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**Редакционная коллегия**

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## BUSINESS ETHICS

Business world always faces various challenges and some of them obviously changes business climate and influences companies pressure. That is why role of management in the organizational culture is so important factor to be discussed and taken into consideration. This is significant, because it can improve organizational performance and positively affect job satisfaction of employees.

Business ethics:

the study and examination of moral and social responsibility in relation to business practices and decision-making in business[1]

South Korean business ethics includes corporate governance and moral norms which combined with Confucian values. The South Korean government has been aimed at resolving problems such as corruption, not only within international program. For this purpose were created 'South Korea Anti-Corruption' and 'Civil Rights Commission'. By the way moral principles and traditional education also have a strong influence on the formation of a businessmen's.

Features of business communication

Korean society is strictly hierarchical and authoritarian. The prestige of a person depends on the position at company and age. The major role at the first meeting is exchanging a business card which indicates name, rank and contact information. Korean names have one feature: the first syllable is a surname and the next two the personal name. In addition, if Koreans wish to express their respect they will add to names ending "님".

Koreans are not accustomed to openly express disagreement with a partner, to prove their flaws.

In dealing with Korean businessmen should not use the phrases like «need to think», «to solve this issue will not be easy», because it is perceived not as a commitment to long-term efforts to ascertain the feasibility of the idea, but as a statement of its unacceptability at this stage [3].

They do not like to think far into the future, they are more interested, as a rule, a direct result of their efforts.

This form of business ethics has helped South Korea to increase their GDP and social standard of living for 30 years. Nowadays Korea has been known with their innovative technologies they occupy 45% of the market of legal proceedings, and offer high quality education.

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