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A
HAND BOOK
ON

HUMAN VALUES & PROFESSIONAL ETHICS

hUMAN VALUES

A human value is defined as 'A principle that promotes well being or prevents harm'. The various factors responsible for evolving human values are our religious Leaders, Gurus and Saviors' teachings and practices, need and judgment of fulfilling individuals need in the society. Human values can be assured of a happy and harmonious human society.

The core human values are:

1. Right conduct
2. Peace
3. Truth
4. Love
5. Co-operation
6. Honesty
7. Trust
8. Non-violence
9. Wisdom

1. Right Conduct:

It encompasses the following values-

a) Self- Help Skills: Care of possessions, diet, hygiene, modesty, posture, self reliance, and tidy appearance.

b) Social Skills: Good behavior, good manners, good relationships, helpfulness, no wastage and good environment.

c) Ethical Skills: Good conduct, courage, dependability, duty, efficiency, ingenuity, initiative, perseverance, punctuality, resourcefulness, respect for all, and sense of responsibility.

2. Peace:

It encompasses the following values-

Attention, calmness, concentration, contentment, dignity, discipline, equality, equanimity, faithfulness, gratitude, happiness, harmony, humility, inner silence, optimism, patience, reflection, satisfaction, acceptance, control, self-esteem, tolerance, and understanding.

3. Truth:

It encompasses the following values-

Accuracy, curiosity, fairness, fearlessness, honesty, integrity, intuition, justice, optimism, purity, quest for knowledge, reason, self-analysis, sincerity, synthesis, truthfulness, and determination.

4. Love:

It encompasses the following values-

"Love conquers all" says Geoffrey Chaucer. It has immense value. Acceptance, affection, care, compassion, consideration, dedication, devotion, forgiveness, friendship, generosity, gentleness, interdependence, kindness, patience, patriotism, reverence, sacrifice, selflessness, service, sharing, sympathy, tolerance and trust are the segments of love.

5. Co-operation:

Co-operation is the process of working together to the same end. It is undeniably one of the most vital assets one can have when working through a problem. Having the opinion and voice of another person will not only draw out a discussion of the topic, but also lead to a well rounded solution. Co-operation has been in its high importance and held high in regard.

6. Honesty:

Honesty in the realm of human values is extremely important. The idea of staying true to oneself can often feel intimidating and impossible, but what most people fail to realize is that it is not the act of simply telling the truth that makes someone honest rather the quality of person who is being honest. An honest man is often straight forward, upright, sincere and fair.

7. Trust:

Trust can be interpreted in many ways. But ultimately it comes down to reliability and truth. Without trust, the world simply would not function. We create documents, money and bullet proof glass because we have lost faith which is why the most important human values. Learn to trust and be trusted, is not an easy task, but its important is beyond measure. In short, one cannot serve in a world without trust.

8. Non -Violence

It encompasses the following values-

a) Psychological: Benevolence, compassion, concern for others, consideration, forgiveness, morality, loyalty and happiness.

b) Social: Appreciation of other cultures and religions, brotherhood, care of environment, citizenship, equality, harmlessness, national awareness, perseverance, respect for property, and social justice.

9. Wisdom:

Wisdom is the most important human value in many ways. Its value is very important while living the lives. Wisdom is often confused with the words like knowledge and intelligence. But wisdom is defined as the quality of having experience and good judgment. Wisdom becomes necessary when society gets cramp with knowledge. In the explosion of knowledge based society, wisdom becomes the necessity.

Professional ethics

Personal ethics refers to the ethics that a person identifies with in respect to people and situations that they deal with in everyday life.

Professional ethics refers to the ethics that a person must adhere to in respect of their interactions and business dealings in their professional life.

Personal Ethics:

- These involve your morals and values.
- They are instilled generally, during childhood, by your parents, family, and friends.
- They relate to your deep-rooted principles, and how religiously you follow them determines the kind of person you are.
- The nature of your personal ethics depend on whether your principles have an optimistic effect on the people surrounding you, i.e., your strict adherence to your principles must not spoil someone else's life; a negative impact on society due to your principles violates the very reason you are following them.

Professional Ethics:

- These involve a strict code of conduct laid down at the workplace.
- Your ethics here involve adherence to rules and regulations.
- Non-compliance to such rules may risk your reputation, as your behavior will immediately be reported as brash and unprofessional.
- Your personal views and concerns about any topic will not be of much help in a corporate setting, how well you follow the protocol of the company is what will matter here.

In some cases, personal and professional ethics may clash and cause a moral conflict. For example:

- A police officer may personally believe that a law that he is required to enforce is wrong. However, under the Code of Conduct for the New Zealand Police,

he is required to obey all lawful and reasonable instructions to enforce that law unless there is good and sufficient cause to do otherwise.

Life Skills

- The term '*Life Skills*' refers to the skills you need to make the most out of life.
- Life skills are usually associated with managing and living a better quality of life. They help us to accomplish our ambitions and live to our full potential.
- Any skill that is useful in your life can be considered a life skill. Tying your shoe laces, swimming, driving a car and using a computer are, for most people, useful life skills.
- The World Health Organization in 1999 identified the following core cross-cultural areas of life skills:
 - Decision-making
 - Problem-solving
 - Creative thinking
 - Critical thinking
 - Communication skills
 - Interpersonal skills
 - Self – awareness
 - Empathy
 - Assertiveness
 - Equanimity
 - Resilience and coping with stress

Dimensions of ethics :

- The different dimensions to study the ethics help in arriving at ethical decisions during complex situation. These varied approaches to ethics look into the question of how ethical action is determined during a particular situation.
- Human beings are confronted with situations wherein their decisions about actions may lead to opposed and perhaps equally unwelcome alternatives.
- There are many dimensions of ethics

I. Utilitarian approach: Utilitarianism was conceived in 19th century by Jeremy Bentham and John Stuart Mill to help legislators determine the law which were morally correct and better. According to them, ethical actions are those that offers the greatest balance good over evil.

II. The right approach: This approach is rooted in the philosophy of Immanuel Kant and others who focused on the individual's right to choose actions based on his or her free will. These philosopher stated that people have dignity based on their capability to choose freely what they will do with their lives and they have fundamental moral right to have these choices respected. The Rights Approach focuses on respect for human dignity.

III. Fairness or justice approach: Aristotle and Greek philosophers have contributed the idea that all equals should be treated equally . In tasic term, The Fairness Approach focuses on the fair and equitable distribution of good and harm, and/or the social benefits and social costs, across the spectrum of society. It starts with the principle that all equals should be treated similarly, and those who are unequal due to relevant differences, should be treated differently in a manner that is fair and proportionate to, or commensurate with, their difference.

IV. Common goods approach: Greek philosophers have contributed the notion life in community is a good in itself and that our actions should contribute to that life. The common good concept was originated in ancient time by many philosophers like Plato, Aristotle, Cicero. More recently, contemporary ethicists, John Rawls defined the common good as certain general conditions those are equally applicable to everyone's advantage. This approach to ethics assumes a

society comprising individuals whose own good is inextricably linked to the good of community.

Ethical dilemmas and professional risks

- If you have concerns at work-you most probably have a dilemma.the longer you leave resolving it.
- The more chance there is for there to be repercussions for the organization,yourself and the standing of the profession.
- Practies resolving the dilemmas in the five case studies with help from your proffssional code and the checklist below.
- Decide which principles of the code are affected and the steps you should take to resolve the dilemma.
- CIMA does not supply legal,investment,or career advice.
- If you consult the professional standards and department,whether by telephone or in e mail in writing.
- The information and comments if any made by our staff are given in good faith and for the purpose of general guidance only.
- You are financial director of a large multinational organization and have been privy to information about a takeover bid to acquire a rival firm.
- This situation has a clear impact on your integrity-fair dealing and truthfulness .
- Your obligations in this instance are to confidentiality.

Basic ethical principles

➤ **General ethical principles**

- There are five general principles that serve as the ideals to which psychologists should aspire within the profession. The principles represent ethical goals but do not explicitly inform or instruct adherence to the goals; instead, the principles aim to influence and to guide professional behavior with respect to the psychologist, research subjects, students, and the individuals who seek psychological services.

➤ **Principle A: Beneficence and nonmaleficence**

- The beneficence and non maleficence principle of the APA general principles guides psychologists to perform work that is beneficial to others yet does not hurt anyone in the process of carrying out that work. Psychologists are to remain aware of their professional influence and the potential consequences therein on individuals and groups who seek counsel with the psychologist, especially with respect to preventing misuse or abuse, while additionally maintaining awareness of how the psychologist's own physical and mental health may influence their work. Among professional interactions and research, psychologists ought to respect and protect the rights and welfare of patients and participants.

➤ **Principle B: Fidelity and responsibility**

- The fidelity and responsibility principle of the APA general principles inspires psychologists to cultivate a professional and scientific environment built upon trust, accountability, and ethical considerations. Psychologists are bound to the community by way of their profession and must conduct themselves in a responsible and ethical manner while also maintaining a similar check on colleagues. Furthermore, psychologists are expected to altruistically devote some of their time to the community.

➤ **Principle C: Integrity**

- The integrity principle of the APA general principles aims to encourage psychologists to engage in honest, transparent practices within all aspects of the field of psychology.

Principles of deontology.

- In moral philosophy, deontology is the normative ethical theory that the morality of an action should be based on whether that action itself is right or wrong under a series of rules, rather than based on the consequences of the action.
- It is sometimes described as “duty”- or “obligation” or “rule”- based ethics, because rules “bindone to one’s duty”.
- Deontological ethics is commonly contrasted to consequentialism, virtueethics, and pragmatic ethics.

- In this terminology, action is more important than the consequences.
- The term deontological was first used to describe the current, specialised definition by C.D. Broad in his book, *Five Types of Ethical Theory*, which was published in 1930.
- Older usage of the term goes back to Jeremy Bentham, who coined it before 1816 as a synonym of Dicastic or Censorial Ethics.
- The more general sense of the word is retained in French, especially in the term *code de déontologie*, in the context of professional ethics.
- Depending on the system of deontological ethics under consideration, a moral obligation may arise from an external or internal source.
- Immanuel Kant's theory of ethics is considered deontological for several reasons. First, Kant argues that to act in the morally right way, people must act from duty.

Principles of utilitarianism

- Utilitarianism gets its name from the term "utility," which in this context does not mean "useful" but, rather, means pleasure or happiness.
- A world in which this thing exists, or is possessed, or is experienced, is better than a world without it.
- Now Mill admits that we seem to value some things other than pleasure and happiness for their own sake.
- E.g. we value health, beauty, and knowledge in this way
- Actions Are Right Insofar as They Promote Happiness, Wrong Insofar as They Produce Unhappiness
- This principle is controversial. It makes utilitarianism a form of consequentialism since it says that the morality of an action is decided by its consequences.
- That can seem quite sensible. But the principle is controversial because many people would say that what decides the morality of an action is the *motive* behind it.
- So in Bentham's time, this principle of equality was decidedly progressive. It lay behind calls on the government to pass policies that would benefit all equally, not just the ruling elite.

- It is also the reason why utilitarianism is very far removed from any kind of egoism. The doctrine does not say that you should strive to maximize your own happiness.
- Most moral philosophers before him had held that human beings have no particular obligations to animals since animals can't reason or talk, and they lack free will.

Principles of Virtue Theory of Ethics

- **Virtue ethics** are normative ethical theories which emphasize virtues of mind and character. Virtue ethicists discuss the nature and definition of virtues and other related problems. These include how virtues are acquired, how they are applied in various real life contexts, and whether they are rooted in a universal human nature or in a plurality of cultures.
- The western tradition's key concepts derive from ancient Greek philosophy. These theories include arete (excellence or virtue), phronesis (practical or moral wisdom), and eudaimonia (flourishing
- A virtue is generally agreed to be a character trait, such as a habitual action or settled sentiment. Specifically, a virtue is a positive trait that makes its possessor a good human being. A virtue is thus to be distinguished from single actions or feelings. Rosalind Hursthouse says:
- A virtue such as honesty or generosity is not just a tendency to do what is honest or generous, nor is it to be helpfully specified as a “desirable” or “morally valuable” character trait.
- It is, indeed a character trait—that is, a disposition which is well entrenched in its possessor, something that, as we say “goes all the way down”, unlike a habit such as being a tea-drinker—but the disposition in question, far from

being a single track disposition to do honest actions, or even honest actions for certain reasons, is multi-track.

- It is concerned with many other actions as well, with emotions and emotional reactions, choices, values, desires, perceptions, attitudes, interests, expectations and sensibilities.
- To possess a virtue is to be a certain sort of person with a certain complex mindset. (Hence the extreme recklessness of attributing a virtue on the basis of a single action.)
- Practical wisdom is an acquired trait that enables its possessor to identify the thing to do in any given situation. Unlike theoretical wisdom, practical reason results in action or decision.^[4] As John McDowell puts it, practical wisdom involves a "perceptual sensitivity" to what a situation required.

The Salient Features of Theory of Ethics

- In moral philosophy, deontological ethics or deontology (from Greek *δέον*, *deon*, "obligation, duty"^[1]) is the normative ethical theory that the morality of an action should be based on whether that action itself is right or wrong under a series of rules, rather than based on the consequences of the action.^[2]
- It is sometimes described as "duty-" or "obligation-" or "rule-" based ethics, because rules "bind one to one's duty".^[3] Deontological ethics is commonly contrasted to consequentialism,^[4] virtue ethics, and pragmatic ethics. In this terminology, action is more important than the consequences.
- The term *deontological* was first used to describe the current, specialised definition by C. D. Broad in his book, *Five Types of Ethical Theory*, which was published in 1930.^[5] Older usage of the term goes back to Jeremy Bentham, who coined it before 1816 as a synonym of *Dicastic* or *Censorial Ethics* (i.e. ethics based on judgement).^[6] The more general sense of the word is retained in French, especially in the term *code de déontologie* (ethical code), in the context of professional ethics.
- Depending on the system of deontological ethics under consideration, a moral obligation may arise from an external or internal source, such as a set of rules

inherent to the universe (ethical naturalism), religious law, or a set of personal or cultural values (any of which may be in conflict with personal desires).

- Deontological philosophies Emmanuel Kant's theory of ethics is considered deontological for several different reasons.^{[7][8]} First, Kant argues that to act in the morally right way, people must act from duty (*Pflicht*).^[9] Second, Kant argued that it was not the consequences of actions that make them right or wrong but the motives of the person who carries out the action. Kant's argument that to act in the morally right way one must act purely from duty begins with an argument that the highest good must be both good in itself and good without qualification.
 - Something is "good in itself" when it is intrinsically good, and "good without qualification", when the addition of that thing never makes a situation ethically worse.
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fundamentals of casuist theory of professional ethics

- Casuistry is a process of reasoning that seek to resolve moral problems by extracting or extending theoretical rules from a particular case, and reapplying those rules to new instances.
- This method occurs in applied ethics and jurisprudence The term is also commonly used as a pejorative to criticize the use of clever but unsound reasoning, especially in relation to moral questions .
- Casuistry describe either a form of reasoning that is presumed to be acceptable, or a form of reasoning that is inherently unsound and of reasoning that is inherently unsound and deceptive.
- The Oxford English Dictionary says that the word “[o]ften (and perhaps originally) applied to a quibbling or evasive way of dealing with difficult cases of duty.”

- It's textual references, except for certain technical usages, are consistently pejorative (e.g., "Casuistry destroys by distinctions and exceptions, all morality, and effaces the essential difference between right and wrong").
- The word casuistry derives from the Latin noun casus ("case" or "occurrence").

Features of moral absolutism and moral rationalism

- Moral absolutism is an ethical view that all actions are intrinsically right or wrong.
- Moral absolutism stands in contrast to other categories of normative ethical theories such as consequentialism, which holds that the morality of an act depends on the consequences or the context of the act.
- Moral absolutism is not the same as moral universalism. Universalism holds merely that what is right or wrong is independent of context or consequences.

- Ethical theories which place strong emphasis on rights and duties, such as the deontological ethics of Immanuel Kant, are often forms of moral absolutism, as are many religious moral codes.
- Moral rationalism, also called ethical rationalism, is a view in meta-ethics according which moral principles are knowable a priori, by reason alone.
- Some prominent figures in the history of philosophy who have defended moral rationalism are Plato and Immanuel Kant.
- Perhaps the most prominent figure in the history of philosophy who has rejected moral rationalism is David Hume.
- Recent philosophers who have defended moral rationalism include Richard Hare, Christine Korsgaard, Alan Gewirtch and Michael Smith.
- Moral rationalism is neutral on whether basic moral beliefs are known via inference or not
- A moral rationalist who believes that some moral beliefs are justified non-inferentially is a rationalist ethical intuitionism.

Principles of Moral Pluralism and Ethical Egoism.

Moral Pluralism

- Moral pluralism is the idea that there can be conflicting moral views that are each worthy of respect.
- Moral pluralists tend to be open-minded when faced with competing viewpoints. They analyze issues from several moral points of view before deciding and taking action.
- Moral pluralists believe that many moral issues are extremely complicated. Thus, no single philosophical approach will always provide all the answers.

Ethical Egoism

- An action is morally right if and only if it is to the advantage of the person doing it.
- **Arguments For Ethical Egoism**
 1. An altruistic moral theory that demands total self-sacrifice is degrading to the moral agent.

- Objection: This is a false dilemma: there are many non-egoistic moral theories that do not demand total self-sacrifice.
 2. Everyone is better off if each pursues his or her self-interest.
- Objection: (a) This probably is not true in practice; and (b) True egoism isn't concerned with what will make everyone better off.
- **Arguments Against Ethical Egoism**
 1. Provides no moral basis for solving conflicts between people.
 2. Obligates each person to prevent others from doing the right thing if it is not in accord with the subject's thinking..
 3. Has the same logical basis as racism.
 4. The egoist cannot advise others to be egoists because it works against the first egoist's interest.
 5. No one person can expect the entire world's population to act in such a way as to produce the most benefit (pleasure) for that one person.

Principles of Feminist consequentialism?

- Consequentialism is the class of normative ethical theories holding that the consequences of one's conduct are the ultimate basis for any judgment about the rightness or wrongness of that conduct.
- Thus, from a consequentialist standpoint, a morally right act (or omission from acting) is one that will produce a good outcome, or consequence.
- Consequentialism is primarily non-prescriptive, meaning the moral worth of an action is determined by its potential consequence, not by whether it follows a set of written edicts or laws.
- One example would entail lying under the threat of government punishment to save an innocent person's life, even though it is illegal to lie under oath.
- Consequentialism is usually contrasted with deontological ethics (or *deontology*), in that deontology, in which rules and moral duty are central, derives the rightness or wrongness of one's conduct from the character of the behaviour itself rather than the outcomes of the conduct.
- It is also contrasted with virtue ethics, which focuses on the character of the agent rather than on the nature or consequences of the act (or omission) itself, and pragmatic ethics which treats morality like science: advancing

socially over the course of many lifetimes, such that any moral criterion is subject to revision

- Consequentialist theories differ in how they define moral goods.
- Some argue that consequentialist and deontological theories are not necessarily mutually exclusive.
- For example, T. M. Scanlon advances the idea that human rights, which are commonly considered a "deontological" concept, can only be justified with reference to the consequences of having those rights.^[1] Similarly, Robert Nozick argues for a theory that is mostly consequentialist, but incorporates inviolable "side-constraints" which restrict the sort of actions agents are permitted to do.^[1]
- Consequentialism is controversial. Various nonconsequentialist views are that morality is all about doing one's duty, respecting rights, obeying nature, obeying God, obeying one's own heart, actualizing one's own potential, being reasonable, respecting all people, or not interfering with others—no matter the consequences.

Moral autonomy

- Moral Autonomy is the philosophy which is self-governing or self-determining, i.e., acting independently without the influence or distortion of others Ability to relate the problems with the problems of law, economics and religious principles – It is essential to have the ability to analyse a problem and finding the relation with the existing law.
- If the moral issues are not fulfilling and needs to be, then the solutions a Moral autonomy reflects the concept of individuality. This relates to the idea of building one's self with the moral values one has while developing psychologically.re to be suggested according to the moral issues based on the facts and truths of the issue.
- Tolerance while giving moral judgment, which may cause trouble – When the whole analysis is made considering all the viewpoints of the issue, the final output might be or might not be pleasing to the persons involved.
- To have moral autonomy in all the aspects, one should have a lot of patience and inter One should adhere to the basic principles of humanity and should be strict with the Don'ts he has in mind and liberal with his Do's.

- A Person must have adequate knowledge and understanding about the use of ethical language so as to defend or support his views with others. He must have better knowledge in understanding the importance of suggestions and better solutions while resolving moral problems and also about the importance of tolerance on some critical situations.
- The kindness towards his fellow beings is also an important concept to be kept in mind. Inculcation of all these important qualities enhances the skills of Moral autonomy in a person.
- Tolerance while giving moral judgment, which may cause trouble – When the whole analysis is made considering all the viewpoints of the issue, the final output might be or might not be pleasing to the persons involved.
- In the western tradition, the view that individual autonomy is a basic moral and political value is very much a modern development.

Code of ethics of Pharmacists.

Code of ethics for pharmacists :

- Pharmacists are health professionals who assist individuals in making the best use of medicuations with a caring attitude and a compassionate spirit, a pharmacist focuses on serving the patient in a private and confidential manner.
- A pharmacist respects the covenantal relationship between the patient and pharmacist.
- Considering the patient-pharmacist relationship as a covenant means that a pharmacist has moral obligations in response to the gift of trust received from society.
- In return for this gift ,a pharmacist promises to help individuals achieve optimum benefit from their medications, to be committed to their welfare , and to maintain their trust.
- A pharmacist promotes the good of every patient in a caring compassionate and confidential manner.
- A pharmacist places concern for the well-being of the patient at the center of professional practice.

- In doing so, a pharmacist considers needs stated by the patient as well as those defined by health science.
- A pharmacist is dedicated to protecting the dignity of the patient.
- With a caring attitude and a compassionate spirit, a pharmacist focuses on serving the patient in a private and confidential manner.
- A pharmacist respects the autonomy and dignity of each patient.
- A pharmacist promotes the right of self-determination and recognizes individual self-worth by encouraging patients to participate in decisions about their health
- A pharmacist communicates with patients in terms that are understandable.
- In all cases, a pharmacist respects personal and cultural differences among patients.

Professional objectives of a pharmacist as an employee.

- To craft a winning resume for a job as a pharmacist, you need to show your expertise in dispensing medications and educating patients on proper usage of prescriptions. Examine the employer's job description to identify the exact skills the company needs most. Here are a few qualifications you could mention in your own pharmacist resume objective:
- Skilled in overseeing the work of pharmacy technicians and pharmacist interns
- Well-versed with advising patients about general health topics
- Experience administering flu shots
- Thorough understanding of prescription drug interactions
- Extensive background in running a retail pharmacy
- Working knowledge of compounding a variety of prescriptions
- Conversant with implementing initiatives to increase profitability
- Good communication skills
- Superior clinical judgment
- Strong attention to detail
- Proficient in using Pyxis System
- Ability to read and interpret prescriptions from physicians' orders

Professional objectives of a pharmacist as a business man?

- Integrity of character and ethical behavior are indispensable to the profession of pharmacy.
- It is the general opinion that the primary concern of the business is to serve the society.
- Business must have a social concern and commitment to enjoy social wellbeing.
- A major attribute towards transformation in business aptitude is change.
- The basic purpose of business is optimization of various economic activities which is concerned for evaluation of business techniques
- Economic environment, a complex phenomenon deals the business with government, public, society and community which can influence the structure and system of country.
- Pharmacy has never been a profession for “gold-diggers.” It is an occupation for people who have genuine compassion and concern for those who need pharmaceutical care in their quest for good health.
- it is important that this area of activity receive some form of scrutiny or regulation by federal and state departments of health, to prevent the emergence of unscrupulous elements.
- Pharmacists can trace their professional heritage to the Apothecaries of middle age who functioned as diagnosticians while they are also mixed and dispensed therapeutic agents.

RESPONSIBILITIES OF A PROFESSIONAL AT THE WORK PLACE?

- **Introduction;**
- Our national library associations have a long history with most close to or having already reached their centenary yet disruptions, from information and communication technologies (ICT) to publishing continue to change the nature of the profession they were established to support.

- Librarianship has become more complex through convergence with other disciplines/professions including information and/or communications technology, information systems, content management, web design and development, information architecture, records management and knowledge management.
- . The complexity is further exacerbated by the tension between occupational and organizational professionalism as libraries and information units are subsumed into their parent organizations and commitment to the employing organization overtakes conflicts with, and often overwhelms the commitment to the profession (Noordegraaf, 2011b; Watson, 2002).
- For a profession that has had a longstanding battle with being comfortable in its own skin, these challenges can potentially impact significantly on the professional identity and professionalism of its members.
- **Professional identity and professionalism;**
- As evidenced by the professional literature professional identity and professionalism are inextricably linked. A professional, within a profession. This underpins their professionalism through the behaviours, attitudes and values that underpin their approach to their work. person's professional identity is how they see themselves as a
- **Professional identity;**
- How a person sees themselves as a professional within their profession influences how they view their work and how they behave as they do their job (Hall, 1968). A person's professional identity is one's professional self-concept based on attributes, beliefs, values, motives, and experiences (Ibarra, 1999).
- It is well documented in the sociological studies by Evetts (1995, 2003, 2011, 2013) that professional identity construction begins during the educational process and is consolidated through occupational and professional socialization.
- Professional associations play a key role in professional identity construction and maintenance through their involvement in the formal education processes and continuing professional development (CPD), as well as in the ways they facilitate professional socialization by connecting with their members and enabling members to connect with one another.

- Occupational socialization occurs both within and external to the workplace as professionals socialize with organizational and industry colleagues rather outside their own profession.

. Studies that have attempted to measure professionalism have found that although both types of socialization influence professional identity, professional socialization influences

Ethics related to Research

- Minimising the risk of harm.
- Obtaining informed consent.
- Protecting anonymity and confidentiality.
- Avoiding deceptive practices.
- Providing the right to withdraw.
- Disclosure
- Understanding
- Voluntariness
- Competence
- Consent
- Exculpatory language

Ethics of a author of a research article?

- Each person listed as an author on an author should have significantly contributed to both the research and writing.
- In addition all listed authors must be prepared to accept full responsibility for the content of research article.
- The international committee of medical journal editors (ICMJE) is the recognized international expert organization when it comes through guidelines regarding biomedical research authorship.
- There website (www.icmje.org) lists all the requirements for authorship.
- Substantial contributions to conception and design or acquisition of data or analysis and interpretation of data.

- Drafting the article or revising it critically for important intellectual content
- Policies at most scientific journals states that the person should be listed as the author of the paper only if that person made a direct and substantial intellectual contribution to design of the research, the interpretation of the data or drafting of the paper.
- The acknowledgments section can be used to thank those who indirectly contributed to the work
- All the authors are aware of submission and agree with content and support submission.
- Agree that the manuscript can be examined by anonymous reviewers.

Ethics of reviewing and editing a research article ?

- Informed consent is the prime responsibility of the researcher. A standard procedure in professional codes of ethics is 'informed consent' (Resnik 1998: 133). Seek consent for the participation from people. In the case of children and few other exceptional cases, the informed consent of participants, as well as their guardians must be obtained.
- The researcher must reveal all the risks associated with the research to the participants. She should highlight all the negative and positive aspects of the research during the consent process. Aim, objectives and nature of the research, duration of the study, sponsors and other important information must be revealed to the participants.
- The knowledge gap between the researcher and the participants must be considered .
- The privacy, anonymity and confidentiality of the participants and data must be given due consideration (Jensen, 2002). As professional guidelines and some form of a cultural consensus are still being negotiated, research projects need to consider carefully issues of anonymity, confidentiality, and 'informed consent.
- Participants must be given an option of rejecting data-gathering devices like camcorders, audio recorders etc.
- To make them convenient and easily understandable, the questionnaire and other forms of rating scales must be designed in the native language of the participants.

- Participants' safety is the prime concern. They should not be exposed to risks greater than they encounter in their normal lifestyle.
- In case, it's the responsibility of the researcher to protect participants from the risks arising from their research.
- The researcher should protect and promote the rights and interests of the participants.
- To uphold the ethical standards in the research process, the researcher must accept and respect the principles of integrity, honesty, objectivity and openness.

Steps for sustainable development of ecosystem

- Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural system to provide the natural resources and ecosystem services upon which the economy and society depend.
- The desired result is a state of society where living conditions and resource use continue to meet human needs without undermining the integrity and stability of the natural system.
- Sustainable development can be classified as development that meets the needs of the present without compromising the ability of future generations.
- While the modern concept of sustainable development is derived mostly from the 1987 Brundtland Report, it is also rooted in earlier ideas about sustainable forest management and twentieth century environment concerns.
- As the concept developed, it has shifted to focus more on economic development, social development and environmental protection for future generations.
- It has been suggested that "the term 'sustainability' should be viewed as humanity's target goal of human-ecosystem equilibrium (homeostasis), while 'sustainable development' refers to the holistic approach and temporal processes that lead us to the end point of sustainability".
- The modern economies are endeavoring to reconcile ambitious economic

development and obligations of preserving the natural resources and ecosystem, the two are traditionally seen as a of conflicting nature.

➤ Instead of holding climate change commitments and other sustainability measures as a drag to economic development, turning and leveraging them into market opportunities will do greater good.

➤ The economic development brought by such organized principle and practices in an economy is called managed sustainable development.

➤ The concept of sustainable development has been_and still is_subject to criticism, including the question of what is to be sustained in sustainable development.