

Original Article

Cross-Cultural Perspectives on Moral and Ethical Values

Dr. Hiroshi Tanaka¹, Dr. Yuki Nakamura²

¹Professor, University of Tokyo, Japan.

²Associate Professor, Kyoto University, Japan.

Received: 12-03-2021

Revised: 12-21-2021

Accepted: 01-01-2021

Published: 01-03-2021

ABSTRACT

Human interaction and governance are guided by moral and ethical values that differ across cultures due to historical traditions, religions, philosophies, and social practices. This study examines how cultural backgrounds influence moral norms, ethical decision-making, and perceptions of justice and responsibility. It compares major ethical theories such as virtue ethics, deontology, and utilitarianism within different cultural contexts, focusing on value structures like individualism and collectivism. Using a qualitative and comparative literature approach, the research analyzes the role of religion, education, governance, and social institutions in shaping moral frameworks. The findings show that while cultural differences influence how ethical values are prioritized, many societies share common principles such as honesty, fairness, compassion, and respect. The study highlights the importance of cultural sensitivity and intercultural dialogue in addressing ethical challenges in globalization, international relations, and multicultural societies, promoting both cultural diversity and universal moral ideals.

KEYWORDS

Cross-Cultural Ethics, Moral Philosophy, Cultural Values, Ethical Decision-Making, Global Ethics, Social Norms, Cultural Diversity.

1. INTRODUCTION

1.1. Background

The moral and ethical values comprise the basics, and it controls how people conduct themselves and also how societies operate. These values affect decision making of people and their relationships with other people, social norms and institutions (such as governments, education and work place). Historically, different societies of the world have devised their own ethical principles based on the tradition, philosophical concepts, and religious doctrines. Such frameworks give guidelines on matters like justice, responsibility, honesty and respect to others. Since the different cultures have developed with different circumstances in history and societal conditions, they might have different interpretations of the ethical principles. Knowing such various moral systems is significant in ensuring that people of different cultural backgrounds are always respectful and cooperate with one another. Globalization has put a significant number of individuals and societies, in different cultural settings into contact in the modern world. The international trade, migration, the existing system of international communication as well as the advances in technology have opened possibilities of cross-cultural interaction in numerous spheres of life like education, business, politics, and social relationships. As much as these interactions promote to embrace culture and work together, it also brings to view the variation in ethical views and moral expectations. As a case in point, culture might have varying attitudes towards authority, personal responsibility under obligation with others, and sometimes culminates in misunderstanding or moral contradictions. Consequently, to communicate effectively and collaborate positively in the world, it is critical to create a better insight of cross-cultural moral worldviews. Cross-cultural ethics is an academic study area which is concerned with learning and comparing moral canons between various cultures. It studies the ways societies understand a certain set of ethical notions: justice, fairness, authority, community welfare and personal responsibility. The evaluation of these differences allows the researchers to discover some universal ethical institutions that can be shared by all cultures and some practices unique to a particular culture and its beliefs. This kind of study will help in gaining a deeper insight into ethical diversity across the world and will also aid in the creation of more integrative practices to global collaboration, leadership, and social order.

1.2. Importance of Cross-Cultural Ethical Studies

The cross-cultural ethical study is significant because it will help in comprehending the difference in moral principles and value differences among the societies and the effect these differences have on human relations within the globalized world. With the increased interconnectedness of societies by way of globalization, migration, international education as well as global business, persons of heterogeneous cultures are meeting more often. The interactions may at times cause misunderstanding where individuals may have different interpretations of ethical behavior. Examination of cross-cultural ethics assists individuals as well as organizations to acknowledge these distinctions, encourage mutual understanding as well as formulate ethical framework that take into account cultural diversity and foster collaboration and congeniality.



Fig 1- Importance of Cross-Cultural Ethical Studies

1.2.1. Promoting Global Understanding

Among the greatest advantages of cross-cultural studies of ethics, one can note that they contribute to the cultural understanding of diverse groups of people. Researchers and policymakers will gain a clearer insight into the moral attitude of other cultures by examining how these societies define concepts of justice, responsibility and fairness. Such knowledge assists in minimizing the stereotypes and cultural prejudices and misconceptions that transpire when individuals explain actions in terms of the cultural values solely belonging to themselves. The increased knowledge of ethical diversity promotes the respect of the various traditions and enhances international relations.

1.2.2. Improving International Collaboration

Effective teamwork in an international setting is also supported by cross cultural ethical studies. In the contemporary world, there are quite a number of organizations that operate internationally and have hired people who belong to different cultural backgrounds. Cultural-specific ethical expectations in the field of leadership, decision-making process, communication, and workplace relationships might be different. Being aware of these differences assists organizations to come up with inclusive policies, effective handling of diverse teams and avoiding the occurrence of ethical conflict. Understanding of cross-cultural ethical values in the global business and diplomacy practice has led to the strengthening of partnerships and achievement of successful negotiations.

1.2.3. Enhancing Ethical Leadership

Ethical leadership is becoming a crucial point that needs to be taken into consideration more in a world where the leaders have to respond to various social, economic, and environmental problems. Leaders knowledgeable with cross cultural ethical views are also in a better position to make fair decisions that respect the cultural differences as well as facilitate equity. Ethical studies that are based in cross-cultural studies help us to learn how the differences in leadership styles and ethical expectations manifest themselves in different societies. This understanding equips leaders with the information that contributes to the establishment of environments conducive to ethical conduct, accountability and social responsibility in the workplace and society respectively.

1.2.4. Supporting Conflict Resolution

The diversity in ethical values teaches people to sometimes misunderstand each other or to experience a conflict in the process of international relations, in working environment and in multicultural societies. The tools offered by the cross-cultural ethical studies can be used to find the core causes of these conflicts through the analysis of the different cultures perceptions of the moral responsibilities and social norms. Such differences will help people and organizations to devise methods of handling conflict situations in a respectful and positive way.

1.2.5. Encouraging Inclusive Social Policies

Lastly, cross-cultural ethical research assists authorities and international agencies in coming up with policies that are more representative of the requirements and perceptions of multicultural communities. Policymakers in multicultural societies need to consider ethical views of different cultures in an effort to formulate acts and social programs. When cultural differences in ethical values are known, this will assist in developing inclusive policies that will encourage equality, social justice, and respect of cultural diversity.

1.3. Cross-Cultural Perspectives on Moral and Ethical Values

Cross cultural analysis of moral ethnic and ethical values analyzes the way various cultures perceive and execute concepts of good and bad, duty, justice, and societal activity. There are numerous factors that contribute to the development of moral values; such factors range between the cultural traditions, historical experiences, teachings of religions, philosophical thought and the social structures. Consequently, ethical standards can be understood differently in the different cultures and hence the different ways, in which people do ethical decision making and social responsibility. As a case in point, in most Western cultures ethical systems tend to focus on rights of individuals, personal independence, and choice. People are advised to follow their own values and become responsible in their actions. Conversely, the Eastern cultures have a tendency of putting collective well-being, social harmony and respect to authority as their priority. In such societies, ethical conduct is often associated with ensuring harmony of relationships in families, communities, and social institutions. Cross-cultural views also emphasize on the cultural condition, which affects the views towards the authority, duties within a family, and the engagement of others. Moral values in collectivist cultures tend to focus on cooperation, loyalty and shared responsibility among the members of the social groups. The people are supposed to reflect on how their behavior affects the wider society and should help keep the society stable. Individualistic cultures, in their turn, are likely to support self-reliance and self-expression, which may impact the interpretation of ethical values, e.g., between fairness, justice, and responsibility. Although these differences are observed, cross-cultural studies have indicated that there are several ethical values which are shared by most of the societies. Honesty, compassion, fairness, and respect towards others are the principles that can be seen in different traditions of the world, cultural, philosophical, and religious. These values imply that even though cultures might not be unified in their ethical behaviors and priorities, these societies exhibit some moral grounds which hold the human societies together. The consideration of cross-cultural outlooks on moral and ethical values is hence a requisite in ensuring good communication, respect and collaboration in a globalized world. Given that cultural differences and common moral values coexist, people and companies have the chance to perform moral matters in diverse cultures with increased ease.

2. LITERATURE SURVEY

2.1. Classical Ethical Theories

Philosophical and Applied Classical theories are the theories that present the intellectual basis of the knowledge in moral reasoning and ethics choices. Virtue ethics that began with the philosophy of Aristotle lays stress on the cultivation of ethical virtues and not on rules or the ethical outcomes of actions. The ethical behavior according to this theory is a product of development of good virtues like honesty, courage, wisdom, and fairness that makes individuals act in morally good ways. Considering this, deontological ethics, which is mainly related to the philosopher Immanuel Kant, emphasizes upon moral obligations and universal moral laws which are based on an individual duty. According to Kant, morally right actions were created when a person performs the actions out of the sense of duty and principles to follow that may be applied in general. The other influential classical theory is the theory of utilitarianism formulated by Jeremy Bentham that was expanded by John Stuart Mill that judges the right or wrongness of actions concerning the outcomes of actions. According to Utilitarianism, the most ethical thing is the one that generates the highest pleasure or good among the largest population. Even though these theories occurred within Western philosophies, their ideologies have been deciphered and used differently in other cultures and societies.

2.2. Cultural Value Theories

The theories of cultural values are trying to describe the impact of cultural differences on morality values, social behaviour and ethical decision making. Among the most common ones may be the Cultural Dimensions Theory by Hofstede, according to which it is possible to observe several major dimensions defining the attitude to culture and ethical views. The dimensions are individualism versus collectivism, power distance and uncertainty avoidance. Individualistic societies uphold independence, autonomy as well as personal rights thus forming a moral paradigm that motivates personal obligations and freedom of choice. On the other hand, collectivist societies are concerned with the harmony of the group, with personal relationships and the welfare of the collective and usually, the moral responsibilities towards the family, society and community. Power distance is the degree of tolerance on hierarchical authority and unequal power that the society tolerates, higher power distance cultures are associated with respect of power and established rules. Uncertainty avoidance explains the extent to which cultures embrace stability and predictability and order systems and in most cases, this is manifested through increased dependence on formulated rules and moral principles. These cultural dimensions assist the researchers to know how ethical values differ in various cultures.

2.3. Religious and Philosophical Influences

Religion and philosophical traditions are important to influence the moral values and ethical actions in different societies. Most of the religious practices offer spiritual teachings that help people in coming up with ethical choices that enable them to lead a responsible life in their respective societies. The idea of Dharma in Hinduism is about moral obligation, duty and the need to serve oneself based on the social and religious ideologies. Buddhism is the teaching on the ethical principles of compassion, mindfulness, and non-violence, which instruct people not to damage others and develop some feeling of empathy with all living beings. Such values as love, forgiveness, humility, and compassion are valued in Christianity which is manifested in the teachings that promote compassion and ethical accountability to others. Islam lays stress on justice, honesty as well as social responsibility and focuses on fairness in personal behavior and interactions with the society. These moral systems of religions shape modern social norms, laws and moral demands in most cultures, which makes varied views of ethics in most parts of the world.

2.4. Modern Cross-Cultural Ethical Research

Contemporary studies on cross-cultural ethics are concerned with the effects of globalization, technological progress, and the escalated intercultural communication on ethical values of societies. Scholars believe that, as a result of globalization, there has been the exchange of ideas, beliefs and cultural practices which have resulted in increased exposure to different ethical views. With globalisation in communication and growth of international co-operations, various organizations and societies are embracing common were of ethical practices in human rights, business ethics and environmental responsibility. Nevertheless, researchers also observe that the issues of culture do remain in the field of ethical priority and understanding of moral values. Although convergence of ethical norms is being witnessed, there are numerous societies in which a high degree of cultural and moral diversity exists due to historical, religious and social impacts. Current cross-cultural ethical studies thus aim to comprehend the new similarities and the old differences in ethical values of the global cultures.

3. METHODOLOGY

3.1. Research Design

In the current research, the study design will be grounded on a comparative cultural analysis approach, which will serve to study and contrast ethical frameworks in diverse cultural settings. The comparative cultural analysis is also helpful as it allows one to examine the differences in the moral values and ethical principles of the respective societies as well as finding the common tendencies which might be present across the cultures. This paper compares moral responsibility, justice and social conduct in various societies using ethical notions akin to philosophical tradition, systems of cultural values, and religious doctrines. This study aims at discussing the ethical frameworks related to large culture and philosophical traditions, such as Western ethical theories, i.e. virtue ethics, deontology, utilitarianism, and Eastern ethics oriented to philosophy and religious traditions. These comparisons attempt to bring out the similarities as well as the differences in the moral reasoning in different cultures. The research design is qualitative and analytical in nature, where the researcher can elaborate and examine ethical concepts, and not just use numerical or statistical data. The information about the ethical theories and cultural values is gathered through the use of secondary data sources like academic journals, books, and scholarly publications. Based on how these sources are organized and ways of interpretation, the study arrives at important ethical values, cultural forces, and philosophies that influence moral decision making in various societies. The comparative approach would help the researcher in examining how cultural measures like social norms, traditions, and even belief systems contribute to the ethical judgment and expectations of behavior. Additionally, the research design will seek to find out the differences and similarities between ethical systems. Although cultural practices might uphold various values, a considerable number of ethical systems have similar values including fairness, accountability, and respect to others. Through the analysis of these similarities and differences, the research is a step in better understanding the concept of cross-cultural ethics and how ethical principles adapt to cultural factors and interactions with other countries in the world. This type of research thus offers an organized approach towards understanding ethical diversity, by acknowledging the possibility of some moral comprehension between cultures.

3.2. Data Sources

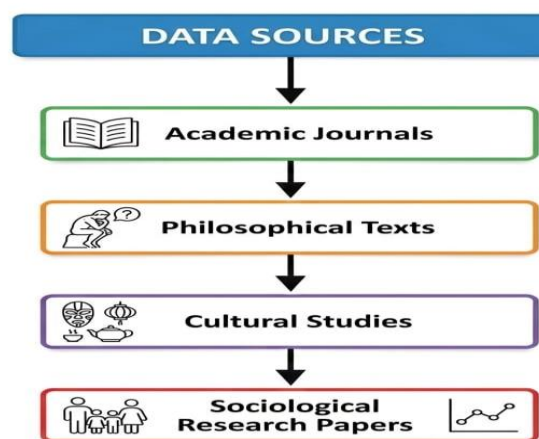


Fig 2 - Data Sources

3.2.1. Academic Journals

One of the major sources of data used in this study was the academic journals. These are peer-reviewed articles included in these journals and authored by scholars and researchers in the field of

philosophy, sociology, psychology, and cultural studies. They can be trusted to deliver current and valid information regarding ethical theories, cultural values and research findings in cross-cultural. The review of articles on reputable academic journals helped the study to analyze the current debates and empirical studies concerning the concept of moral values and ethical frameworks among various societies. These sources were used in ensuring that the information used in analysis is credible and scholarly.

3.2.2. *Philosophical Texts*

The theoretical basis of ethical thinking was acquired through the use of philosophical writings. Aristotle, Immanuel Kant, Jeremy Bentham, and John Stuart Mill are classical authors who give crucial information on the significant ethical theories such as virtue ethics, deontology, and utilitarianism. These books provide elaborate discourses of moral principles, moral reasoning and human manners, which are the main foundation of most contemporary ethical theories. Through these philosophical works, the study was in a position to track the evolution of ethics over the years and how these initial theories of morality can be applied in the current discourse on the subject of ethics.

3.2.3. *Cultural Studies*

Cultural studies were an informative source concerned with the issue of how values of our societies, traditions, practices, beliefs and social norms shape moral values in various societies. The study area serves the purpose of studying the correlation between culture and the behavior of human beings and assists the researcher to comprehend how ethical standards are influenced by cultural backgrounds. Cultural studies sources assisted the study to investigate disparities between individualistic and collectivism societies, perceptions on power and how cultural identity predetermines moral demands. This information was critical in the analysis of the cultural aspects that influence the ethical reasoning.

3.2.4. *Sociological Research Papers*

The operation of ethical values in social systems and institutions were analyzed by references to the sociological research papers. Sociology is significant in studying the norms of the people who interact in groups, communities and societies, so it is a field that is quite crucial to understanding how people behave morally. These research articles provided empirical data about the effect of such factors as social structure, religion, education and globalization on ethical perspective. Through the adoption of sociological research, the study was successful in relating the theoretical values of ethics to the practical social interactions of the social practice and culture.

3.3. Analytical Framework

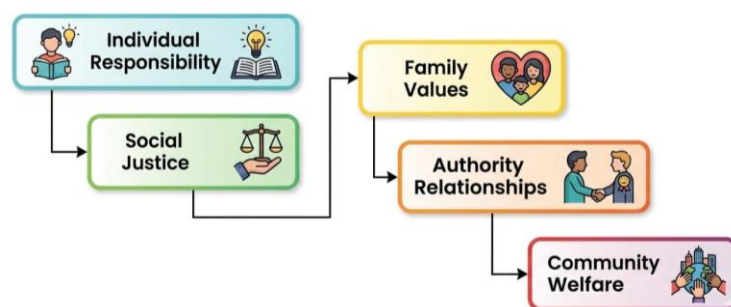


Fig 3 - Analytical Framework

3.3.1. Individual Responsibility

Individual responsibility is also a significant variable in the analysis tool employed in making a comparative analysis of the values of the different cultures concerning their ethical principles. The concept is defined as the level of the individual responsibility of the actions, the decisions, and the moral conduct of people. In certain societies especially those with stronger individualistic orientations, ethical frameworks rank high on individualistic freedom, choice and responsibility to the outcome of their decision. People are urged to do what is right in their own moral lives and take responsibility of the consequences of their actions. Conversely, in cultures with higher collectivism, it is a possibility that responsibility is diffused within the family or the community at large. Through the analysis of the ways in which various societies perceive the concept of individual responsibility, the paper presents the importance of cultural values as an important issues in determining moral expectations and ethical decision making.

3.3.2. Social Justice

Social justice is a concept of equal and just sharing of rights, opportunities and resources by a society. It forms an important element of ethical systems in place because it deals with other concerns like equality, fairness, and human rights safeguarding. The majority of cultures can take a different approach to social justice based on the social formations, historical conditions, and philosophical traditions. Certain ethical standards deal with the necessity of the equal rights and the personal liberty and other schools of thought pay attention to the overall well-being of the community and societal concord. The study examines the understanding of social justice within cultural contexts and, therefore, how various communities understand fairness and how moral values underlie the formulation of policies and social practices that may help minimize inequality and ensure justice.

3.3.3. Family Values

Family values are important components of influencing moral conduct and moral attitudes in various societies. The first environment through which individuals are usually taught about a set of social norms, responsibilities, and moral values is the family. The Asian culture influences the expectations in terms of family relationships and respect to elders, parental authority and attitude to relatives. Other people in some cultures believe in loyalty, care and group decisions especially in the family. It is possible that in other cultures people are encouraged to value personal independence but not lose family relations. Through the analysis of family values, the research endeavors to see the role of family structures and traditions in shaping the ethical attitudes and interpersonal responsibilities.

3.3.4. Authority Relationships

Authority relationships are regarded as how people relate to and react to authority members like leaders, elders, teachers or government institutes. Societies hold different values with respect to hierarchical organization and leadership. Authority figures are considered to be well-grounded in terms of their authority to provide direction and guidance, and people in the societies with a significant level of hierarchy respect are urged to adhere to set rules and social expectations. On the contrary, cultures that place less emphasis on hierarchy can facilitate the disobedience and the tendency towards equality in social interactions. The analysis of authority relationships is expected to help the research comprehend the impact of cultural attitudes described in terms of leadership, power, and hierarchy on ethical conduct and social expectations.

3.3.5. *Community Welfare*

Community welfare is simply the moral focus on the effectiveness and interests of the entire society. Most moral traditions emphasize the essence of collaboration, support, and social responsibility in the process of ensuring the stable and peaceful community. In the collectivist societies, collective good has been valued more than individual interests and people are urged to serve the greater good of the society. Compassion, charity, and social responsibility towards others are also taught in ethical doctrines of most philosophical and religious teachings. The analysis of community welfare as a variable assesses the ways in which the various cultures strike a balance between the individual needs, and the community at large and how the values contribute to ethical decision-making.

3.4. **Ethical Value Comparison Model**

The Ethical Value Comparison model adopted in this article offers a conceptual theory of the ethical behavior formation based on many interconnected factors existing within the society. The connection between culture, religious beliefs, social structure, and philosophical considerations is the subject of the ethical behavior in this model. To put it simply, ethical behavior may be perceived as an operation of these four key influences. Cultural values are described as the common beliefs, traditions, customs, and norms of people to act in a specific society. These cultural aspects impact on the things that are right or wrong and are applied daily in making moral choices. As an illustration, the societies with a strong emphasis on collectivism tend to focus on cooperation, loyalty as well as group harmony, other cultures with the strong focus on individualistic values may focus on personal liberty and personal responsibility. Ethical behavior is also largely influenced by religious beliefs. Most religions also offer religious directions to impact on the principles of honesty, mercy, justice as well as social accountability. Religions tend to provide moral obligations and ethical requirements to help direct one on how to relate with others. In most societies, religion is a source of significant moral power and also helps in shaping up of ethical standards in the communities. Another factor in this model is social structure. Social institutions like family system, education system, law, and political establishments affect the manner in which ethical values are being implemented in daily lives. The existence of social hierarchies, relations of power, and rules of the society influence the way, in which people react to authority, responsibility, and fairness. These are structural components that contribute towards the setting up of the context under which the ethical decisions are made and implemented. Lastly, ethics offer theoretical frameworks to be followed based on philosophical principles. Some of the philosophical traditions include virtue ethics, deontology, and utilitarianism, which provide a systematic mode of viewing moral practices and defining what moral actions should be taken to be considered ethical. These philosophical views determine ethical thought in scientific debate, political policies and professional behaviours. All four of these factors are connected, cultural values, religious beliefs, social structure, and philosophical principles interact and mediate to shape the ethical behavior of individuals in a complex way. The Ethical Value Comparison Model enables the researcher to compare the various values of morality by examining the relationship between these components by the reference of the relationship between the two cultural setups.

4. **RESULTS AND DISCUSSION**

4.1. **Observed Ethical Trends**

The trends observed in the cross-cultural analysis of ethical values show that cultures have very different values in terms of the priorities that societies attach to moral values and social responsibilities. Among the most notable trends that are observed include the difference between collectivist culture and individualistic culture in ethics decision-making. The collectivist cultures that

are usually present in most of the Asian, African, and Latin American cultures tend to underscore the need to uphold social harmony, group cohesion and familial obligations. In such cultures, people are usually made to consider the needs and interests of the family, community, or society over their own wants. Moral conduct interrelates very much with good relations, respect to the elders and authority and adding value to the welfare of the organization as a whole. Fidelity, collaboration, and support are of great esteem and moral decisions tend to refer to the impact of the action on the stability and harmony of the community. Due to this, ethical choices in collectivism cultures often pertain to the need to weigh up individual interests against family and social obligations. On the contrary, individualistic cultures, which are more often attributed to the Western society, emphasize more on personal freedom, individual rights, and personal accomplishment. Ethical systems in such cultures tend to value the principle of personal autonomy, self-expression, and the personal responsibility. Individuals are highly advised to make personal choices, which are guided by their beliefs and moral judgment. In the individualistic societies, the ethical systems are usually concerned about securing individual rights, rendering fairness and offering equal opportunities to all persons. Ethical behavior is regarded as tolerant to individual decisions and personal autonomy of actions. Though cooperation and social responsibility are now still considered, people are generally given more freedom in order to follow their personal goals and interests. The cultural orientation is a significant issue in the way moral values are perceived and applied by the social trends of ethical behaviour in the observed trends. Collective cultures focus more on the common good of everyone and the benefits of the community whereas individualistic cultures focus more on individual freedom and autonomy. By comprehending these variations, researchers are in a better position to explain cross cultural ethical behavior and enhance more awareness about how cultural values in various societies influence moral attitudes.

4.2. Ethical Value Distribution

Table 1: Ethical Value Distribution

Ethical Value	Western (%)	Eastern (%)	Indigenous (%)
Individual Rights	40	15	10
Social Harmony	20	40	30
Community Responsibility	15	25	35
Environmental Ethics	10	10	20
Institutional Rules	15	10	5

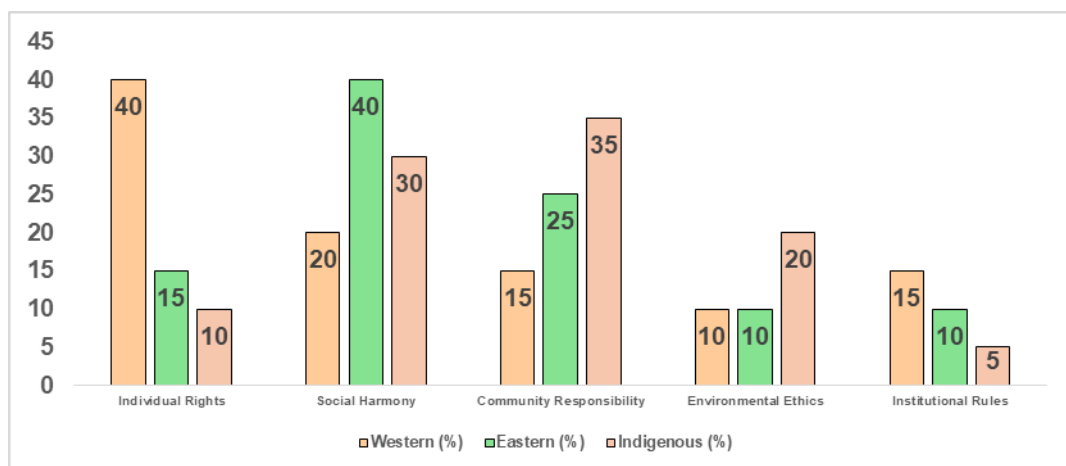


Fig 4 - Ethical Value Distribution

4.2.1. Individual Rights

Western cultures are firmly concerned with individual rights that give about 40 percent of ethical attention to individual freedoms and autonomy of a person. Freedom of expression, equality before the law, and safeguarding of individual liberties are some of the Western ethical systems that are emphasized. Liberalism and individualism traditions of philosophy uphold the notion that a person must be in a position to make his or her own decisions and seek his or her own aims without any needless intervention. Individual rights in the Eastern cultures are less emphasized at 15 percent because the ethical values tend to focus on the welfare of the collectivity and societal peace. The emphasis on individual rights in most Indigenous cultures is even less, approximately 10 percent, because in ethical system the emphasis is more on the collective identity, the relationship with the community and the shared responsibilities than on individual ones.

4.2.2. Social Harmony

This social harmony is important to the Eastern culture, which has about 40 percent of the ethical focus. Group stability, group peace, and conflict resolution are moral duties of great importance in most eastern cultures. Cultural traditions usually promote the respect to senior citizens, family co-operation, and supporting the preservation of equal interpersonal relationships. Among the Western cultures, the social harmony occupies close to 20 percent of the ethical attention, as the societies tend to give greater precedence to the freedom of individuals as well as social coexistence. The native cultures also put a lot of emphasis on harmony within the community and to the nature, and approximately 30 percent of the attention is paid to the sustainable and cordial relations between the community members.

4.2.3. Community Responsibility

Ethical values tend to be mostly community-based which is very evident with the Indigenous cultures where approximately 35 percent of the ethical values are attributed as a community responsibility. Indigenous moral cultures tend to emphasize the common good, common property, and self-help of the members of a community. People are also advised to take part in the welfare of the group as well as be active in ensuring social balance. Community responsibility can be seen as approximately 25 percent of the ethical focus in the Eastern cultures and this is due to the nature of the community of Eastern culture, where family bonds, shared responsibility, and community papers are valued. The western cultures, in turn, are somewhat less concerned with the concept of community responsibility with around 15 percent as individual independence and personal success are frequently considered the primary concern.

4.2.4. Environmental Ethics

In Indigenous cultures, considerable importance is given to the idea of environmental ethics since around 20 percent of ethical principles are connected with nature protection and ensuring the living in harmony with the environment. Most of the Indigenous belief systems think of humans as members of a more encompassing ecological system and sustainable living practices and demeaning the natural resources. In the western and the eastern societies, environmental ethics occupy approximately 10 percent of the ethical consideration. Although there is a growing environmental consciousness in these societies by virtue of the global environmental concerns, environmental awareness has all along been given less priority as compared to other ethical concerns like economic development or what is commonly grounded in social organization.

4.2.5. Institutional Rules

The western cultures have a more focus on institutional rules, which explains around 15 percent of ethical values. The western cultures tend to enforce legal systems, rules, and forms of organization to determine moral conduct and social order. Some of the institutes that are often used to enforce ethical conduct include governments, courts, and professional organizations. The institutional regulations also create some 10 percent of the ethical focus in Eastern cultures with ethical actions typically being affected by cultural customs, social anticipations and informal stipulations. In Indigenous societies institutional regulations only contribute to approximately 5 percent as ethical instructions are, in most situations, provided by community cultures, traditions, and major decisions and not by law-making bodies.

5. CONCLUSION

The analysis of cross-cultural approaches to moral and ethical value brings out the diversity of the moral and ethical values as well as the similarity of the basis of human moral reasoning. The concept of ethics is perceived differently by different cultures depending on historical experience, social institutions, philosophical customs, and religious doctrines. Cultural practices influence the daily moral activities by providing societal expectations, norms and standards of behaviour that help one know how to behave in relation to others. Religion also adds an insight into ethics by encouraging certain virtues as compassion, justice, honesty, accountability. On the same note, philosophical ideologies can offer people and societies a theoretical framework upon which they can judge the morality of actions and what is deemed or regarded as being morally right. Consequently, ethical behavior is not composed of any universal standard, but an amalgamation of cultural, religious, and philosophical factors which are different in each society. Even with these differences, the similarity of the various ethical principles also emerges in the analysis that they have several common principles across the cultures. Such principles like fairness, solidarity, empathy towards fellow humans and accountability towards the societal community are commonly found throughout numerous cultural and ethical cultures. Such shared values are hints that ethical conduct might have a variation in its expression, yet there are ethical foundations common to the human societies. As an illustration, in most cultures, it is significant to treat others with dignity, care of social harmony and secondly, of performing obligations to family and society. These are universal ethical concepts that provide chances of understanding and collaboration among individuals of diverse cultures. The issues of cross-cultural ethical outlook are gaining critical role in the world today and it is essential to comprehend these viewpoints. Globalization, technology and the international collaboration has seen people and communities with diverse cultural backgrounds interact closer than ever. Being in such a global environment, one can be more aware of diverse cultural approach to ethical thinking and this may lead to the elimination of misunderstandings and conflicts. Ethical consciousness and cross-cultural communication help people, groups, and states to appreciate different attitudes and strive to achieve similar objectives. This realization is especially valuable in advancing moral leadership, accountable international governance and amicable collaboration among states. Moreover, the understanding of cultural diversity in morals and ethics can aid in framing of policies and practices at organizations that consider various rational moral views and yet remain acceptable and inclusive. With the acceptance to differences and similarities in the ethical aspects, societies can be able to develop stronger relationships because of mutual respect and understanding. To go even further, in the future, more research should focus on the ways in which the ethical values continue to change in multicultural and globalized societies. Empirical research can assist the scholars improve the comprehension of individual changes in moral ideologies in culturally differing settings and the capacity to make institutions adopt several ethical visions into a robust and coherent pattern. Such

studies will be crucial in coming up with inclusive systems of governance that would facilitate ethical decision making, social peace and sustainable international collaboration in a more interrelated world.

REFERENCES

- [1] Aristotle. (2009). *Nicomachean Ethics*. Oxford University Press.
- [2] Kant, I. (1993). *Groundwork of the Metaphysics of Morals*. Hackett Publishing.
- [3] Bentham, J. (1988). *The Principles of Morals and Legislation*. Prometheus Books.
- [4] Mill, J. S. (2001). *Utilitarianism*. Batoche Books.
- [5] Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. Sage Publications.
- [6] Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind*. McGraw-Hill.
- [7] Schwartz, S. H. (1999). A theory of cultural values and some implications for work. *Applied Psychology*, 48(1), 23–47.
- [8] Triandis, H. C. (1995). *Individualism and Collectivism*. Westview Press.
- [9] Rachels, J., & Rachels, S. (2015). *The Elements of Moral Philosophy*. McGraw-Hill Education.
- [10] Pojman, L. P., & Fieser, J. (2017). *Ethics: Discovering Right and Wrong*. Cengage Learning.
- [11] Graham, J., Haidt, J., & Nosek, B. A. (2009). Liberals and conservatives rely on different sets of moral foundations. *Journal of Personality and Social Psychology*, 96(5), 1029–1046.
- [12] Haidt, J. (2012). *The Righteous Mind: Why Good People Are Divided by Politics and Religion*. Pantheon Books.
- [13] Sen, A. (2009). *The Idea of Justice*. Harvard University Press.
- [14] Huntington, S. P. (1996). *The Clash of Civilizations and the Remaking of World Order*. Simon & Schuster.
- [15] Appiah, K. A. (2006). *Cosmopolitanism: Ethics in a World of Strangers*. W.W. Norton & Company.