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Ethics in Business


Ethics in Biz awards spotlight honesty, fairness

Premium content from New Mexico Business Weekly - by Shirley M. Gallegos, Special to NMBW

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The [Samaritan Counseling Center](#)  annually recognizes ethical business practices with its New Mexico Ethics in Business Awards, seeing a link between the issues people experience at work and their emotional impact on families and community.

“We want to foster a statewide climate of ethics and integrity in the community,” says **Laurie Roche**, the center’s director of development. “Ethics must be ingrained in the next generation, and we encourage leading by example. It has to be as natural as breathing. Ethical companies sharing their stories will

help other businesses.”

Each year, **Sarah Smith** of the [University of New Mexico](#) Anderson School of Management and her students help determine which business nominees for the awards demonstrate ethical practices. Smith is the Bill Daniels Business Ethics Fellow and the Rust Professor of Ethics at UNM.

“Students visit with the nominees and their employees, competitors, suppliers — it’s really a 360-degree review of the business — to find out how they’ve been tested under pressure and risen to the challenge,” Smith says.

She distinguishes between moral, legal and ethical behavior.

“Business ethics is the application of principles,” she says. “You can’t just maximize the bottom line when you have worker safety or the environment to consider.”



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