

# IN TOUCH, IN TUNE

The CIMA newsletter for  
Members in Practice



## What ethical challenges are professionals facing today?

Nearly a third of UK-based CGMA designation holders and CIMA students working in business reportedly feel under pressure to compromise their ethical standards – this has risen from 18% in 2012 to 30% in 2015. Positively, there appears to be an increase in knowledge of and concern for ethical practices, with over three quarters (76%) stating that their senior managers set a good example of ethical business behavior.

To investigate how the landscape and attitudes toward ethical standards have changed since 2012, the [CGMA Managing Responsible Business 2015](#) report draws insight from nearly 2,500 of our members and students working in public and private businesses globally; with 38% of respondents coming from SMEs with up to 250 employees.

It highlights three clusters of critical questions that organisations should address to manage their business responsibly:

1. Crowded Demands – With multiple business concerns and demands of operating a business today, what do we focus on and prioritise? Furthermore, with a growing focus on anti-corruption and human rights, how are associated risks assessed and addressed, both within the organization and in the wider value chain?
2. Ethical Management Information – With a marked increase in demand for ethical, social and governance data - what data should be collected, what is being collected and how can it be used to provide value to companies and various stakeholders?
3. Corporate Culture – What ethical architecture and internal controls are in place and how do these translate into management style and working environment? What role do professional management accountants have?

Access the full report here, along with other tools and resources –

<http://www.cgma.org/Resources/Reports/Pages/managing-responsible-business.aspx>

As a Member in Practice, you have obligations to not only to the MiP rules but our Code of Ethics. The Code can help you guide the actions of your clients as well. You can get a quick overview of the Code here -

<http://www.cimaglobal.com/Professional-ethics/Ethics/Responsible-business/ethicswebcasts/CIMA-and-ethics-webcasts/Introduction-to-the-code-of-ethics/>

Not sure what to do in an ethical dilemma? Check out our new videos for some guidance from CGMAs and CIMA students - <http://www.cimaglobal.com/Professional-ethics/Ethics/Responsible-business/ethicswebcasts/Ethical-dilemma-videos/>