Balancing the rights of both customers and noncustomers

In line of profit-seeking objectives of enterprises and under the pressures of intensive competition init has long been accepted "the customer is always right". This way of thinking has shaped a customer-bounded philosophy of "customerism" which dominated the business world. As a consequence of customerism the enterprises put customers at first and noncustomers at last. They concentrate on customers and ignore noncustomers, whereas the society composed of both customers and noncustomer. From an ethical point of view, enterprises are expected to be responsible for whole society (both customers and noncustomers) in a balanced manner and respect all rights. In this article, current customer-oriented nature of business enterprises and their dominating philosophy of customerism have been criticized based on the principles of business ethics and claimed that "customer is not always right". Then Ethics Institutionalizing Model (EIM) is proposed in order to improve ethics in business enterprises. Through EIM, ethical situation of enterprises is evaluated and then depends on the diagnosed situation institutionalizing strategies and mechanisms are recommended.