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(Kreitner &
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Kinick,2001)

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. (Kreitner and kinick ,2001:539)

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. (Kreitner and Kinick,2001:233-234)

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Plato

Shakespeare

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Shakespeare (Goffman,1959:56)

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(Schlanker ,1980:6)

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(Ivancevich & Matteson,2002:407;Rao et al.,1995:147)

Fostering () (Keshelashvili , 2005 :8)
image (Lussier,2005:60)

(Dunn

&Forrin,2005:1)

primacy effect ()

(Lussier,2005:59)

. (Vasiopoulos et al.,2000:59)

) William James

.(Ellis et al.,2002:1200)

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. (Wate,2000:1)
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(Wayne and Liden ,1995:246)

: Upward

: Job-focused tactics

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:Supervisor-focused tactics -

:Self-focused tactics -

(Jones and pttman,1982:2, Wate, 2000:1)

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(Ellis et al. ,2002:1200-1202)

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(Ivancevch and Matteson,2002:407-408)

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Ethics

(White,1993:1)

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(Yukselen,1998:177) .

Moral principles

(Stahl,2002:5) .

: (Goetsch and Davis,1997:94)

(Lussier ,2005:92) .

(Marc,2007:1) .

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(Ethics)

(Morality)

norms

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Business ethics

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. (Sen,1987:2)

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(Stahl,2002:6)

.(Boddy and Paton,1998)

(White,1993:1-8)

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(Yukselen , 1998 :176-177) .

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(Ferrell and Ferrell , 2005 :1)

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