

CONTINUING CONTROVERSIES AND ETHICAL ISSUES IN GLOBAL MARKETING MANAGEMENT

David A. Ricks, Thunderbird - AGSIM
Cheryl Van Deusen, University of South Carolina
Carolyn B. Mueller, Ball State
Bodo B. Schlegelmilch, Thunderbird - AGSIM
Robert Tancer, Thunderbird - AGSIM

ABSTRACT

The objective of this panel is to generate interest in controversial and ethical issues in Global Marketing Management. Each of the presenters will bring to the session his or her own experience and knowledge about these issues and will demonstrate that conclusions reached are dependent upon a person's point of view.

David Ricks, panel chair, will open the session by discussing the topic, "Controversial Issues Surrounding Multinationals." He will argue that conclusions reached are a function of time, place, firm, and point of view.

Cheryl Van Deusen and Carolyn Mueller will discuss the topic, "Managing the Tension between Domestic Labor Unions and other Stakeholders when Jobs are Subcontracted Out." They will cite examples and illustrate

how these emotional issues can be looked at from different points of view.

Bodo Schlegelmilch will discuss the topic, "Managing the Tensions between Ethical Relativism and Ethical Absolutism." He will discuss the problems managers face when different countries have different opinions as to what is desirable corporate conduct.

Robert Tancer will discuss the topic, "Managing the Tensions Arising from Different Interpretations of Intellectual Property Rights." He will specifically focus on the different national laws and business practices concerning intellectual property rights and will demonstrate that conclusions reached about proper conduct are also a function of time, place, firm, and point of view.