

# Importance of Morality, Ethics and Values in our Lives

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**Abstract:** *Morals refer to human behavior where morality is the practical activity and, ethics describes the theoretical, systematic, and rational reflection upon that human behavior (Churchill, 1982). Ethics is a well-established branch of philosophy that studies the sources of human values and standards, and struggle to locate them within theories of human individual and social condition. Value refers to the relative worth of a quality or object. Value is what makes something desirable or undesirable" (Shockley-Zalabak 1999, p. 425). This article presents the importance of morals, ethics in our lives. Both primary and secondary data are used in this study. This paper focuses the present scenario and limitations of importance of morals, ethics in our lives. Keywords: Morality, value, ethics, culture, religion, law and integrity.*

**Keywords:** Morals.