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The Chartered Institute of Management Accountants launches new online ethics tool on Global Ethics Day

23 October 2020, Hong Kong – The Chartered Institute of Management Accountants (CIMA), the world’s largest body of management accountants, has launched a [new online ethics decision-making tool](#) designed to help accounting and finance professionals make ethically sound decisions in tough situations. The tool’s launch is part of the Institute’s month-long campaign celebrating the UN Sustainable Development Goals, culminating today on [Global Ethics Day](#).

The pandemic has placed extraordinary pressure on businesses, with many wrestling with complex issues around finances, supply chain, talent, ethics, compliance and productivity. These situations are likely to become more prevalent due to the current economic environment and companies facing further financial challenges. Worryingly, according to [EY Global Integrity Report 2020](#), 90% of global businesses believe that coronavirus is a threat to ethical business behaviour.

CIMA’s new interactive ethics tool guides accounting and finance professionals facing an ethical dilemma through a series of questions to ensure they consider all relevant factors in their decision-making process, prompting them to seek further professional support where appropriate. This will help accounting and finance professionals continue to uphold the highest ethical and professional standards, enhance public trust in the profession, and maintain corporate integrity.

Andrew Harding, FCMA, CGMA, Chief Executive – Management Accounting, said:

“This year’s Global Ethics Day is a good reminder that accounting and finance professionals have a duty to act with integrity and in the public interest. As companies continue to deal with the knock-on effects of coronavirus and face severe financial strains, an increasing number of professionals may encounter ethical challenges and moral dilemmas. Professionalism and ethics have always been at the core of CIMA’s activities, and it is important that we continue to support accounting and finance professionals throughout this difficult period. Without trust, we have no profession.”

Earlier this year, CIMA updated its [Code of Ethics](#) to better help finance professionals deal with ethics and independence challenges in the modern digital business world. All CIMA members and students are required to comply with the Code of Ethics and apply its fundamental principles to their working lives. As part of the Association of International Certified Professional Accountants, the global accounting organisation formed by CIMA and the American Institute of CPAs (AICPA), they have a duty to uphold the highest possible standards of ethics and morals to preserve trust and protect public interest worldwide.



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The Institute provides a [wide range of resources](#) – case studies, articles, thought leadership and videos – designed to help finance professionals prepare for ethical challenges they may face in their roles. CIMA also offers a free, confidential helpline and inbox for members and students who may be facing an ethical dilemma and need further advice.

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Media contact

Vivian Fung
Senior Marketing Manager, North Asia
Email: vivian.fung@aicpa-cima.com
Tel: +852 9696 5649

About The Chartered Institute of Management Accountants

The Chartered Institute of Management Accountants (CIMA), founded in 1919, is the world's leading and largest professional body of management accountants. As part of the Association of International Certified Professional Accountants (the Association) its members and students operate in 179 countries, working at the heart of business. CIMA members and students work in industry, commerce, the public sector and not-for-profit organizations. CIMA works closely with employers and sponsors leading-edge research, constantly updating its qualification, professional experience requirements and continuing professional development to ensure it remains the employers' choice when recruiting financially-trained business leaders.

About the Association of International Certified Professional Accountants

The [Association of International Certified Professional Accountants](#) (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs ([AICPA](#)) and The Chartered Institute of Management Accountants ([CIMA](#)) to power opportunity, trust and prosperity for people, businesses and economies worldwide. It represents 650,000 members and students across 179 countries and territories in public and management accounting, and advocates for the public interest and business sustainability on current and emerging issues. With broad reach, rigor and resources, the Association advances the reputation, employability and quality of CPAs, CGMAs and accounting and finance professionals globally.