

Abstract:**New Innovative Ethical Principles in Increasing Road Safety**

Research Question (RQ): Future managers are faced daily with a variety of ethical dilemmas in traffic that need to be balanced by the interests of all participants. The question is whether a new innovative model of ethical principles could be developed that would increase road safety.

Purpose: The aim is to raise the level of social responsibility and relationship of participants in traffic as well as warn all participants on the importance of safety. In addition, the purpose is to share suggestions to other researchers for further research studies in the area of increasing traffic safety.

Method: We carried out a quantitative study (survey) among first year post-graduate students studying at a higher education school focused on quality management in south-eastern Slovenia. The article presents five different ethical scenarios.

Results: The participants have very similar views on judging individual ethical dilemmas. The desire to increase road safety, have led to new useful suggestions for further study of innovative new ethical principles in the field of safety, such as: no death victims annually, adequate road infrastructure, improved vehicle technology, video surveillance systems, and so on.

Organization: Relevant authorities should promote models of ethical thinking and the introduction of codes of conduct at an early age. As such, the state, police, rescuers, fire departments, hospitals, and so on, would have fewer deaths due to serious traffic accidents.

Society: By taking these results and further research suggestions into account, society would gain a new model that would be based on zero accidents annually.

Originality: Research in the field of ethics and innovative ethical principles of traffic safety is limited. The article presents practical examples of ethical and moral decision-making that we encounter in daily traffic. But nothing much is done to make it better ("every day the same story").

Limitations/Future Research: The research study was conducted on a small sample of 13 students.

Keywords: morals, ethics, safety, traffic, student.