

4. BUSINESS ETHICS & CUSTOMER STAKEHOLDER

Keeping Customers on Top

Employees, customers, shareholders, and suppliers of a firm are the key organizational stakeholders. There are obligations to these subjects that are often considered to be affected by organizational self-interest.

Customers help in holistically establishing the organizational reputation and identification. For example, Procter and Gamble is an ideal market-driven global powerhouse that has billion-dollar brands such as Olay, Tide, Crest, and Folgers etc.

It is important to realize that understanding the needs and offering high-quality products are the major attributes for a company's success.

Customer Loyalty and Business Ethics

Today, the contribution of customers in developing ethical programs and social responsibility standards is not quite clear. In a study, the ethical environment of a firm was found to be positively associated with customer loyalty. However, there are many variants of customer loyalty.

In competitive markets, market orientation and customer focus are the key drivers of organizational performance. Still, intense competition may also create unethical behaviors. For example, it is well documented how **Pizza Hut** and **Papa John's** attacked each other in advertising campaigns, declaring that each provided the 'freshest' ingredients. The matter was in the court of law and was resolved by civil litigation.

Ethical Customer Stakeholder Relationships

There is an implied reasoning about **good faith** and **fair dealing**. Performance cannot just be a matter of the firm's own discretion. This is not an ethical requirement but it has also been legally enforced in many states. Good faith and fair dealing may enforce a contract or a transaction according to the parties' expectations.

Therefore, ethically questionable practices can be treated with civil litigation. Ethically inappropriate judgments have a base for legal resolution. As an instance, **Wal-Mart** had roughly twelve lawsuits per day or one every couple of hours. **Wal-Mart is the most sued public organization**. The lawsuits stem from Wal-Mart's customer interactions and their perceptions about the organization.

Consumer Protection and Legal Aspects

Ethical responsibilities have a strong base of legal protection. At the federal level, the Federal Trade Commission (FTC) makes sure that consumer protection laws are enforced. Within FTC, the Bureau of Consumer Protection protects consumers from unfair, deceptive, and fraudulent business practices.

Keeping Customers For Life The Principles Of Customer Handling

Richard F. Gerson



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Education And Awareness Of Sustainability - Proceedings Of The 3rd Eurasian Conference On Educational Innovation 2020 (Ecei 2020) Charles Tijus, Teen-hang Meen, Chun-yen Chang, 2020-11-17 This volume represents the proceedings of the 3rd Eurasian Conference on Educational Innovation 2020 ECEI 2020. The conference is organized by the International Institute of Knowledge Innovation and Invention IIKII and was held on February 5-7, 2020 in Hanoi, Vietnam. ECEI 2020 provides a unified communication platform for researchers in a range of topics in education, innovation, and other related fields. This proceedings volume enables interdisciplinary collaboration of science and engineering technologists. It is a fine starting point for establishing an international network in the academic and industrial fields.

Construction Project Management Peter Fewings, Christian Henjewe, 2019-03-21 Construction Project Management: An Integrated Approach is a management approach to leading projects and the effective choice and use of project management tools and techniques. It seeks to push the boundaries of project management to take on board future needs and user issues. Integration of the construction project meaning closer relations between the project team, the supply chain, and the client is long overdue. However, despite some signs of growth in this area, the industry nonetheless remains fragmented in its approach. The role of the project manager is to integrate diverse interests and unify objectives to achieve a common goal. This has now broadened to include a responsibility on the parts of both client and team to ensure that construction addresses current and future societal needs. From an economic perspective, a great deal of waste is connected with conflict; thus, a holistic approach that increases the efficiency and effectiveness of the task at hand will inject energy into project management. This third edition now takes on board the impact of technology in building information modelling and other digitised technologies such as artificial intelligence. Together, they open up avenues for more direct and incisive action to test creative design, manufacture directly, and communicate spontaneously and intuitively. In time, such technologies will change the role of project managers but will never take away their responsibility to be passionate about construction and to integrate the team. A new chapter has been added that considers future societal needs. This edition is also reordered to make the project life cycle and process chapters clearer. This book combines best practice in construction with the theories underpinning project management and presents a wealth of practical case studies, many new. It focuses on all construction disciplines that may manage projects. The book is of unique value to students in the later years of undergraduate courses and those on specialist postgraduate courses in project management and also for practitioners in all disciplines and clients who have experienced the frustration caused by the fragmentation of construction projects.

Sustainable Business: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2019-08-02 In the

increasingly competitive corporate sector businesses must examine their current practices to ensure business success By examining their social financial and environmental risks obligations and opportunities businesses can re design their operations more effectively to ensure prosperity Sustainable Business Concepts Methodologies Tools and Applications is a vital reference source that explores the best practices that promote business sustainability including examining how economic social and environmental aspects are related to each other in the company s management and performance Highlighting a range of topics such as lean manufacturing sustainable business model innovation and ethical consumerism this multi volume book is ideally designed for entrepreneurs business executives business professionals managers and academics seeking current research on sustainable business practices **Customer Service** Suzanne Walters,1994 This acclaimed manual will help to build a customer service orientation in any library by working through the issues and outlining the necessary steps Walters targets all the essential issues including identifying the barriers to good customer service characteristics of good customer service training incentives and how to go about changing the culture *Marketing Information* Hiram C. Barksdale,Jac L. Goldstucker,1995 Customer Service Paul R. Timm,1998 This text presents the skills essential for success in customer service It brings together information from professional books and academic textbooks and the author s consulting experience Marketing Success Stories Michael Colin Cant,Ricardo Machado,2002 This is the fourth edition of a book specifically designed for the South African marketing context It uses real life case studies of successful South African companies to increase the reader s understanding of marketing Theoretical marketing concepts are presented in a practical way which enables students to contextualize specific marketing challenges and problems in the South African business environment This new edition focuses on all fields of marketing including cybermarketing branding positioning and retailing *Human Relations* Lowell H. Lamberton,Leslie Minor-Evans,2002 Human Relations Strategies for Success covers both new and time tested theories of human relations and shows the relationship between human relations skills and career success in one on one situations groups and organizations Self esteem self awareness attitude motivation and values are covered as the text explores the personal side of human relations and how it relates to management theory Human Relations Strategies for Success stresses the human relations skills and management principles essential to functioning successfully in a global business environment **Changing Senario of Business and E-Commerce , Management Network Journal** ,2007-06 Kick-start Your Business Robert Craven,2001 Every business person knows that companies need to tackle obstacles to success KICK START YOUR BUSINESS is a hands on approach to improving a business It takes you a step beyond the standard do it yourself business guides and shows you how to take the next step forward KICK START YOUR BUSINESS has a range of original methods for you to take stock of where your business is assess your options and move forward Exercises and worksheets make this book a route map to getting the business that you want It s written with wit and wisdom and packed with ideas and thought provoking advice Your company

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Beyond Customer Service Richard F. Gerson,1992 **Managing Economies, Trade and International Business** A. O'Connor,2009-12-09 A multidisciplinary and transversal study of issues for governments regulatory authorities and international business Written for academics and professionals alike it explores the main themes of economic growth and sustainable development trade law and regulation and competitive and managerial issues for international firms *Social and Sustainability Marketing* Jishnu Bhattacharyya,Manoj Kumar Dash,Chandana Hewege,M.S. Balaji,Weng Marc Lim,2021-09-26 an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies This compilation should be essential reading for the discerning student of sustainable consumption and production Professor Pierre McDonagh Associate Editor Journal of Macromarketing USA Professor of Critical Marketing however the level of existing literature and availability of teaching cases reflect a dearth of real case studies especially those focused on marketing for social good This book of actual case studies will address that need In addition this book is important and timely in providing a case book for instructors those in both industry and academia to help them in teaching and training the next generation of leaders through corporate training and universities Currently marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles such as social marketing green marketing and sustainability marketing The relevance of these studies is increasing across the globe This book is composed of long and short real cases with varying complexity in different sectors This case book will also cover some review articles for an overview of the recent developments in the study area With these case studies collections of questions teaching materials and real life marketing scenarios this book offers a unique source of knowledge to marketing professionals students and educators across the world The main objective of this case book is to understand the applicability of marketing science marketing for social good context such as social marketing and sustainability marketing in internet marketing related to e buying behavior and e WOM In addition it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era as well as discussing other non electronic marketing practices and focusing on consumer buying behavior As a result marketing managers can treat their customers according to their desired value This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies This case book helps corporate training centers and universities with compact teaching

reference materials in their relevant courses

Film & Video Finder ,1997

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