

# Ethics Case Study Class 05

8th August, 2024 at 5:00 PM

## **CASE STUDY 1:"You have recently joined as a Regional Sales Manager"(5:00 PM)**

- **Approach:**
- Give a brief introduction to the case study and state the issues.
- Highlight the ethical dilemmas being faced by you.
- Delineate the options available to you under the given conditions.
- Critically evaluate each of the options you listed and select the option that you would choose.
- Discuss the alternative marketing options available to pharmaceutical companies and conclude accordingly.
- **Introduction:** The case involves the issue of unethical practices in pharmaceutical marketing. As a newly appointed Regional Sales Manager, you face the dilemma of meeting high sales targets without engaging in prohibited practices, while also considering the implications of such practices on the company's reputation and legality.
- **Conclusion:** Given the ethical dilemmas and the need to uphold integrity, the best course of action is to report malpractices and pursue ethical sales strategies. This approach aligns with personal and corporate ethics, promotes long-term sustainability, and enhances public trust in the pharmaceutical sector.

## **CASE STUDY 2:"Raj comes from a very poor family"(5:23 PM)**

- **Approach:**
- Briefly mention the facts of the case.
- Highlight the ethical issues associated with the case.
- Bring out the options available to Raj and evaluate each of them.
- Elaborate on the option that Raj should choose in this situation.
- **Introduction:** Raj, a hardworking individual from a poor family, has discovered unethical practices at his new job in an ed-tech company. This creates a moral dilemma as the company misleads poor parents into buying expensive courses through deceptive means.
- **Conclusion:** By addressing the issue internally first and then externally if necessary, Raj upholds his ethical standards and seeks to correct the company's unethical practices, ensuring he does not contribute to or enable exploitation.

## **CASE STUDY 3:"You are the head of the Human Resources (HR) department"(5:42 PM)**

- **Approach:**
- Give a brief introduction of the case study.
- Discuss the various ethical issues associated with moonlighting.
- Highlight the various options available to you as the HR head of the company.
- Evaluate each of the options.
- Giving reasons, explain the option you would choose to deal with the case.
- **Introduction:** The case highlights the issue of moonlighting in a tech company, where employees work multiple jobs, affecting productivity and work culture.
- **Conclusion:** This balanced approach addresses ethical concerns, retains talent, and maintains a positive work culture, ensuring long-term sustainability and productivity.

#### **CASE STUDY 4:"You are the CEO of a highly successful multinational clothing corporation"(6:09 PM)**

- **Approach:**
- Briefly introduce the case study.
- Elaborate the ethical dilemmas in this case.
- Discuss with reasoning the options available to you and highlight the preferred option.
- Elaborate on the ethical alternatives available for multinational corporations to balance profitability and ethical labor practices.
- **Introduction:** The case study highlights a multinational clothing corporation facing ethical, financial, and environmental dilemmas due to unethical labor practices and environmental damage in its outsourced operations.
- **Conclusion:** By adopting ethical alternatives and improving practices, multinational corporations can balance profitability with social responsibility, ensuring long-term sustainability and positive societal impact.

#### **CASE STUDY 5:"An Indian company is active in the telecom sector"(6:50 PM)**

- **Approach:**
- Start with a very brief summary of the case.
- Mention the stakeholders and list the ethical challenges involved.
- Evaluate your options and bring out the most appropriate response that you will opt for.
- Conclude accordingly.
- **Introduction:** The case involves a telecom company's executive bribing local officials in Europe for contracts, causing reputational damage and scrutiny of the company's operations in India.
- **Conclusion:** Addressing the issue through a thorough internal investigation, followed by transparent communication and adherence to ethical practices, balances profitability with integrity and long-term sustainability for the company.

#### **CASE STUDY 6:"You are a CEO-founder of an edTech company"(7:09 PM)**

- **Approach:**
- Give a brief introduction of the case study.
- Identify the stakeholders and ethical issues involved in the case.
- Evaluate each of the options.
- Give a course of action and conclude accordingly.
- **Introduction:** The case study highlights the ethical and practical challenges faced by the CEO-founder of an ed-tech company under investor pressure to downsize for profitability amid financial troubles due to bad acquisitions.
- **Conclusion:** By adopting a balanced approach that includes alternative cost-cutting measures and a humane layoff strategy, the company can address immediate financial pressures while maintaining ethical standards and ensuring long-term sustainability.

**CASE STUDY 7:"Mr. X is a billionaire businessman who heads a conglomerate"(7:37 PM)**

- **Approach:**
- Provide a brief introduction to the case study and discuss the
- importance of including climate change strategies, diversity, and inclusion in the firm.
- Provide a balanced discussion of the relevance of shareholder wealth maximization for firm and socio-environmental concerns.
- Mention some key measures through which both the issues can be reconciled.
- Conclude accordingly.
- **Introduction:** The case study addresses the ethical conflict between maximizing shareholder profit and addressing climate change, diversity, and inclusion issues within a business organization.
- **Conclusion:** Balancing shareholder profit with socio-environmental concerns is essential for sustainable business success. By integrating ethical practices into core business strategies, companies can enhance their reputation, attract loyal customers, and ensure long-term profitability.

**TOPIC FOR THE NEXT CLASS: CONTINUATION OF CASE STUDIES**