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Abstract: The paper deals with an important intersectorial aspect: ethics *involved in* economics, more precisely, in the field of modern management. The core of the subject regards the fact that ethics is a body of principles about human conduct governing the behavior of individuals or/and groups. Ethics arises from *human nature* and it is perceived as a set of main rules and norms, which a human being follows in his/ her activities. In this respect, the ethics principles are very useful to defining the good and bad aspects, components within complex and various human interactions. Therefore, we consider that ethics becomes the background for the acknowledgement of human conduct in society, or in particular, within an organization. Nowadays, ethics principles have a relevant and profound influence on modern management, reshaping the management theory.

The famous *Pareto Efficiency* applies in managerial action and this is one argument used in our paper to explain the power of ethical principles that will improve performances in any organizational structures.

We analyze and underline that ethics is much more than a collection of values and it depends on the personality and bio-structure of each person. Exactly like in SWOT analysis, we deal with poor (weak) ethics and with good (strong) ethics. Organizations, of any kind, need ethics quality in order to inspire and improve superior reasoning, but first of all, *performance*. In our case, when managers understand how ethics makes them and their business better, their role changes permanently. We have real organizational ethics, representing a rational process, specific to management in order to explore the decision moment and behaviour alternatives.