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## **Business Ethics The Moral Foundation**

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When such situations occur, only ethical standards are left to guide the decision-making process. That is why it is critical for businesses to establish a solid ethical foundation for their organizations and surround themselves with employees of the highest ethical and moral caliber. Anything else is a formula for failure and problems.

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### **Business Ethics Cases - Markkula Center for Applied Ethics**

Moral foundations theory is a social psychological theory

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intended to explain the origins of and variation in human moral reasoning on the basis of innate, modular foundations. It was first proposed by the psychologists Jonathan Haidt, Craig Joseph and Jesse Graham, building on the work of cultural anthropologist Richard Shweder; and subsequently developed by a diverse group of collaborators, and popularized in Haidt's book *The Righteous Mind*.

## **Moral foundations theory - Wikipedia**

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