

Business ethics believes that when businesses are conducted with morality the interest of all can be protected.

In spite of these challenges, Ajaero (2012) believes that because of the huge potentials of the Nigerian economy and the fact that Nigeria has many successful entrepreneurs, countries like China, South Africa, India and some countries in Eastern Europe are eager to invest in Nigeria. If the potentials are harnessed and the momentum of the reforms sustained, Nigeria can be an investment destination in Africa.

To overcome the challenges of unethical behaviour, enforce ethical standards amongst the people as a way of life in business and government transactions, through public enlightenment campaign about the ills of unethical behaviour as a means of achieving personal or collective goals of the country. Impose stiffer penalty on those found to be involved in an unethical behaviour, no matter their position or status in the country, which would serve as deterrent to others. Those corporations should hire the right type of employees through background checks, and not by just connections or who you know. There should be created a formal written Company code of ethics and such formal codes should be reviewed, updating and enforcing Company codes.

Reference

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SPORT MANAGEMENT

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How would you like to sit ringside at a boxing match, courtside at a basketball game, or even better, at the 50-yard line, on the bench, with the players on the football team? Your thinking, “How could a person have those amazing seats without actually participating in the sport?” Well, there are certain professions that give you those

incredible opportunities if you are not able to be a player or a coach. Sports management allows you to take part in worldwide sporting events on the business end. Sports management dates back to the beginning of sports but it was not really organized.

Sports management professionals are required to be college educated. There are some colleges or universities who offer specific majors for sports management whereas others, that don't offer sports management as a major, advise students to major in either marketing, accounting, business management, or business law. There are a lot of sports agents or supervisors that, along with their degree in sports management or an alternate, also have a degree or are trained as attorneys. When students come out of college, they start at the bottom of the career ladder. Once they enter their career field, they have to work their way up by first starting at low-level jobs. It is recommended that students or graduates engage in internships at low-level management jobs like team offices or school athletic departments. A good way to learn the basics of sports management and show dedication to athletics and athletes is to volunteer as a coach for local teams or volunteer as an official. It may be hard to find jobs like these to volunteer in but there could be advertisements in local newspapers or on career sites (Sports Management). In addition, there are certain regions that are closer to sports and sporting events. Those regions would be a better place to attend college because finding an internship would be a lot easier (Sports Business Degrees).

In America, jobs in sport management include working for professional programs like the NFL, NBA, MLB, NHL, MLS, and other professional or non-professional sport leagues in terms of marketing, health, and promotions.

In India, jobs in sport management include managing athletes, working for corporates or leading sports organizations or managing professional programs like the IPL, PKL, PFL, and other professional or non-professional sport leagues in terms of marketing, health, and promotions.

There's many important points in sport's industry, Like sport agents or sport marketing.

Sport agents. A sports agent is a legal representative (hence agent) for professional sports figures such as athletes and coaches. They procure and negotiate employment and endorsement contracts for the athlete or coach whom they represent. Because of the unique

characteristics of the sports industry, sports agents are responsible for communications with team owners, managers, and other individuals. Also, they are responsible for making recommendations in regard. In addition to finding income sources, agents often handle public relations matters for their clients. In some large sports agencies, such as IMG, Creative Artists Agency, Roc Nation Sports and Octagon, agents deal with all aspects of a client's finances, from investment to filing taxes.

Sport marketing. Sports marketing is an element of sports promotion which involves a wide variety of sectors of the sports industry, including broadcasting, advertising, social media, digital platforms, ticket sales, and community relations.

Sports marketing is divided into three sectors. The first is the advertising of sport and sports associations such as the Olympics, Spanish Football league and the NFL, as well as sport teams like Real Madrid and the New York Yankees. The second concerns the use of sporting events, sporting teams and individual athletes to promote various products. The third category is the promotion of sports to the public in order to increase participation.

Success in management and success in sport are derived from the same basic principles. Will Carling

References

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ЗАСТОСУВАННЯ DIGITAL-ІНСТРУМЕНТІВ ДЛЯ ФОРМУВАННЯ ІМІДЖУ ПАТ «ПОЛТАВАКОНДИТЕР»

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Застосування сучасних інтернет-технологій, зокрема, digital-інструментів для формування іміджу та у боротьбі за споживача дає швидкі та високі результати, що здатні збільшити обсяги