Chapter 2
Defining the Term *Integrity*

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In the field of ethics in business, integrity is the most wanted trait the business environment aspires to. It occupies a central place in the value statements and ethics codes of many companies and it is a trait which companies are willing to present to the stakeholders both within and beyond the company. Still, integrity is often improperly defined. It is important that all facets of integrity be investigated in order to understand why it is fundamental to the daily challenges of the business environment. Moreover, integrity is seen as an essential component in the long-term building of successful business relations. Etymologically speaking, the word *integrity* draws its roots from the Latin word *integritatem*, which means *totality* or *fulness*. It is the quality of being "a whole," or "*uncorrupted*". Integrity can be defined as a moral principle. Conceptualizing integrity includes it as a moral trait. A person of integrity has developed and has adhered to a strict moral code which includes multiple virtues such as honesty, bravery, and sincerity. These moral virtues are the cornerstones of human interactions; moreover, these virtues are acquired and developed through human interaction. Society depends on human interactions in order to satisfy needs and this is conferred by the understanding of the term of reciprocity. Reciprocity means treating the others with respect and kindness in order for us to receive the same respect and kindness.

Integrity is not only a personal, but also a "*social virtue*".[1] A person of integrity will act not only by the coherence of their values and moral convictions. Such a person is aware and mindful of society's needs when making a decision. Qualities

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[1]Ref. [4].

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such as bravery, receptiveness, loyalty, and compassion allow a person to keep their integrity when facing social obstacles that might have adverse effects on their living standards. Koehn shows that, overall, integrity means more than the coherence of commitments and actions, even of the moral ones. Integrity means compassion and raising social awareness to "*self-wholeness*".[2]

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[2]Ref. [9].