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Work Ethics and Their Impact on Corporate Image in Business Organizations

At Jordanian Telecommunication Companies

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Abstract:

The efficiency and activeness of the human being is both affected by and connected to their deep faith and conviction of the original values and high standard ethical examples which motivate them to raise their knowledge and behavioral and scientific skills to improve the performance. So, the ethical values affect the behavior exactly in the same way it represent scientific conceptions and theories. This study aims to introduce the ethics of public job and their impact on the management of corporate image. The study found that there is a strong effect to the exclusion of work ethics combined in the desired mental image. It has been shown that the two variables of work ethics related to justice and impartiality, time constraints have been influential while the results did not show for these two variables. The study recommended the necessity to develop a clear vision regarding the ethics of work as well as to support it within its strategic objectives.

Introduction

Loud voices have been raised for management ethics point in the last three decades of the past century. and due to the dramatic increase in ethical scandals and the spread of administrative and economical corruption as a result of the regression of the regional systems, the confronting procedures have become nothing more than tightening the censorship circles and intensifying the conduct rules.

The globalization of business has become an issue that cannot bear silence as a response, and the monocular-stander based business vision should be confronted with a vision that never let down any of their considerations the ethical standards of administration which are of no less importance than profitability and efficiency standards. As a matter of fact, the efficiency of an organization lies outside; for the customer is the centre of profit, whereas in the inside of the organization lies the centre of cost.

The efficiency and activeness of the human being is both affected by and connected to their deep faith and conviction of the original values and high standard ethical examples which motivate them to raise their knowledge and behavioral and scientific skills to improve the performance. So, the ethical values affect the behavior exactly in the same way it represent scientific conceptions and theories. The big challenge for our organizations is not only to be able to interpret knowledge and technology, but also to acquire the ability to form new institutional, civilized ethical values in the framework of our heritage, the culture of the society and the heavenly laws. This can never be done without studying the society, and all that is connected to it of negative or positive phenomena in the administrative units. This is why it is a must to get acquainted with the two leaps of positive values and ethical examples which enable the support of the positive aspects and overpowering the negative ones, plus preparing an effective strategy for development and committing to it, supporting it or modifying it whenever it is necessary. This will be of great help to put the organizations on the right path towards development and keeping up with the development movement.

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The public job ethics are presented through how committed the employee is towards their job duties as they are determined by law; for the employer is considered to be restricted with the work rules and instructions. The most important characteristic of a public job is perhaps the employee's caring of the public interest and the acceptance of public service. The question that arises in this context is (what is a public job?). In fact, the studies related to public jobs have occupied a considerable position in the realm of public administration and administrative law and have made its way through the economical and administrative minds all around the world.

Some, however, have linked the ethics of work to the mental vision; as organizations, currently, and amid a feverous competition are so careful, and more than ever, of the image kept in the mind of all those with whom they deal. This is because every organization has got its own mental image in the minds of all those who deal with it whether it likes it or not and whether it planned for it or not. There is no doubt that the good corporate image can contribute a lot to the success and continuity of an organization. (Gregory, 1999).

As a matter of fact, the corporate image is formed basing on the perceptions of those who have an interest in specific business of the organization to an extent that it makes this image affects the reactions of the people of interest in specific businesses, productions and services of the organization; that is why organizations are supposed to manage their corporate image to enable themselves of creating a positive or even a perfect mental image which in turn is supposed to achieve an advantage over their competitors, a market share and an attraction of efficient clients and employees and investors…etc. Based on what was mentioned above, this study is an attempt to evaluate the effect of work ethics in managing the corporate image in the Jordanian telecommunication companies.

Research Question:

There is a noticed shortage in the Arabic studies that directly aims to evaluate the relation between work ethics and managing the corporate image although work ethics has become a common practice. Hence, this study represents a motive to perform such a study whose main issue is centered on the fundamental question about the possibility of the existence of any relation between work ethics and managing the corporate image within

telecommunication companies. For a further clarification of the research question, the following questions this study aims to answer:

1. How far are telecommunication companies interested in the implementation of work ethics?
2. Is there any impact of work ethics (respecting the laws and regulations, justice and impartiality, speed and workmanship, respecting the time) on managing the corporate image (subjective, desired, and realized).

Research Significance:

Work in Business Corporation requires employees' commitment to the behaviors and rules of the administrative job; for being uncommitted to the ethics of the public job will have an effect on the reputation of these organizations.

The significance of this study could be summarized as this;

1) The importance of this study comes from the increasing significance of this topic which has been strongly refocused in the world of business corporations of whatever size or kind, as this topic supports the future heading of the organizations discussed in this research to do more towards work ethics.
2) The importance of this study also comes from the significance of the communication sector which is considered as one of the most sectors participating in countries economy, in addition to the services which it offers for a huge layer of the society; the thing which was a motive for this study to pick up such a sector.
3) The theoretical and field importance which the results of the research can contribute with especially in filling up the lack in these two issues on the level of the Arab world in general and in Jordan in specific.
4) The significance of this study could also be traced to the possibility of making the decision makers in the appointed firms acquainted with this study reaches of results and recommendations that contributes

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in helping them picture programs and policies which are more civilized, more convenient and more keeping up with the current business environment.

Research Aims & objectives:

This research aims to:

1. Introducing the ethics of public job and management of corporate image.
2. Knowing the extent of commitment by the employees of the ethics of public job and its impact on managing corporate image.
3. Identifying the statistical differences among the personal characteristics of the sample members of this study towards practicing work ethics in the companies under study.
4. Offering a set of suggestions and recommendations that participate in motivating the employees to stick to their job ethics to be part in improving the corporate image.

First: Ethics Meaning:

The linguistic book reader can find that the word ethics refers to temper and nature and generosity and religion. Of these meanings Alfaqir and Zabadi say: ((the word ethics in its form is temper, nature, generosity and religion)). The same thing is said by Ibn Manzour about the two forms of pronunciation of the Arabic word.

Ibn Manzour, then, explains that by saying (originally, this word Ethics is a reflection of the inner image of the Human, and it is himself, and their description and special meaning are but the creation of their outer image with their meanings and descriptions; and they have both good and bad descriptions)). In the same context, AlRagheb AlAsfahani says: ((Ethics are originally one thing)). (Hamdan, 2009, p11).

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Second: Ethics Terminology

Abdulkarim Zaidan speaks of a definition as this: (we can identify Ethics as a set of meanings and stable characteristics in the being, and according to its light and scale can the act of the human be good or bad, and hence to do it or not).

It is no secret that this definition is the same of Al Ghazali with indiscrete additions that are found in the good idea that the stable meanings and characteristics in the self are the basis upon which we build our decisions whether to do something or not.

There are many definitions of work ethics, and it will be sufficient for us to mention three of them:

1. Researchers identify them as the principles and standards which are considered the basis of the desirable conduct by the members of the work and to which they pledge to commit. (Al Sakarnah, 2009). Plus, each profession has behavior manners, or courtesy manners which are general rules for social traditions and conduct in the realm of the certain job which was appointed by the organization's panels and rules in order to practice the profession. Disobeying or crossing these rules will subject their doer to the reluctance and rejection by the other members, and it could even reach to an extent of applying punishment or retribution upon him sometimes.
2. They are the principles and standards which are considered an authority of the desired behavior for the members of the same profession, and upon which the society depends in evaluating whether their performance is good or bad.
3. They are a general set of beliefs, values and principles which govern the individual's behavior in making up the decisions and distinguishing between what is right or wrong, what is Haram or Halal.

Work ethics cannot be separated from the person's general ethics. On the contrary, the individual must deal with work problems according to the standards of general ethics in which he believes.

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Researchers and specialized professionals in management have various opinions about the concept of ethics, so we see (Bayers, and Rue, 1989, 47) have pointed out that ethics are the standards and principles that govern the behavior of the individual and the group. The subject of ethics is also associated with the questions that are related to what is right and what is wrong and with the ethical duties of the individual. This definition goes along with what (Slocum and Hellriegel, 1996, 146) have pointed ; for them ethics are sets of moral rules and dogmatic principles which govern the behavior of individuals and groups about the matters of right and wrong, and they set the standards about what is good and bad in action and conduct as well. In the same context we find that (Gaiden, 1981, 46) doesn't strip ethics from the effects of the situation; going along in that with (Nigro, 1984, 316). The first of them has pointed out that ethics are (the application of what the individual believes in through doing a certain behavior in a certain position), whereas the second has said that ethics are sets of written principles which order or stop certain conduct under certain circumstances, for they are the reflections of the values that the individual undertakes as standards that govern their behavior. Again, (Kinoski, and Carrett, 1992, 5) didn't step away from these definitions in describing ethics; for, in their opinion, they are personal beliefs that a person holds in what is related to regular and irregular conducts, plus being a referring to the individual's motifs and intentions in looking to what is right and wrong in behavior. On the other hand, we find that (Portillo, 1993, 6) has, in the description of ethics, has linked between the private rules of conduct and the higher values to which the individual is holding up; he argued that these values, traditions and behavior are controlled by whether the person has integrity or not and by how far he is cognitively realizing the values and traditions seen by the society. (Griffin, 1999, 154) agrees with all the above mentioned researchers in describing ethics as he says they are (the personal beliefs of an individual in what is related to right and wrong, good or bad).

Some of these values are:

1- Honesty   6- loyalty

2- Fair   7- helping and cooperation

3- Obedience to regulations   8- self control

4- Mercy   9- trueness

5- Respecting others   10- bravery

Prophet Mohamed (pbuh) said: (I was only sent to complete the best of Ethics). Plus, good manners are of the description of the believers by mighty Allah in his higher verse: ((The believers are those who feel fear in their hearts when they hear the word of Allah, and who get more believing when they hear the holly verses and who depend on their mighty Allah)) (Al Anfal, 2). And in another verse: ((The repentant, worshippers, thank givers, wonderers, kneelers, prostrates, who order the good and prevent the bad and who preserve the disciplines of Allah, foretell those are in good)). (Al Taubah: 112). And in another higher verse: ((The worshippers of Allah who walk moderately on Earth and if the ignorant talked to them they would say Peace)). (AL Forqan: 36). The existence of these characteristics is a proof of the existence of good manners and their absence gives the opposite result.

The Importance of Ethics for the Human Being:

1. They help building the individual's life and forming their characters.
2. They are the standard which govern the human actions in their public lives and control and direct their behavior.
3. They represent standardized judgments in evaluating the individual's and others' behavior in certain actions and conduct and determine if they are positive and desirable or not.
4. They protect people from perversion,
5. They play a central role in solving the arguments and making decisions among individuals.
6. They preserve the social cohesion and adjust its goals, stable principles and higher values.
7. They act as behavior steer wheels for individuals and communities and protect the society from social perversions; the society can never be right without them.

Ethical Factors:

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1) Respecting Laws and Regulations:

Public job duties come from the state legislation starting with the constitution and what results from it of laws, regulations and directions. Civil service employees are, in general, nothing but the representatives of Law and work in a unique framework and a special position in society. They also offer some services upon which the supremacy of Public Law, System, citizens' health and their development depend. Employees of the public administration must stick to the administrative laws, directions and procedures, and must keep the nature of public supremacy; taking into consideration that these laws should be flexible and developable in response to the job's requirements and circumstances. It is so clear as well that the management should enroll administrators and technicians to take part in making these laws and directions to ensure their integration and compatibility. (AL Harahshah, 2003).

The ethical theory is considered to be having an ongoing connection with law. The government is responsible for giving strength and power to its subjects, which is why the public service employees should respect this right that is given to them and to transfer that into the duty of respecting the Law and working by it.

2) Respecting the Values and Traditions of the Society and the Public:

Ethics are a set of traditions, norms and values which the society agrees upon. These values are, in turn, a set of rules and standards which enable the individual to differentiate between right and wrong, and hence they are an administrative behavioral pattern. this means that the individual behavior, which is a result of the ethics of the individual himself, is subjected in the end to the judgment and explaining by the members of the society, taking into consideration that civil service divisions are part of this atmosphere, and that what is spread through this atmosphere of ethical conceptions are transferred to the administrative apparatuses through the interaction among individuals.

The conformity between the individual's values and those of his organization has a direct connection to the with the positive psychological direction he carries for his job, making his number one goal is to take care

of the public calling for raising the awareness among auditors making them understand that the importance of their role in dealing with any form of using the power by the employee of public service. Thus, we can see that our traditions and norms have played a basic role in forming up our administrations; that is why we should pay much attention to them because they are but the work that we practice daily. (AL Harahshah, 2003).

3) Justice and Impartiality:

If there is justice, then it will demonstrate the equality, values and basic morals which should be existing in public management as annihilating intermediaries, nepotism, and the family, clan and regional interrelations, plus applying the standards and basics of selecting and equality in offering the bonuses and attaching that to effort.

Imam Ali (content be upon him) said: ((may the most beloved acts to you be the most convenient in right and the most public in justice)). He also said: ((be fair to Allah and to people of yourself, and of your family relatives and whom you like of your people)). Furthermore, Aristotle's theory of justice assured the importance of offering public services to the citizens without bias and under the same terms.

The public job is a job for those who enjoy having the characteristics of honesty, morality, objectiveness, justice and integrity. It is also not acceptable to distinguish between citizens on the basis of religion, area, race or political affiliations; for justice strengthens the employees emotions towards the organization in which he operates and develops the spirit of belonging to it. (Al Harahshah, 2003).

4) Respecting the Time and Adherence to Work:

An employee must dedicate his time to serve the organization which he works in and not to waste his time on works that are of no benefits to it. He should also be adequate in time both in attendance and leaving. It mentioned that Imam Omar once said: ((don't delay today's job till tomorrow; for by doing this many works will be on your shoulders, as you will never know which to start with and which to delay)).

It is also not acceptable to get involved in private matters with the other colleagues and paying visits with them because this will be I kill off and a steal from the management time; this time is paid and accounted for in front of Allah and the conscious.

5) Belonging and Loyalty to the Organization:

An employee must work to raise the value of the government job and to be faithful and affiliating to the work that he is doing at a time and not to attack the state policy because it is there to serve the citizen and to build the nation. It is also very important for the employee to be loving his job and jealous for the benefits of the job because this is considered in his own sake and for his own making of a living; this is why he should preserve this source of income and fight with a strong, valorous and undisputed hand all those who try to harm or attack him or his job or even hurting his job with insult either in saying or action. The good governmental employee is the one who is proud of himself and dignity. For this particular reason, our efforts should focus on building up the pride in him and keeping it that way.

6) Love of Work:

Employees must be committed to the morals of hard toil; this is represented in the ongoing and serious work and trying to deal with the retarded and droopy and to encourage the superior and the eminent. The employee must do his best to make his work successful in what could please mighty Allah and what pleases his conscious.

7) Politeness and Curtsey:

The employee in the public administration should represent all the general good qualities like seriousness, hard work, honesty, integrity, wisdom, faithfulness and justice, so as it is for disciplinary, patience and response. He must also deal with the public in a good manner and never lose nerves in case of anger or in case of restlessness. Plus, he must never make faces before people or deny the job before them. He must also have patience in case he is in trouble or having a family issue, cooperating with his colleagues and

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bosses working with teamwork spirit. We mustn't forget his respect to his religion and to the traditions of his society, acting kindly in solving the problems with his personnel and working to manage the misunderstanding that might take place among the members of his team.

8) Speed and Craftsmanship:

The procedures of the job must never be hampered whether intentionally or unintentionally, with the exception of stepping aside from some of the procedures that are unjustified and hamper the time and accomplishing the assignments in a limited time and through a functionality that is so perfected and in harmony with the appointed standards. We shouldn't miss here concentrating the thought on the accurate accomplishment and what it carries of organizing and coordinating of the administrative body, establishing the perfect atmosphere to work actively and in the needed efficiency.

9) Preserving Possessions:

As it is such a serious job, the employee must be careful with the public money as he is with his own, making good use of it and considering the country's financial capacities, and never to act unless through the available budget attracted by the passion to fulfill the public interest rather than merely fulfilling the tightly personal economical and social interests.

Consequently, it is a duty to take care of the public money because by this we could achieve a preserving of the rising in the society and of his conscious, as it is an honor to his earnings. How beautiful it is to see each other leaving the stationary we use in the work place and not to use it in our own business or at home whether intentionally or unintentionally.

10) Productivity:

 Some say it is so good to have a competition between the governmental sector along with all its administration and the private sector because this will inflame the enthusiasm among employees to innovate new work styles seeking the development of productivity. This entails a perfection in doing the jobs as

much as possible and dedicating all the time for the job with the ultimate necessity of applying the characteristic of production and efficiency in the least expenditure possible; taking into consideration that the human conduct is so important in the production process and that depending on technology and the machines that are run by it can never be sufficient without the intervention of the human concept. (Al Harahshah, 2003).

Corporate Image: Concept, Significance and Kinds:

Many organizations have realized the importance of a good corporate image, so they invested huge sums of money in an attempt to root it in the minds of people of interest. Gregory (1999) believes that each corporation has its own corporate image, and that it has a great influence on the success of the organizations, whereas Ferrand and Pages (1999) see that the corporate image is capable of founding a value and that it has an impact on the consumer's behavior, as it involves a certain cognition among them and that this cognition might not represent the objective reality. Boyd (2001) on the other hand believes that corporate image for business corporation contributes in the improving the behavior and individual positions of the employees, whereas, Boyle (2002) looks at it as a treasure that is hard to get and easy to lose. Gregory (1999) says that this realization has a great impact on the organizations' capacity to survive under the complex current circumstances and sever competition.

Smith (2001) assures that it is so important for an organization to distinguish itself from the others so that they can still be able to compete, especially in the conditions of Globalization that we are living nowadays. He specifies those organizations which offer the same kinds of services like banks and airline companies which are so typical in providing services. In order to distinguish themselves from others and to possess the necessary competitive quality, Greener (1991) says that organizations should plan for a corporate image that centers on precise differences like service, accountability, speed of delivery and safety. Patrick (1999) and others, on the other hand, see that organizations' corporate image is one of the most important intangible resources which supports the continuity of the competitive nature they own.

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Smaizien and Orzekauskas (2006) look at corporate image as one of the strategic assets which lead to finding a competitive nature and encouraging surroundings to maintain and develop the organization. A lot of writers use the terms of corporate image and fame as they are alike, while others consider that there is a difference between the two in that the corporate image may involve negative meanings and that there is fabling and maintenance which hold no truth. On the other hand, they focus on managing the impression instead of the expected corporate image and use the word fame instead of the cognitive corporate image.

Van Heerden (1999) has clarified that the personality of the organization is made through its vision, message, direction, management style, history and goals. This personality which forms the identity of the organization is a set of codes which the organization uses to identify itself to the people like products, services, logo, buildings and others. All these signs make up the corporate image of the organization (Argenti, 1998). So, the corporate image is considered as a set of impressions among the audience of this organization (Carter, 1982), and as soon as the corporate image is made positively, fame will be the result.

Managing Corporate Image:

Gottschalk (1993) tried to gather many of the scientific situations that assure the importance of managing the corporate image, especially in the face of crisis and dealing with them. Planning for a positive corporate image is considered insufficient in the advertisements campaigns unless the organization is working on managing them to make sure of their positivity. As for the cases of crisis, Reid (2001) sees that ignoring or trying to mislead the media can have a negative effect. He also notices that in the worse conditions, admitting the guilt, and then announcing of the procedures that should be followed to solve the problem and stating that this will never happen again could be the best way to strengthen the corporate image. He also advises to put emotions aside, and to appoint an official spokesman for the company- the same thing is hinted by Puchan (2001) - to send a clear, precise and coherent message that must be transparent and highly honest. As corporate image affects the behavior of stakeholders, organizations fight over developing and managing their corporate images for many reasons such as: energizing sales, establishing the good intentions of the organization, creating an identity for the employees, affecting the investors and the

financial institutions, enhancing good relations with the government and the society and special stakeholders groups and decision makers plus others in order to create a competitive position.

Sobnosky (1999) believes that the main reason to invest in the corporate image is to get the competitive advantage because the corporate image attracts the investments and consumers and it pulls a good quality of employees. In Hammerstein's opinion (1997), one of the basic purposes in serving humanity is to establish a positive and lovely relation with the outside society; it also aims at fulfilling care and respect in the eyes of the outside society (Lookie, 1999).

In a study by Goldsmith et.al (2000), they have reached to the fact that the consumers point of view to the organization with what it offers of products and services is affected by the credibility of this organization; a thing that can be identified as (believing the trueness and honesty of the organization and how experience and capacity can provide the product or the service which the consumer desires), and this credibility will affect the customer's will to buy.

A lot of organizations embrace a set of values which represent their supposed identity. However, these values might not be realized by the employees, so the corporate image among them might be different from what it is planned to be. Ashforth and Kreiner (1999) see that a bad job results in a social stigma (perceived corporate image), as it is the case with cigarettes manufacturers (Byrne, 1999). For instance, Philip Morris Company has done a group of initiations to improve it corporate image such as stopping the cruel T.V. sketches that may make the company look in a harmful way, as Weissman (2000) says, and this fights the negativity of the perceived corporate image or what was fixed in the minds of people.

Based upon what we have mentioned above, the corporate image was classified into three main categories, which are:

***The personal corporate image*:** it is the sensation of the organization of itself (Ind, 1990). Dowling (1994) believes that building a successful corporate image requires the organizations to start first with changing their personal image, as the change in the perceived image lies on the shoulders of the workers in the

organization, and the connection between them and the audience will either strengthen or weaken the corporate image which they have.

Planned (desired) corporate image: it is what the organization desires to deliver to the public about itself (Ind, 1990). Borger (1999) pointed that the organization should plan for its image in its audience's minds so well that it can show clearly and without ambiguity. Marchand (1999) gives an example of AT&T Corporation which fancies itself as a group of heroic symbols patient and capable of overcoming the difficult conditions to link the entire world with each other.

Perceived corporate image: it is the perceptions, sensations and relations (Synder, 2000). Perception among people reflects their reality; as it is their personal cognition which affects their buying decisions. Studies show that perceived image is what the employees think and feel and that the expected image is what the corporation is doing; the perceived image is what the consumer thinks about and what affects his behavior towards this organization.

The Reciprocal Relation among the Three Dimensions of the Corporate Image:

Cassidy (1999) considers the corporate image as one of the assets and that it attracts the consumers, workers and investors. He points that it consists of six elements: emotional attraction, social responsibility, merchandise and services, work environment, vision and leadership and financial performance. These six elements are related to the three dimensions of the complete corporate image i.e. the personal, expected, and perceived image. This means that the work environment, vision and leadership represent the corporate image, whereas the emotional attraction (which indicates that the corporation is adorable, admired and respected) represents the desired corporate image. Social responsibility (which is doing well to the society like financial support and sponsoring various activities) represents both the expected and the perceived image. The financial performance, on the other hand, expresses the success of this organization and that the customers would always like to be linked with the successful. This represents the three corporate images put together.

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Earlier Studies

First: Arabic Studies:

In a study done by Al Anzi (2002) in order to recognize the effect of job morals on minimizing the chances for administrative corruption within the governmental jobs, and which was a theoretical study, he reached a set of results:

- The challenges that face the implementation of the management morals are the result of interior and exterior effects, as the exterior challenges do not represent as much danger on the individuals as the danger that is represented from effects from inside the organization.
- Separation of policy and management which was set in a many of the organizations, has led to the consecration of the moral neutrality principle among workers and dealing with them as members who can let go of their beliefs and principles and blend in with the policies of the organization they are working in, regardless of the moral outcomes resulting from such policies.
- Management ethics have never got the sufficient interest in most of the Arabic organizations; the thing that appears clearly in the weakness of moral training programs and the hesitation of these organizations to accept the studies and researches which involves the field of management ethics.

As for the recommendations, they are:

1. The principle of management ethics is no longer a subjective one that is related to the individual or that cannot be affected. On the contrary, management, today, desperately need to leave this principle and to look at management ethics as one of the financing behavioral resources that will lead to a social profit and that is not less important than the rest of the kind of Capitals that the organization counts on to achieve profit.
2. Managements should seek to represent the reality of the management professionalism in order to establish traditions and norms and the originalities of the profession just like other professions and to pass the concept that is considers management as the specialization of those who have no

specialization. The study done by Alzyadat and others under the title (*Management of Corporate Image of the Jordanian Corporations in under the Reality of Social Responsibility, a Field Study on the Jordanian Telecommunication Corporations) in 2008,* aimed at discovering how far these companies are interested in the implementation of social responsibility towards stakeholders (local community, employees, customers, suppliers, environment, shareholders, …etc) and in identifying the level of differences in the sample study members realization of the extents of social responsibility; a thing that is related to their personal variables. This study also aimed at evaluating the effect of social responsibility in running the corporate image. Data of the field study was raised through a questionnaire that was administered among the managers and employees who attend their jobs in the headquarters, plus the customers of the four companies in the city of Amman. The statistical methodologies were used the thing which was convenient for the questions and hypothesis of the study like the descriptive and inferential statistics. The findings showed the following:

A. No significance impact of social responsibility along with all its dimensions gathered on the corporate image.
B. A significance impact of social responsibility along with all its dimensions gathered on the desired corporate image.
C. No significance impact of social responsibility on the perceived corporate image, while there was a significance impact of social responsibility towards suppliers which had a significant impact on the perceived corporate image.

The study which was done by Al Skarnah in 2010 which was entitled (*Work Ethics and its Impact on the Administrative corruption, A Field Study on the Jordanian Ministry of water)* had a sample study of (120) and reached the following:

- There is an inferential statistical relation between public job ethics and the increase of administrative corruption in the Jordanian Governmental Institutions.

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- There is an inferential statistical relation between public job ethics and the laws and regulations that control the Ministry.
- There is an inferential statistical relation between job satisfaction and commitment to the ethics of public job.

As for the recommendations, they are:

- ✓ The importance of doing the necessary procedures to encourage the employees to be strictly committed to job ethics.
- ✓ The necessity of emphasizing the laws and procedures related to the implementation of public job ethics.
- ✓ The importance of fighting administrative sagging and corruption spur the employees for bribery and the ignorance of the public job ethics.

Second: Foreign Studies:

A study by Narwal (2007) aimed at exploring the social work ethics adapted by the Indian Banking Sector, which are expected to help them enhance their general behavior. The study showed that banks have a positive point of view towards social responsibility initiations, and that they have focused basically on education, the balanced growth of the different social classes and health, in addition to the most important focusing which includes the customer's satisfaction and environmental marketing.

As for the study done by Management Collage in the University of Waikato in New Zealand (2004) on 811 company of all sizes, we find it aiming at how far are these companies committed to work and environment ethics. The study reached a set of results the most important of which was that the majority of these companies paid both money and time to projects in the local community they operate in, and that two thirds of them paid contributions to charities. It also showed that three quarters of these companies are interested in the field of training and at the same time offering financial aids for the employees to finish their studies. Finally, the study showed that these companies depend in appointment decisions on what reaches to 57% diversity.

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Another study by Hooghiemstra and Van Manen (2002), and which was applied on 2500 of the largest companies in The Netherlands, showed the importance of the increase of social and ethical issues in the dialectical judgment of the corporation, and that such issues could put the non-executive managers in trouble when they do not share their opinions neither with Members of the Supervisory Board nor with Board of Directors.

Results

The study showed the impact of the work ethic in managing the mental image of companies' cellular communications. We can summarize these study findings as follow;

-The results of the study show that there is a high level of interest by Jordanian cellular operators in ethics. This indicates the increased awareness of the companies for the importance of the ethics of work, and that doing more is considered of the new competitive game rules imposed by the current business environment, particularly in the telecommunications sector. This result is the same as the study result done by (Anselmsson and Johansson, 2007). The study was done by a work team headed by Canada Natural Resources Task Force.

-The results of the study showed that Jordanian cellular operators improve their mental image by distance

-The study concluded that there is a strong effect of the exclusion of the work ethics combined in the mental picture by its dimensions. This is a natural result and not surprising; the key to survival, sustainability and excellence necessarily depends on. Distinguished organizations offer their work, and charitable contributions guarantee their way to gain a positive mental image in the eyes of those who deal with them from the stakeholders and which led to success and excellence.

-The study showed that there is no effect of the exclusion of work ethics combined in the mental image.

-The study found that there is a strong effect to the exclusion of work ethics combined in the desired mental image. It has been shown that the two variables of work ethics related to justice and impartiality, time constraints have been influential while the results did not show for these two variables.

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-The results of the study showed that there is no effect of the dimensions of the work ethic combined in the mental picture,with the exception of the ethics of work related to the licensing of laws, regulations, speed and workmanship, which showed significance.

Recommendations:

In light of the findings of the study, the following recommendations can be made:

1 - Double the interest of Jordanian cellular operators to work ethics, especially in light of growing the needs and of the community on the one hand, and other responsibilities that have become ethical. It is legally incumbent on business organizations, on the other hand, to diversify their methods and methods of work

2. It is necessary to develop a clear vision regarding the ethics of work as well as to support it within its strategic objectives.

3 - The results revealed the absence of a significant impact on the ethics of work in the management of mental image self, which means the need for more companies to remove the ethics of work related to (laws and regulations, Justice and impartiality, speed and workmanship, time constraints), because the recruitment or retention of competent staff depends Necessarily on the extent to which companies are responsible for the ethics of working towards their employees, as well as building bridges Trust necessarily depends on the degree to which companies are responsible for their employees.

4 - Jordanian mobile operators are required to do more in managing their mental image of all three types,

Self-interest, awareness and awareness through the most active philanthropy.

5. Holding conferences and workshops by Jordanian cellular operators as a means of communicating with them

Employees, to develop a sense of responsibility by companies and employees towards adhering to work ethics.

6 - Requires Jordanian cellular operators to build an advanced evaluation system, in order to depend on the evaluation of their performance On the activities of ethics work periodically, which will enhance the possibility of continuous improvement in Its ethical obligations to work.

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7 - Establishment of a specialized department in human resources management means work ethic to enhance the positive mental image Especially in light of the intensification of competition among companies, and what can affect the image Mental, and increases the chances of excellence.

8. Jordan's mobile telecom companies have targeted the field of education, which encourages

But in other sectors, in order to assess the extent to which other companies are complicit in ethics

The work.

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