

The Role of Business in Society

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Abstract: *The purpose of this study is to, explore and develop the role and responsibilities of the business toward society, and the role of individuals as a key factor in a creating relations between business and society with the main focus on the ethically behavior, moral responsibility by increasing awareness of the role of the business in society. Through theoretical knowledge, science acts and research findings, analysis of using experience and good business practice of developed European countries, this paper aims to stimulates relations between business and society. This will be conducted with the responsibility that means the obligations to undertake some activities that will contribute to improving the wellbeing of the whole society. It implies that all done activities are executed in the company, with respect to economic, legal and ethical principles. The future of society depends almost on the business relations in creating values to community which reflects to individuals respecting the main source of social norms, behaviors, habits and tradition that are somehow disarranged by changes. Those changes are affected by a lot of modern trends in today's lifestyle, technology, science, educations.*

The conclusion of paper outlined here is that business needs the extremely high level of responsibility and continuous procedures together with the social responsibility of managers. Those managers should seek ethical and responsible behavior, invest in its relationship with society in order to foster and promote social values that foster a certain society.

Keywords: *business, the role, the responsibility, society, relations.*