Quarterly Journal of Health Accounting, Vol. 1, No. 1, Ser. (1), Summer 2012

The Effect of Personal and Social Characteristics on Perception of Moral Principles among Directors of Finance and Budget of Universities of Medical Science in Iran

M. H. Setayesh (Ph. D.)^{1*}, M. H. Maher², M. Abolhallaj³ Received: 2011/07/29 R revised: 2012/05/02 Accepted: 2012/05/03

Abstract

Introduction: The present study was aimed at investigating the effect of personal and social characteristics on perception of moral principles in order to provide a new perspective on standards of morality which in turn will result in greater recognition of the beliefs and ethical viewpoints of directors of finance and budget.

Methods: The data required to analyze the research hypotheses were collected via the questionnaire developed by the researchers of this paper. The participants of this study were a group of directors of finance and budget of Universities of Medical Sciences in Iran. Of the 88 participants who initially took part in the study, only 44 completed the questionnaire. **Results:** The results of the study indicate that the directors' personal characteristics, such as age and gender do not have significant effect on their perceptions of moral principles. Additionally, of the various social characteristics examined in this paper, such as level of education, major, work experience and organizational position, only work experience has a significant correlation with the directors' perception of moral principles, and the rest do not have a significant contribution to their perception of moral principles.

Conclusion: The findings of the present study strongly suggest that more attention be given to moral principles and their perception by financial staff and executives of Universities of Medical Sciences across the country by offering courses on the development of code of ethics.

Key words: Personal Characteristics, Social Characteristics, Moral Principles, Universities of Medical Science.

^{1.} Assistant Professor of Accounting, Shiraz University

^{2.} Master of Accounting, Shiraz University

^{3.} Ph.D. Student of Health-Medical Services Management, Tehran University

^{*}Corresponding author; Email: <u>Setayesh@shirazu.ac.ir</u>

References

- Abbasszadeh, H. (2007). "An Islam-Based Organizational Ethics". *Tadbir Monthly*, No. 177, pp. 101. [In Persian]
- Armstrong, M. B.; Ketz, J. E.; and D. Owsen (2003). "Ethics Education in Accounting: Moving Toward Ethical Motivation and Ethical Behavior". *Journal of Accounting Education*, Vol. 21, pp. 1-16.
- Bailey, C. D. and S. J. Thoma (2010). "Revitalizing Accounting Ethics Research in the Neo-Kohlbergian Framework: Putting the DIT into Perspective". *Behavioral Research in Accounting*, Vol. 22, No. 2, pp. 1-26.
- Davidson, R. A.; Douglas, P. C.; and B. N. Shwartz (2000). "Differences in Ethical Judgements between Male and Female Accountants". *Working Paper*, pp. 1-24.
- Deshpande, S. P. (1997). "Managers' Perception of Proper Ethical Conduct: The Effect of Sex, Age, and Level of Education". *Journal of Business Ethics*, Vol. 16, No. 1, pp. 79-85.
- Ferrell, O. C. and L. G. Gresham (1985). "A Contingency Framework for Understanding Ethical Decision Making in Marketing". *Journal of Marketing*, Vol. 49, pp. 87-96.
- Flanagan, J. and K. Clarke (2007). "Beyond a Code of Professional Ethics: A Holistic Model of Ethical Decision-Making for Accountants". *ABACUS*, Vol. 43. No. 4, pp. 488-518.
- Hunt, S. D. and S. Vitell (1986). "A General Theory of Marketing Ethics". Journal of Macromarketing, Vol. 6, pp. 5-16.
- Jones, T. M. (1991). "Ethical Decision Making by Individuals in Organizations: An Issue-Contingent Model". *Academy of Management Review*, Vol. 16, No. 2, pp. 366-395.
- Keller, A. C.; Smith, K. T.; and L. M. Smith (2007). "Do Gender, Educational Level, Religiosity, and Work Experience Affect the Ethical Decision-Making of U.S. Accountants?". Critical Perspectives on Accounting, Vol. 18, pp. 299-314.
- Mabry, L. (1999). "Circumstantial Ethics". *American Journal of Evaluation*, Vol. 20, No. 2, pp. 199-212.
- Mahdavi, Gh. and S. Alipour (2010). "Approaches Towards Ethical Decision-Making of Companies' Financial Managers." *Journal of Accounting Knowledge*, Issue. 2, pp. 33-53. [In Persian]
- Marcella, A. J. (1995). "Ethics and Auditor Judgment". Dissertation Submitted in Partial Fulfillment of the Requirement for the Degree of Doctor of Philosophy, Walden University.
- Morris, S. A. and R. A. Mcdonald (1995). "The Role of Moral Intensity in Moral Judgments: An Empirical Investigation". *Journal of Business Ethics*, Vol. 14, pp. 715-726.
- Pincoffs, E. (1986). Quandaries and Virtues. Lawrence, KS: University Press of Kansas.
- Pinnington, A. H.; Macklin, R.; and T. Campbell (2007). *Human Resource Management: Ethics and Employment*. New York: Oxford University Press.
- Rest, J. (1986). Moral Development: Advances in Research and Theory. New York: Praeger.
- Robin, D. P.; Reidenbach, R. E.; and P. J. Forrest (1996). "The Perceived Importance of an Ethical Issue as an Influence on the Ethical Decision-Making of AD Managers".

Journal of Business Research, Vol. 35, pp. 17-28.

- Royaee, R. and A. Bayat (2011). "Ethics Education in Accounting: Impacts of Moral Motivation on Moral Behavior". *Journal of Accounting and Auditing Research*, No. 9, pp. 74-87. [In Persian]
- Samadi, A. and R. MahdaviKhou (2009). "An Investigation into the Impacts of Managerial Ethics on Organizational Commitment of Employees of Hamadan Tax Affairs Head Office: A Case Study". *Quarterly Journal of Tax Research*, Issue. 4, pp. 45-71. [In Persian]
- Sarlak, N. (2009). "Ethics in Accounting". *Ethics in Science & Technology*, Issues 1 & 2, pp. 73-82. [In Persian]
- Technical Committee of Audit Organization (2006). *Rules of Professional Conduct*. Sixth Edition, Tehran: Audit Organization. [In Persian]
- Thorne, L. (1998). "The Role of Virtue in Auditors' Ethical Decision Making: An Integration of Cognitive-Developmental and Virtue-Ethics Perspectives". *Research on Accounting Ethics*, Vol. 4, pp. 291-308.
- Thorne, L. and J. Hartwick (2001). "The Directional Effects of Discussion on Auditors' Moral Reasoning". *Contemporary Accounting Research*, Vol. 18, No. 2, pp. 337-361.
- Williams, P. F. (2004). "You Reap What You Sow: The Ethical Discourse of Professional Accounting". Critical Perspectives on Accounting, Vol. 15, pp. 995-1001.

Quarterly Journal of Health Accounting, Vol. 1, No. 1, Ser. (1), Summer 2012 SID.ir