

Reflection 4

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Reflecting on my previous views on the importance of ethics in business analysis, I find that my core beliefs remain largely unchanged. I remain convinced that ethical practices are critical to fair use of data and making trustworthy decisions. However, my understanding of the ethical values in this area has deepened. I now have a greater appreciation for how ethical considerations go beyond mere compliance and data security. They fundamentally shape the integrity of business practices and influence public perception.

Additionally, I began to realize the difference and importance of ethics. It is not just a guideline, but a commitment to the values that govern the decision-making process, ensuring that analysis is not misused for deceptive purposes or unfair treatment. This distinction emphasizes the active role that ethics plays in safeguarding rights and promoting sustainable growth in the evolving business analytics environment.