

How Does Ethics Impact Marketing Decision Making of a Company: An Evidence from the Telecommunication Sector of Pakistan

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Abstract : For the past decade, marketing ethics has been a central point for academic researchers and practitioners. In particular, the development of frameworks and models to help in the analysis of marketing decisions are the focus of research. The current study aims at finding whether ethical decisions (honesty, fairness, responsibility, and respect) affect organizational marketing decisions. A selection of 250 respondents was purposely made from the telecommunication industry of Pakistan, out of which 204 responses were induced at an acceptable rate of 81.6%. A five-point Likert Scale, itemized with 12 items, was adopted from Taylor-Dunlop & Lester (2000) and used to draw responses regarding ethics.

Keywords : marketing, ethics, decisions making, telecommunication, Pakistan

Conference Title : ICEMBIT 2022 : International Conference on Economics, and Management of Business, Innovation and Technology

Conference Location : Barcelona, Spain

Conference Dates : October 20-21, 2022