



International Project Week 2017 - Metropolia University of Applied Sciences  
 METROPOLIA BUSINESS SCHOOL "Business Ethics & Sustainability"  
 May 14<sup>th</sup> – 19<sup>th</sup>, 2017 - Helsinki (Finland)



## THE COMPLETE ETHICS CHAIN OF VALUE: FROM SOCIAL AND ETHICAL PRINCIPLES TO THE ROLE OF THE OFFICIAL AUDITING AND ACCOUNTING REVISION ENTITIES

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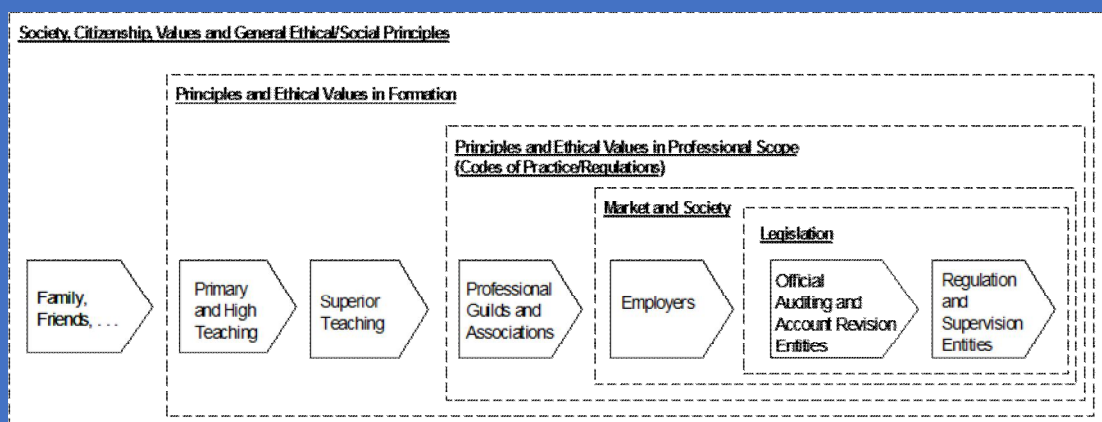
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### ETHICS CHAIN OF VALUE





### Some Notes <sup>(1)</sup>

Present-day economic thinking assumes that individuals always pursue their narrow self-interest or private economic incentives, and hence ignore the influence of ethical motives, such as public interest, on human action (Kulshreshtha, 2007);

Problems associated with the lack of ethics in economic and financial business present serious risks that affect the credibility of all agents who act in the market and the confidence in the institutions that oversee and regulate (Gottschalk and Solli-Saether, 2010);



### Some Notes <sup>(2)</sup>

Although customers, unfortunately, are increasingly being subjected to unethical conduct by service providers, government must, through official regulator agents, ensure the necessary conditions for the proper markets and society functioning (Babbar, 2005);

*"Regulation could be better and smarter, regulators could eliminate banks' intentional evasion of regulatory oversight and more drastic changes can and should be imposed in the coming years, including breaking up big banks and imposing new firewalls in the financial system."* (Roubini and Mihm, 2010);



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### Studies Framing <sup>(1)</sup>

**2003:** Analysis of the "Code of Expectations and Behavior" from the College of Business Administration (Polytechnic Institute of Setúbal);

**2004:** Analysis of ethical and deontological codes from professional Guilds and Associations related to economic, financial and management issues;

**2005:** The ethical and deontological formation in higher education in Portugal, in the area of Corporate Sciences;

**2007:** The ethical and deontological formation in higher education in Portugal, in the area of Corporate Sciences (adequate courses to the Bologna Process);



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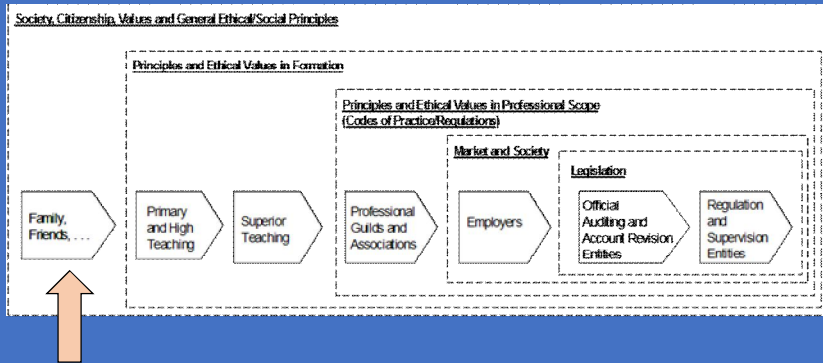
### Studies Framing <sup>(2)</sup>

**2007:** The role and importance giving to ethical issues by the employers;

**2007:** The ethical and deontological formation in higher education in Portugal, in the area of Corporate Sciences (post Bologna Process);

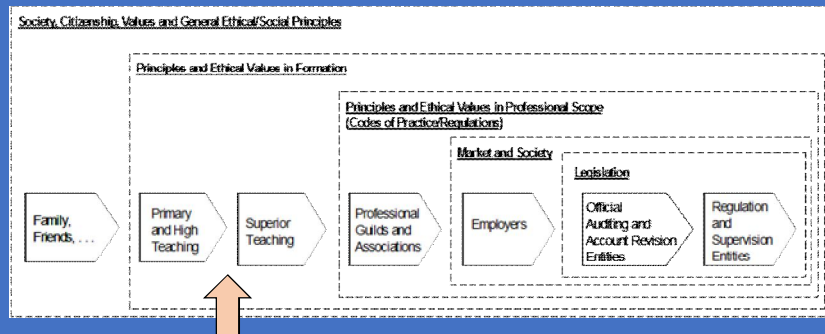
**2009:** Analysis of ethical and deontological codes from official regulation and supervision entities (Bank of Portugal, Securities Market Commission and Competition Authority);

**2010:** Analysis of ethical and deontological principles from the auditing and accounting revision entities (registered in the National Council for Audit Supervision);

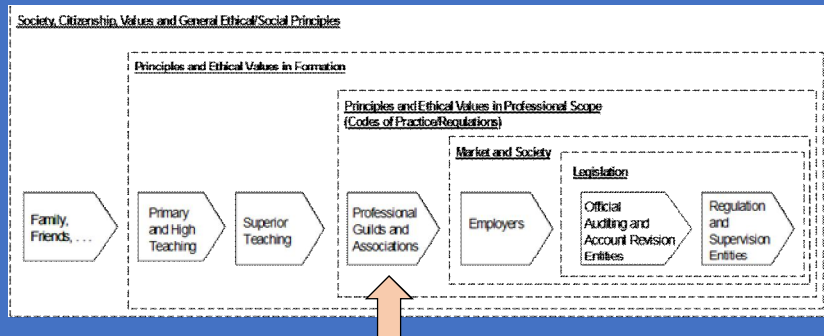


**Family and friends:** society's basis and the basic social element of interaction, transmitting and carrying essential values and principles in order to live in harmony with society.

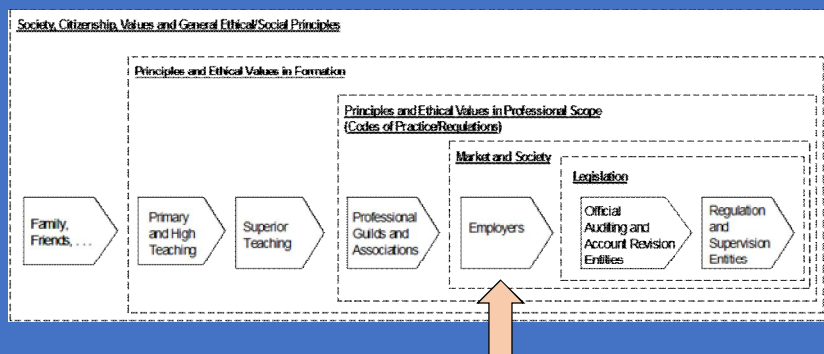
\* Primary or junior school, secondary or high school and higher education at universities.



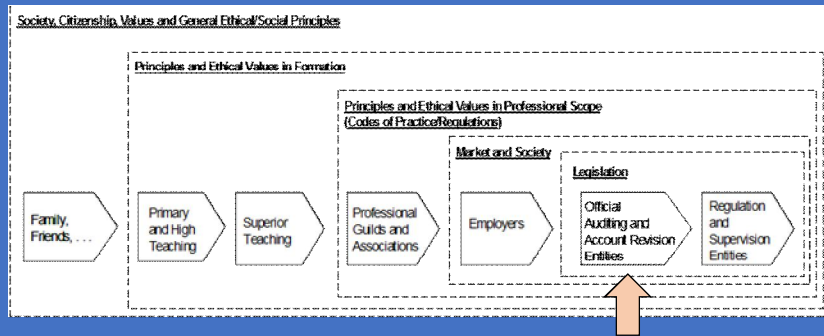
**Educational institutions\*:** self-centered and oriented into a formal and scientific teaching, highly restricting their students' way of being and interacting as future professionals with and in society.



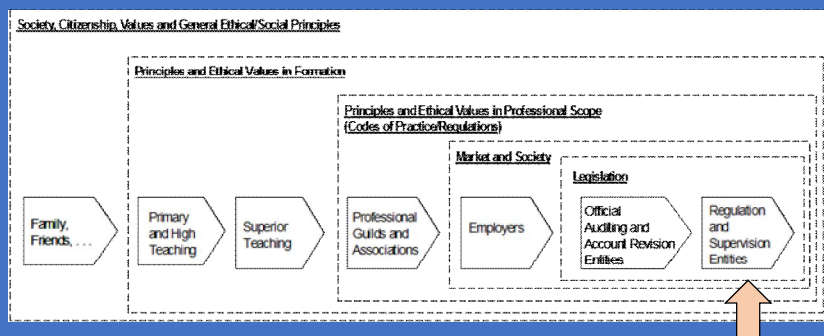
***Professional guilds and associations:*** controlling who can practice a specific profession, safeguarding professional practice, observing the professional behavior of their associate members and dignifying the profession and professionals as well.



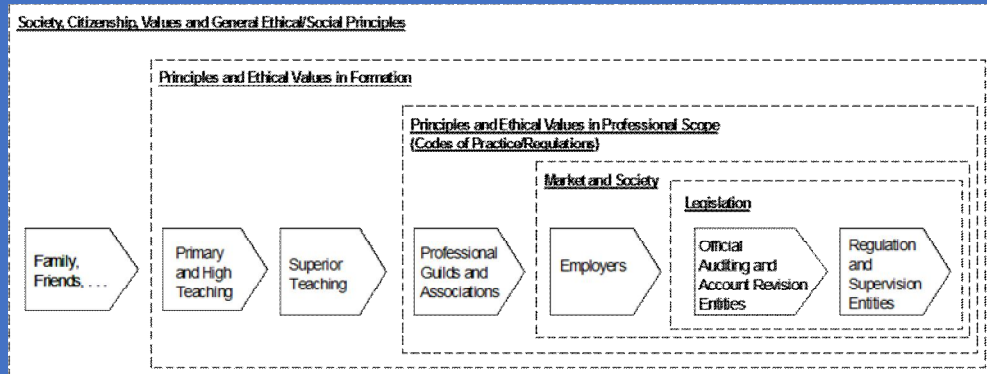
***Employer corporations and organizations:*** who seek to influence, through their socially accepted culture, the moral and ethical principles of their employees.



**National Council of Supervision of Auditing:** with the responsibility for the supervision of accounting revision professionals and societies, assure the quality of the auditing procedures and the adoption of ethical and deontological professional rules.



**Regulatory and supervisory bodies:** including their professionals which have an important ethical responsibility over the markets and institutions trust and credibility, with the obligation of their activities to 'clean the waves' of suspicion and distrust.



Comments about this?...

**Thanks for your attention,  
see you next lecture!**