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**DEVELOPING COUNTRIES ATTITUDES TOWARDS BUSINESS ETHICS:
UNDERSTANDING
DIFFERING PERSPECTIVES AND HOW TO CHANGE ATTITUDES**

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ABSTRACT

In teaching business ethics in a developing country, I was confronted with a strong negative perception of the subject especially among working business students. "If I practice what you preach in business ethics, one student proclaims, then my business will go bankrupt". The question is why do they have such a negative attitude and how can we change this perception? Many see business ethical standards as another foreign imposition on them by the West maybe to further negate their already difficult ability to compete in this global market. Many see it a luxury of conscience that they can afford. We need to survive for today and we will deal with tomorrow when tomorrow comes, overwhelmed with myopic short-sightedness. Approaches on how to resolve the developing countries negative perception towards business ethics must take into account these attitudes and must come up with creative and new ways to address these questions. The standard business ethics textbook approach is inadequate in addressing these issues. We must take into account small businesses and how they must grapple with these questions. We must draw lessons and strength from their own culture and in most cases their culture has a very positive attitude towards nature. This paper is base on a write up of an assignment I had given to MBA students from various industries in Malaysia to explain why they think there is such negative perception towards Business Ethics and how to overcome it.