

Apipuncharat Poonphon 2014: An Analysis of Business Ethics and Utilitarianism theory of John Stuart Mill. Master of Arts (Philosophy and Religion), Major Field: Philosophy and Religion, Department of Philosophy and Religion. Thesis Advisor: Associate Professor Praves Intongpan, Ph.D. 144 pages.

The objectives of this research were 1) to study Business Ethics 2) to study Utilitarianism Theory of John Stuart Mill, and 3) to analyze with integration of the Business Ethics and Utilitarianism of John Stuart Mill. This research is a Qualitative documentary research of which data were collected from the original sources and other related researches.

The results of study were found that the ethics is important for running over business efficiently. But, all of the theoretical thoughts are different. Because of the different thoughts, it's hard to choose theories to be used completely. And each theory has some contradictions that make something unclear about how effective it is. For example, when operating it, it's not sure about what the result is. So, I may recommend the applied theories to integrate for business.

Operating business with social responsibility is important. Private business organization such as companies must have fair and transparent actions. Having clear morality rules and agreements governing the administrators' behavior can help the company and the consumer to be useful with fair. The presentation of business ethics and Utilitarianism theory of John Stuart Mill, involved with the process of business for solving the quality of morality in the company. They should as well run the business in systematic way which assures its profits. Such process has to be sustained as it could effectively and efficiently create value added to the business organizations on the continuous basis.

Although, the ethics theory that researcher explained has a different quality of morality. But each thought has its own purpose for the main thought of running business. No matter the ethical theory is explained about sake, business venture or social's happiness. The ethical theory is still necessary for everyone.

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Thesis Advisor's signature