**Requirement:**

Choose two case studies shown in the provided document, and provide a description on your thoughts about the case. Approximately a page for each case study is the required length.

Case Study #1

I decided to choose the first case study from the selection based on previous experience as being a contracted electrical design engineer. First, I would like to point out and make an assumption that was neglected in this scenario. Every company I have ever worked at always has some sort of non-complete, non-disclosure clause that is signed by every engineer previous to their first day at that company. Since this in my opinion is common practice, I am going to assume that this was also done by Chung engineering firm to those four engineers that left the company. My second assumption is also based on design work experience and that is that every project always has a lead engineer that works closer with the client than any others on the project. It is natural for that individual to make strong connections with the client and advocate deign considerations on their behalf (this was I’m sure part of the reason an engineering firm was hired in the first place). The third and final assumption being made here is that the four engineers in question that left the Chung engineering firm, tendered their resignation and quit, they were not fired.

Under the conditions mentioned above there are a number of ethical issues at play in this scenario. However, there is one primary issue in my mind and that is the poaching of the Chung engineering firm’s current clientele. The four engineers were hired by Chung and placed in lead roles working closely with clients. They were operating in good faith on behalf of the company. When they quit their positions at that company, they should have handed off the roles of that position to their replacement during the typically mandatory two week period when they tendered their resignations. It is the responsibility of the engineering firm to find suitable replacements for the individuals that quit and do their best to maintain the agreed upon schedule with the client. It is perfectly acceptable for the Chung engineering group to reach out to the client to assure them that despite the changeover in employees that their projects are still in capable hands.  
 The second issues that is wrong in this scenario is the fact that both the separated employees and the previous company are besmirching the name/names of the others. The Chung engineering group did right by their clients to assure their doubts on the project and ease their worry. However, this should not be done at the expense and reputation of the engineers that departed. This may transcend ethics and be a legal issue if the four engineers found out that their previous employer is libelous against them publicly (this would depend on if this was done verbally or in a written/typed fashion). Either way, this is now more borderline illegal rather than ethically grey. If the roles were opposite and the employees were bad mouthing their former employer, stating that the company was incompetent, the same legal ramifications could be present against the engineers. It is my opinion that it is not appropriate or legal for either party (either the engineers themselves or the engineering firm) to cast doubt on the other party. Beyond the legality aspect, consider how this would like to the client. Basically one party is telling the client (whom previously worked with the other) that they are not suitable for the job they were originally hired to do. In a sense you are telling the client that they made a mistake brining their work to you in the first place. It is my belief that it is never appropriate for a previous employer or employee to cast doubt on the competencies of the other. Ultimately the local workplace is not as large of a pool as you might believe and sooner or later you will get a reputation about you for such behavior. Is it worth landing one client by bad mouthing a company or is it better to earn the jobs and be assured that the work will continue to come job after job due to your professionalism and outstanding moral fiber?

Case Study #4

Similar to case study #1, I am going to outline several assumptions that need to be made prior to answering the question. First, I assume that there was no legal issue with hiring the marketing expert. Any company can hire any expert that they feel will benefit the company, a marketing expert is no exception. Second, with respect to the seminar, I am assuming that there is no actual bribery taking place (I.E. if you come to this seminar, and procure a contract at the end of the seminar, we will make a donation to your company, or some monetary incentive). Finally, this scenario will be analyzed in two ways, first from the point of view of the company (Marketwise) in response to Susan’s idea and secondly from the view of Terry, the new-to-the-area engineer whom received said invitation.

Susan suggested that we offer a seminar with was preceded with a lunch and a cocktail hour at the end of the educational section. Assuming that all the individuals are of legal drinking age or every patron is checked for their age, there is nothing inherently wrong about this idea. Companies always are looking for ways to promote themselves and get the word out so to speak about their products and offerings. Sending out an email blast or a snail mail blast inviting engineering companies to an onsite seminar and luncheon provided at the cost of the company is a perfectly acceptable thing to do. Beyond that, it is a great way for other companies to connect with other professionals in the same industry. Strong company to company bonds can be created at such an event. If I were an executive at this company and this was an idea that was brought to me, I would be in favor of this event. My only concern would lie with the cost to benefit ratio of having an event. Is it profitable to have a meal and drinks provided for a large number of people and what is the likely return on the investment? Are we going to land 10 contracts after this event? 100? 1000? How can we be assured that this event will benefit the company at all? In my opinion this is not an ethical issue at all, but rather a financial one.

Now, looking at the same scenario from the point of view of the local new-to-the-area engineer, Terry. If I were new to the area and had not yet established myself in the local workforce and was either currently looking for employment or seeking to make a strong professional network in the area, I would without a doubt attend this event. As I had mentioned before, there is no ethical issue about hosting such an event from the point of view of the company. Similarly there is no ethical issue for attending such an event. You have made no promises to the company or entered into any sort of contract for attending. You simply are interested in what equipment the company offers and are interested in learning how to better your skillset when it comes to those tools/equipment. I would accept this offer and make a strong effort in connecting with any and all other engineers that are present that the event. However, now we need to address the issue of the conflict of interest. Say that another pipe manufacturer is present at the event and instead of looking to use Marketwise’s pipes, they are trying to poach customers for themselves. Terry accidently meets such an individual and is petitioned to come and see their prices because they supposedly offer something that Marketwise does not. Terry is not in a situation where he may feel obligated to only go with Marketwise as they are the ones hosting the event. However, in my opinion, if Marketwise was foolish enough to send out invitations to their competitors then they are opening the door to allow potential clients to be taken. Again, I do not see this as an ethical, legal or moral issue. This is the simple backbone of a free market economy and the benefits that come along with capitalism in the United States. Terry should not feel uneasy about his decision. The event may have been informative and he may have learned that the company does not actually offer any solutions that fit his need. If this were the case, there would be no need to purchase any products from Marketwise. Ultimately the decision of which company to use should be decided based on need and best fit not by some event that was hosted.