

Case 7: Ethical Dilemmas in International Business

Scenario: PharmaMax Corp. adopts differential pricing practices for its life-saving drugs, charging higher prices in wealthier countries and lower prices in developing nations. However, this strategy faces backlash due to perceived unfairness.

Analysis Focus:

Analyze the ethical implications of PharmaMax's pricing strategy.

Evaluate the potential impact on brand reputation and sales.

Suggest ways to balance profit and social responsibility.

Guidelines:

Discuss the role of corporate social responsibility (CSR) in pricing.

Evaluate potential alternative pricing models.

Develop recommendations for sustainable and ethical pricing.