

Georgia Southern University

Georgia Southern Commons

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

Organizational Ethics: The Ethical Beliefs of Marketing Managers in Trinidad and Tobago

Mohammed Y. A. Rawwas
University of Northern Iowa

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

Recommended Citation

Rawwas, Mohammed Y. A., "Organizational Ethics: The Ethical Beliefs of Marketing Managers in Trinidad and Tobago" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 33.
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/33

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Georgia Southern Commons. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Georgia Southern Commons. For more information, please contact digitalcommons@georgiasouthern.edu.

Organizational Ethics: The Ethical Beliefs of Marketing Managers in Trinidad and Tobago
Mohammed Yahya Rawwas

Building: Hilton Ocean Front Resort
Room: Promenade 8
Date: 03-27-2010 - 10:30 AM – 11:45 AM
Last modified: 01-19-2010

Abstract

As a result of the recent corporate scandals involving Bernard Madoff, AIG, Enron, WorldCom, Tyco, Health-South, Martha Stewart, and the Wall Street analysts and the accounting firms (such as Arthur Andersen) that supported them, a growing concern has emerged about the quality of today's marketing managers' ethical beliefs. Epistemologists contend that belief is an ethical process that is susceptible to the intellectual virtue or vice of one's own life and personal experiences. Open-mindedness, curiosity, careful thinking, creativity, and intellectual courage are the foundations of epistemic virtues. Closed-mindedness, intellectual overconfidence, intellectual conformity, and wishful thinking are among epistemic vices. The purpose of this investigation is to compare virtue with vice epistemic marketing managers with respect to various ethically challenging situations in organizations in Trinidad and Tobago and to assess their work-related ethics. Structural equations (LISREL) analyses found that epistemic virtues and vices were associated with unethical practices and their combined effect with Machiavellianism influenced moderate and major levels of unethical practices. Implications are designed to develop suggestions for improving ethical behavior in the workplace.

Keywords

Ethics, Idealism, Relativism, Machiavellianism