

TABLE OF CONTENTS

<i>Abstract</i>	<i>j</i>
<i>Acknowledgements</i>	<i>ii</i>
<i>Table of Contents</i>	<i>iii</i>
<i>List of Tables</i>	<i>iv</i>
1. INTRODUCTION	1
1.1. Purpose of the Study.....	2
1.2. Research Questions.....	3
1.3. Significance of the Study.....	3
1.4. Limitations of the Study.....	4
2. LITERATURE REVIEW.....	6
2.1. Evolution of Ethics.....	6
2.2. Business Ethics and Psychology.....	9
2.3. Business Ethics as a Management Tool.....	11
2.4. Business Ethics in Malaysia	13
2.5. Business Ethics in the Hospitality Industry.....	15
3. RESEARCH METHODOLOGY.....	18
3.1. Research Instrument.....	18
3.2. Sampling Procedure.....	19
3.3. Data Collection.....	20
3.4. Statistical Analysis.....	21
4. RESULTS OF THE STUDY.....	23
4.1. Sample Characteristics.....	23
4.2. Personal Values.....	24
4.2.1 Honesty Quotient.....	25
4.2.2. Conflict of Values.....	28
4.2.3. Locus of Control.....	32
4.3. Ethical Scale Characteristics.....	35
4.3.1. Relationship with Organisation/ Colleagues.....	35
4.3.2. Relationship with Customers.....	36
4.3.3. Relationship with Suppliers/ Vendors.....	37
4.4. Analysis of Measures.....	37
4.5. Testing of the Hypothesis.....	38
4.6. Summary of Research Results.....	43
5. CONCLUSION AND RECOMMENDATIONS.....	52
5.1. Summary and Conclusions.....	52
5.2. Implications.....	57
5.3. Suggestions for Additional Research.....	59
<i>References.....</i>	<i>61</i>
<i>Appendices.....</i>	<i>74</i>