

Idealism and relativism in ethics: The results of empirical research in seven CEE countries & one North European country*

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The aim of this paper is to determine the ethical position of respondents in Hungary, Slovakia, Romania, Serbia, Poland, Estonia, Finland and Croatia, and to this end the authors studied the relationship between ethical positions and certain variables (gender, nationality and citizenship). The paper also investigates the relationship of an ethical position to cultural dimensions with the underlying hypothesis that, due to differing national culture and history, ethical positions will differ in these countries. The results obtained may contribute to a better understanding of moral standards in the Central and East European (CEE) business context.

Das Ziel dieser Arbeit ist die Bestimmung der ethischen Position der Befragten in Ungarn, der Slowakei, Rumänien, Serbien, Polen, Estland, Finnland und Kroatien. Für diesen Zweck untersuchten die Autoren den Zusammenhang zwischen ethischen Positionen und bestimmte Variablen (Geschlecht, Nationalität und Staatsbürgerschaft). Der Beitrag erforscht ebenso die Beziehung zwischen einer ethischen Position und kulturellen Dimensionen. Hierfür liegt die Hypothese zugrunde, dass sich aufgrund der divergierenden nationalen Kulturen und Historie, die ethischen Positionen in diesen Ländern unterscheiden. Das Ergebnis kann zu einem besseren Verständnis der moralischen Standards in wirtschaftlichen Kontexten in den mittel- und osteuropäischen Ländern beitragen.

Keywords: business ethics, idealism, relativism, comparative research, Finland, Hungary, Slovakia, Romania, Serbia, Poland, Estonia, Croatia (JEL: A13, O57)

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