## Assignment 1

Write down an example of an un-ethical conduct in business in the Indian scenario and give your interpretations of the effects of these conduct.

Answer) With the advent of the E-commerce & business culture that helped in reviving small to larger businesses in India during the pandemic, many other successful brands are now facing challenges everyday to sustain their place in the market. It is very common for companies, whether large or small, to feel this pressure and wonder if there isn’t an easier way. Hence, some decide to work harder, find newer ways to compete or make drastic changes in their strategies. On the contrary, others turn to unethical business practices.

Talking about the unfair practices in business, some companies opt for deceitful ways to degrade the brand value of their rivals to eventually secure their position, proving them to be superior.

#### Trade Secret Misappropriation & Defamation

In the digital era, it takes no time than ever to spread misinformation. Businesses can create fake accounts on social media or post anonymously on blogs or forums to spread lies about a competitor. For example, Coca-Cola promoted Powerade as having more electrolytes than Gatorade, the rival energy drink from Pepsi. In retaliation, Pepsi sued Coca-Cola on the grounds that its claim had no basis in science.

Trade secret infringement is called “misappropriation.” It occurs when someone improperly acquires a trade secret or discloses or uses it without consent. Trade secret infringement can be intentional or due to negligence. Volkswagen is one the worst offenders known for its “Emission scandal” in 2017. The company admitted to having installed software that manipulated emissions readings to make its cars appear as if they were environmentally friendly.

## My interpretation on the consequences of these conducts:

The internet, and particularly social media, has given consumers a greater voice. Many people are choosing to speak out about what they consider to be unethical business practices. Whereas we are still far from seeing an end to unethical behaviors, consumers’ actions are slowly making more of an impact. So before blindly trusting them we should have a closer idea about their origins, their T&Cs and follow daily news updates be aware of such incidents.