

**Key words:** *capitalism, ethics, globalization process*

**Abstract:** The study wants to propose a theoretical objective outlining in what extent the opinions of great thinkers, starting with Adam Smith to Max Weber and ending with Milton Friedman could still be actual, having in mind the compatibility between capitalism and ethics. The importance of this problem results from the large variety of mutations witnessed in the field during the last decades, under the pressure of the globalization process. The more important is this matter for Romania, where the political and juridical institutions can not succeed to stop the unfair competition and corruption. The difficulties of this endeavor are major, and the results of the research can not be but reasonable. We have started from the hypotheses in which the moral norms assure an organizational framework proper to each type of society. The debates are becoming contradictory when referring to what is happening in capitalistic free market, under the circumstances in which the role of state is being restricted. This diversity of options makes it necessary a permanent research upon the fundamental values of the contemporary capitalism. This study pleads against the false representations, deforming the correct understanding of the private initiatives. The conclusion is that nobody can be moral, more over in the case of the businessman, without having a clear and responsible assumed set of values. In order to do that, the debate should become permanent.