U7 Collaborative Learning Discussion 2 - Initial Post

The ethical code of conduct requires that Abi stays impartial in his analysis (Grindrod & Moreno, 2018). In my opinion, if the results of his analysis of the nutritional value of the Whizzz cereal suggest both positive and negative outcomes, he could opt for performing further data collection and analysis to confirm his findings, but he has to stay impartial. It is unethical to manipulate the data to present a more favorable result. He needs to be transparent and present all the conclusions, negative and positive, in his report. It is ethical to present a report with multiple conclusions, and this is indeed the correct option for Abi.

It is the company’s management that faces the ethical dilemma of how to deal with unfavorable product reports. Such reports can harm the company’s reputation and make companies face negative impact in business and significant financial loss (Zhang et al., 2021). On the other hand, many countries have legislations against misleading and aggressive commercial practices. One example is the Consumer Protection in the UK (UK Government, 2014) that has specific rules about omitting and deceiving information. Companies need to rigorously follow these regulations when publishing product reports otherwise they can face legal consequences.

REFERENCES:

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