In order to attain a desired level of job performance in any work setting, a number of factors are often considered. This paper discussed how work ethic affects workers job performance by evaluating how either strong work ethics (SWE) or weak work ethics (WWE) can contribute to encouraging or discouraging workers job performance. Although instances of excellent performance amidst unethical practices have been recorded however, a sustainable performance can only be achieved through strong work ethics. The extent to which employee encourages integrity, sense of responsibility, quality, self-discipline and sense of teamwork in work discharge determine either strong work ethics or weak work ethics contribute to job performance level. Literature review and theoretical ground point towards the need for workers' to promote ethical practice and discourage unethical acts which can undermine corporate image and excellent performance. This study proposes that strong work ethics results in excellent work performance.

INTRODUCTION

Purposeful actions in a proactive manner are required of contemporary organizations to achieve desired level of performance from workers with cognizance to the acceptable norms and best practices in the industry they belong too and country of operation. In the words of Altham (2002), one of such action known as ethicism is increasing, with work ethics as one of such actions that can bring about the desired performance level of employees job performance, irrespective of the sharp practices and unethical work practices of competitors in the business environment. However, there is perceived decline in work ethic (Tolbize, 2008), an evidence of this is well established in the integrity violations by many employees in our contemporary work organizations. Issues of fraud, theft, corruption, manipulation of information, misconduct, and the likes are well reported now (Huberts, Kaptein, Lasthuizen, 2007). Notable scholars are of the opinion that to remain market a leader or become industry champion, ethical behavior must be institutionalized (Victor and Cullen 1988; & Schminke, Arnaud and Kuenzi, 2007).