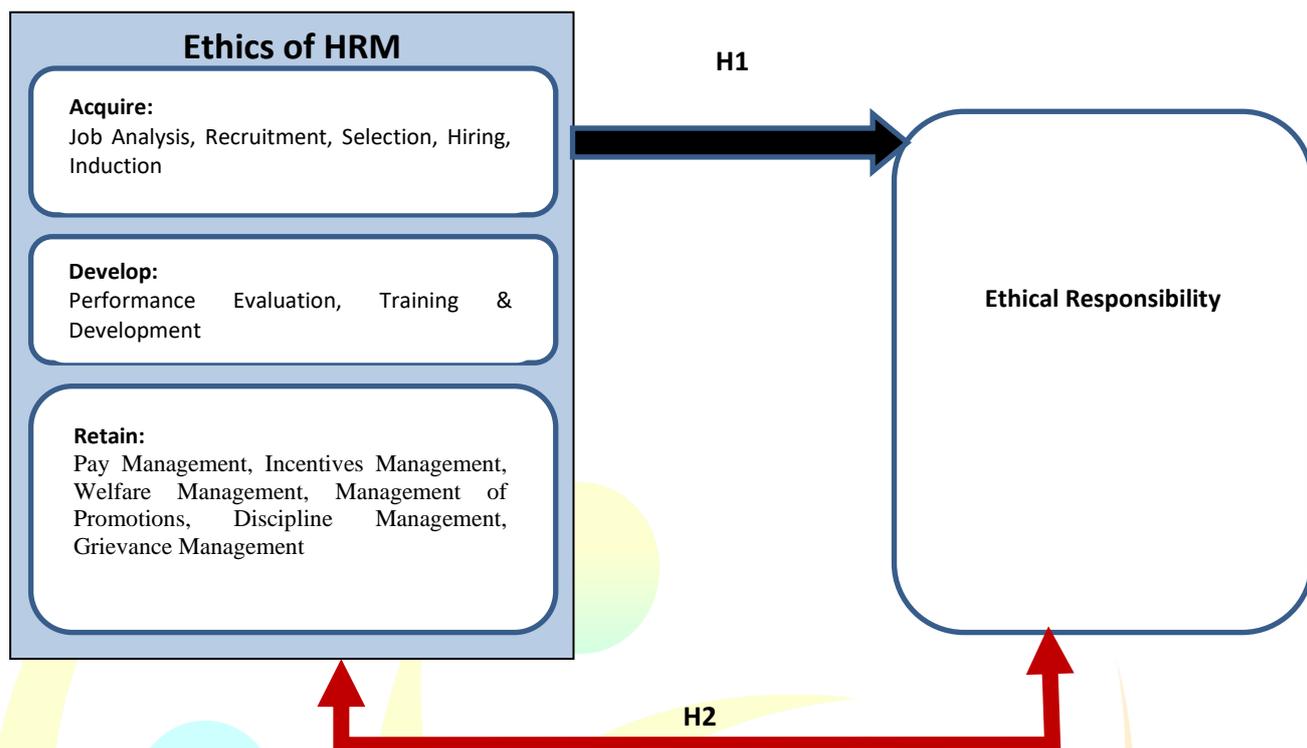


Figure (1) the model of study: relationship between variables

THEORETICAL BACKGROUND

HRM Ethics

1. Ethics Concept

Moral expresses the values that members of the group consider important and are reflected in laws, procedures, instructions and policies. Ethics is the organization's attempt by using the reason to give value to the good if it is, individual or social, in some way to determine the rules that should govern human behavior (Pinnington, et al, 2007: 4) explained that the term (Ethics) is synonymous with the term Moral), the former is derived from

The Hypotheses

The research has adopted two main hypotheses:

The first main hypothesis: There is no significant correlation between the ethics of human resource management in its combined dimensions and the ethic responsibility.

The second main hypothesis: There is no significant influence relationship to the ethics of human resource management with its combined dimensions in ethic responsibility.

Greek, and the latter has Latin roots. Both refer to this aspect of the human experience that includes making what are understood to be neutral judgments about absolute right and wrong for behavior and the values that should be given priority in personal, social and political decision-making.

2. HRM Ethics Concept

The concept of human resource management ethics is one of the modern concepts in the literature of human resource management, as it has received great attention in the main areas of human resource management (acquisition, development and retention). The social aspect that exists in the ethical dimension of human resource management differs as it aims to pay attention to the functions of human resource management ethically in the organization to achieve the welfare of the stakeholders. Therefore, the ethical orientation of human resources management is based on another meaning, which is directing jobs in the main areas of human resource management (acquisition, development and retention) to create, enhance and maintain employee morals in order to form an ethical work force in the organization, as ethics relates to the extent to which current employees deal with ethical standards Or the principles of morality, related to correct and wrong

behavior, when performing their official and other roles (Silva,et al 2018: 156).

Therefore, the ethical issues of human resources management play a role every time an individual or group of individuals is harmed in an incorrect and unpredictable manner in the job, in a manner beyond their control, as the moral, financial, legal and behavioral factors should be analyzed and addressed to ensure the nature of the harm caused, and effective measures for the relationship Existing causation, and whether those affected have been respected or violated, given that all HRM systems and processes have the potential to inflict harm, it is possible for the entire organization, its values and practices to be subject to an ethical analysis process (Smith et al, 2018: 3). The ethics of human resource management is defined as “it is a distinct perspective with a unique set of characteristics and theories of knowledge, that is, different but linked to both the prevailing and critical perspectives of human resources management.” Human resource management frameworks concerned with the ethical analysis of human resource management supported by a specific set of cognitive assumptions (Greenwood, 2012: 356). It was also referred to as “the extent to which human resource management functions are directed to create, strengthen and maintain ethics within the employees, to generate an

ethical workforce in the organization (Aruna & Viruli, 2016: 1). He defined it (Rani, 2017: 832) as “the extent to which it is accomplished. Directing the human resource management functions to create a force of ethical employees in the organization for the purpose of retaining and motivating them.

3. Ethical role of HRM manager

Moral leadership focuses on existing values within the community that are firmly established to mobilize people to pursue its important goals. For example, Gandhi led the Indian independence movement on the basis of moral force and its slogan was nonviolence that ended British rule in India. Gandhi's leadership inspired other moral leaders such as Dr. Martin. Luther King and Nelson Mandela to stand against injustice through high moral values, so when looking at the shadow of globalization, moral leadership can focus on issues of inequality in individual income, poverty and environmental degradation, as the lack of management confidence has important implications for managing the workforce and influencing attitudes And employee behavior, and in this regard, five dimensions of trustworthy managerial behavior for ethical managers have been mentioned, namely: (Khan,2018:84)

- Integrity / sincerity, honesty and truthfulness.
- Aptitude / ability, technical knowledge and skill to perform work successfully.
- Consistent behavior / actions that is consistent, fair and predictable.
- Fulfillment / intentions and motives that protect the human being.
- Openness / desire to share ideas and information freely and accurately.

Therefore, the ethical manager must reflect these values to build people's confidence. The manager is responsible for promoting and creating an organizational culture that promotes trust among people.

Doing business ethically by managers of human resources management at all levels should set an example in terms of words and actions even though what they do is much more important than what they say if HR managers use company resources personally or increase their expense accounts or create By giving preferential treatment to their friends for them, this behavior reflects an image that this behavior is acceptable to all employees, so managers should be considered for their actions, and who should be rewarded with increased wages and who should be punished for sending a message to all employees that their actions are correct, when the employee is rewarded for achieving Impressive results in an ethical

manner, it indicates to others that this work is acceptable, and when the employee does an unethical act, managers must punish him and spread the truth by making the result visible to everyone in the organization, this practice sends a message that committing a mistake has a price and it is not in the interest of the employees to act in an unethical manner. Moral (Coulter & Robbins, 2016: 199).

Ethic Responsibility

1. Ethic Responsibility Concept

The Good morals are the first pillar for the survival of nations and societies, by urging people to abide by moral commitment and adhere to ethical behaviors, as moral responsibility is defined as the orientation towards the value that stimulates positive social and ethical behaviors for individuals and relationships with others and the awareness of the ethical principles of care and justice that allow individuals Achieving a balance between sympathy with others and concern for justice and equality (Lake & Syventsen, 2011:12) .It is also known as the ability of the individual to appreciate the value of others, concern for them and respect them, and determine the magnitude of the consequences of his actions, actions and

decisions on them in a particular situation and act accordingly (Grossmickle & Stephens, 2012: 24-25). (Eshleman, 2014:2) pointed out that moral responsibility is sometimes appropriate to respond to the perpetrator with praise or blame on the basis of his actions or personal characteristics, as he explained that only a certain type of actor is qualified to be a moral actor and therefore is properly subject to the description of responsibility, i.e. the person Who has the power to make a decision. (Hashem ,2018:17) indicated that moral responsibility is a person's feeling of moral commitment to the results of administrative work, so he is held accountable for whether good or bad, and it is a person's commitment to what he makes in word or action. It is clear from the foregoing that moral responsibility means that the individual bears the costs, consequences and consequences of his behavior. The person charged with carrying the trust is responsible for his actions and for everything that comes from him.

2. Conditions of ethic responsibility

The Judging any human act as a moral act must fulfill the following conditions (Hashem, 2018:18-21):

1. Eligibility: The availability of competence is a general condition,

considering that it is the subject of the legal mandate based on the order and the prohibition, and its absence as the mandate is waived due to the lack of ability.

2. Free will: It is what distinguishes man over other animals and all beings, which makes him take action or refrain from doing it while he is fully intent and choosing.

3. Voluntary action and intention: A person is not considered responsible, and his responsibility for what he does is not realized unless there is something in it, which is the occurrence of the moral act out of intention, intent and will.

4. Mind and adulthood: It is the physical, mental and psychological ability that enables a person to perform the morally desired action if he wanted it, and firm belief and act according to this belief.

5. Knowledge and attainment of the vocation: Knowledge is for the individual to know that this thing is included in the precedents of the work or its permissible.

As for the attainment of the vocation, it is the attainment of the mission of the messengers to the rational, capable adult man, the vocation must reach him so that the unaware consciences awake, and there is an understanding of that unless After sending the messengers and making the argument.

3. The effect of ethic responsibility on human behavior

This effect is represented in several things as follows (Hashem, 2018: 28-36):

1. Correction of the will and intent: The internal sphere of responsibility is will, intent and determination as a basic condition of responsibility. The determination to do something is sufficient to assume responsibility if it is good then good, and if it is evil, evil.

2. Raising the conscience and the moral consciousness: the conscience is a sense that can distinguish between good and push against it and evil and warn against it, but the conscience should be raised on the correct belief, so a conscience without education is not suitable to be a source of moral obligation, nor is it a criterion by which the morality of what comes from an individual's action because It differs from one individual to another, from one place to another, and from time and society to another.

3. Abandoning vices and displaying virtues and good morals: Morals are the adornment of virtues and the abandonment of vices, as the science of morality is knowledge of virtues, how to acquire them in order for the soul to have them, vices and how to prevent them from abandoning them.

4. Continuous vigilance and contemplation of consequences: One of the fruits of

moral responsibility is that it pushes a person to remain vigilant, contemplate consequences, take lessons and lessons, and not be deceived or procrastinate.

5. Attachment to the hereafter: for the individual to assume responsibility, it makes him dependent on the hereafter, and he sees everything in the world as a drive for him and a reminder of it, and then hastens to do good deeds and obedience and avoid vices and sins.

6. Self-discipline and accountability: Which confirms the importance of moral responsibility and its usefulness in pushing

a person to commit to good and prepare for the reckoning, as it makes him hold himself accountable and always perform it, reviewing what he has done day by day.

APPLICATIONS

The main aim of this section is to identify the most prominent results produced by the statistical tools used in the analysis, interpretation and discussion to find out the trends of the study variables within the organization in question as in the following paragraphs:

Table1 Measurements adopted in the preparation of the questionnaire and sub-dimensions

No.	main variables	type of variable	sub-dimension	points	measurements Source
1	Ethics of HRM	autonomous (explanatory)	Acquire	1-10	de Silva, Opatha& Gamage,2016
			Develop	11-18	
			Retain	19-29	
2	ethic responsibility	subordinate (responsive)		30-33	Carroll,2002 Lewis et al,2004

Note: The questionnaire was prepared according to the five-dimensional Likert scale (1) Totally disagree (2) Disagree (3) Neutral (4) Agree (5) Totally agree

The researchers conducted tests of confidence and stability of the questionnaire in order to ensure cohesion with the goals of this study. The confidence test for the questionnaire was conducted through arbitration by a number of specialized professors in the field of business management (9 members) and

obtained a percentage of agreement reached (94%). As for the stability of the questionnaire, it was conducted through the researchers by distributing it to some members of the study sample twice, (14) days apart. After conducting the test by using the Cronbach-Alpha coefficient, a percentage of (91) was achieved which reflects that the questionnaire yields the

same results if distributed to the same sample. Statistical programs (SPSS) were used by accessing and testing the study data. The percentage of the agreement, the arithmetic mean, the standard deviation and the coefficient of variation were used to determine the reality and significance of the variables being investigated. The correlation coefficient of Spearman and the simple linear regression coefficient were used to explain the nature of the relations of correlation and the effect of the investigated variables and thus to test the hypotheses of the research from which they were initiated.

Community and sample of the study

The cellular communications company (Zain Iraq) was a community for the current research, as a sample of workers in this company was selected in Baghdad. The research sample was represented by (169) employees of the workers in the aforementioned company, out of the total research community of (300), and what constitutes (56%). The main properties of the study sample can be clarified in table (2) below:

Table2 Properties of the adopted sample

classify	Sub-classify	number	ratio	Total ratio
Gender	Male	90	53%	100%
	Female	79	47%	
Age	20-30 Year	46	27%	100%
	31-40 Year	63	37%	
	41-50 Year	40	24%	
	50 Year and more	20	12%	
Qualification	diploma	2	1%	100%
	BSc	155	92%	
	Higher Diploma	4	2%	
	M.A.	8	5%	
Years of work in organization	Less than 5	80	47%	100%
	5-9	60	36%	
	10-14	5	3%	
	15 & more	24	14%	

Source: Prepared by the researchers on the basis of the analysis results.

Investigation of the reality of the examined variables and the relative importance of their sub-dimensions

Table (3) shows the analysis results of the investigation of the reality of the main variables reality of the study and the relative importance of the sub-dimensions in the light of the answers of the members of the study sample. The most significant

tools used in the analysis are (coefficient of repetition, arithmetic mean, standard deviation, and coefficient of variation).

The results were as follows:

Table3 Investigation of the reality and importance of study variables and their sub-dimensions

Main variables	dimensions	arithmetic mean	SD	C.V	percentage of agreement %
Ethics of HRM	Acquire	4.01	0.427	10.6	80.2
	Develop	4.05	0.517	12.7	81
	Retain	3.97	0.349	8.7	79.4
	total Ethics of HRM variable	4.01	0.385	9.6	80.2
Ethical Responsibility		3.47	0.385	11.1	69.4

Source: Preparation of the researchers based on the results of (SPSS)

As for the results of the HRM ethics variable on the overall level, the data in Table (3) show that the arithmetic mean amounted to (4.01), which is a high value, with a standard deviation of (0.385), and a coefficient of variation of (9.6). It is clear from these results that there are High acceptance in the responses of the research sample individuals regarding the ethics variable of HRM, and this result shows the company's high interest in the three dimensions discussed (acquisition, development, and retention) and this

shows the extent of congruence with the company's work in achieving the desired results and this is what the researchers aspires to reach A mechanism to know each dimension and the extent of influence and benefit on the performance of the researched company.

As for the results of the ethic responsibility variable on the total level, the data in Table (3) show that the arithmetic mean reached (3.47), which is a high value, and with a standard deviation of its value (0.385), and a coefficient of variation of (11.1). It is clear from these

results that there is acceptance In the responses of the members of the research sample regarding the variable of ethic responsibility, and this shows the extent of congruence with the company's work in achieving the desired results and this is what the researchers aspires to in Reaching it out to know each dimension and the extent of influence and benefit on the performance of the searched company.

Analysis of correlation among the study variables

In this sub-section, the researchers will try to identify the correlation ratios between the HRM Ethics variable and its sub-dimensions and the variable of ethics as follow:

Table4 Values of the correlation between HRM Ethics and ethic responsibility

	Ethical Responsibility
Acquire	0.575**
	0.000
Develop	0.384**
	0.000
Retain	0.466**
	0.000
Ethics HRM variable	0.525**
	0.000

By looking at the results of Table (4), it becomes clear that the main variable the ethics of HRM, has achieved correlations with the main variable of ethics responsibility, so the value of the correlation coefficient of HRM ethics with the main variable ethics responsibility at the general level (0.525**) is a positive relationship Strong, as this result indicates that any increase by Zain Iraq in the total dimensions of HRM ethics through the interest in acquisition, development and

retention as these practices are mainly reflected in ethics responsibility.

As for the acquisition, with ethics responsibility (0.575 **) strong correlation relationship at the level of moral (0.000), and with development (0.384 **) at the level of moral (0.000),and with retention (0.466**)at the level of moral (0.000), as this result indicates that any interest on the part of Zain Iraq in the ethics of human resources management through Attention to acquisition, development and retention, as these practices are mainly reflected in

ethics responsibility, Based on these results, the null hypothesis is rejected, and the alternative hypothesis is accepted, meaning that (there is a significant correlation relationship between the ethics of human resources management in its dimensions combined with ethics responsibility)

Analysis of regression among the study variables

Table (5) shows the results of the regression coefficient analysis showing the effect of the explanatory variable (HRM Ethics) in the responsive variable (CSR). The results were as follows:

Table5 Impact of the HRM Ethics on the ethics responsibility

Ethical Responsibility						
HRM	R ²	F	T	α	β	Sig.
Acquire	0.419	57.759	7.600	2.245	0.648	0.000
Develop	0.145	13.587	3.686	2.812	0.381	0.000
Retain	0.201	20.091	4.482	2.427	0.448	0.000
Ethics HRM variable	0.297	33.807	5.814	2.320	0.545	0.000

Source: Preparation of the researchers based on the results of (SPSS)

In order to test the effect of the independent variable, the ethics of HRM, by its dimensions with the dependent variable Ethical Responsibility, as the data in Table (5) showed that the calculated value of (F) reached (33.807), which is greater than the tabular value of (F), And at the level of significance (0.000), this means that there is a strong influence of the ethics of HRM with its combined dimensions on Ethical Responsibility in the research company.(R2) explaining the usefulness of the regression equation in estimating values, and it represents the percentage of decrease in errors when using the regression equation, it was (0.297), and this means that the ethics of

HRM explains (29.7%) of the variance in Ethical Responsibility, and that (70.3%) is a variance that is explained by the presence of other factors that did not enter the regression model. Therefore, these results provide sufficient support to reject the null hypothesis and accept the second main alternative hypothesis, which states (there is a statistically significant influence relationship for the ethics of human resource management with its combined dimensions in Ethical Responsibility)

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

- Zain Iraq has the ethics of human resources management that it strengthens through the acquisition policy, especially as it adopts individuals with ethical specifications commensurate with its business, as well as delivering these specifications to recruitment officials.

- Zain Telecom's reliance on the ethics of human resources management has been evident by strengthening the development programs it adopts regularly, particularly by analyzing its training needs and taking them into consideration of ethical aspects when training its members, in light of the adoption of self-censorship, which strengthened these aspects.

- It has been proven that Zain Iraq Telecom Company adopts a retention policy when it seeks to improve the ethics of human resources management by granting material and moral incentives to its members to ensure the improvement of their moral characteristics as well as appointing an employee of good morals to deal with allegations of unethical behavior.

- Zain Iraq Telecom's interest in ethical responsibility was demonstrated through the distribution of wages and remuneration and fair treatment of workers, as well as dealing with civil society organizations in achieving their moral responsibility in society, as well as the keenness of senior management to help workers in need.

Recommendations

- Zain Iraq should improve the level of acquisition to raise the level of ethics in human resources management through: a. Preparing a job description that includes ethical aspects for workers who intend to occupy a specific job or leadership position in the company. The need to pay attention to employment by developing mechanisms that focus on ethical aspects. T. Attracting new workers using modern methods, as it requires publishing the required specifications for workers through social media programs, newspapers and electronic magazines. Adaptation of new employees as wall panels are prepared, indicative and awareness programs focus on the ethical aspects required within the company so that the new worker knows what is required.

- Zain Iraq should resort to improving the methods and development policies it adopts in a way that enhances the ethics of human resources management through: a. Preparing training and development programs specialized in ethics, and it can be a basic paragraph in all other training programs to guide the worker continuously on how to deal with ethical behavior. As for the performance evaluation aspect, the need for each employee to know what he did during a specific period, which was a month, six months, or more, from the use of ethical aspects at work. Spreading the principle of self-censorship among its members, in a way that strengthens their moral side. Establishing periodic meetings between its departments and members to discuss emergency and chronic work problems related to ethical issues.
- Zain Iraq Telecom should enhance retention and improve the ethics level of human resource management through: a. Drafting and publishing rules and codes of ethical behavior in all parts of the company in a manner that prevents breaching work controls. Giving safety guarantees to workers who report cases of moral or material corruption, if they are reported.
- Forming a committee referred to as integrity, credibility and ethics in managing employee promotions fairly without bias, through oversight of its work by the higher management and the Human Resources Management Department to receive any complaint in violation of the conditions. Promote the granting of incentives to workers who have good morals by referring to them in front of their colleagues at work and placing letters of thanks and appreciation for their right on the notice board. Providing workers at the end of every six months or a year with a financial reward for good ethical behavior in dealing with each other and with the company's customers, and giving incentive grants such as advances, loans and recreational vacations that are covered by the company.
- Zain Iraq should pay extra attention to its moral responsibility and to enhance its social responsibility, especially through: a. Adherence to ethical standards when distributing material and moral rewards in the distribution of wages and rewards to its members. Spreading the culture of business and charitable activities among its departments and individuals.

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