
Differences in Marketing Ethics Attitudes between U. S. and Indian Graduate Students

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EXECUTIVE SUMMARY

This study investigated the ethical responses of 496 graduate students to nine hypothetical marketing moral dilemmas. As hypothesized, participants in the U.S. responded significantly more ethically than participants in India. Implications of these findings for socially responsible management and for business success within the two cultures were discussed. It was concluded that moral education can improve moral decision making in all cultures that wish to increase global competitiveness.

Key words: Marketing ethics, Ethnicity, Student attitudes