

# E-Commerce Business Ethics Case Studies

## Case 3 & Case 4

### ***Company Background***

#### **E-Kin's Recent Developments**

It has been two years since E-Kin's Initial Public Offering (IPO) and its launch into e-commerce. E-kin has been very successful.

Brick-and-mortar storefronts are now located at several universities in the United States. E-business from across the world has soared.

Web design issues have become essential to E-Kin and a new Vice-President of Market Revenue and Web Design has been hired. The VP has control over the final E-Kin webdesign but uses WebsRUs to actually plan, build and host the E-Kin sites.

Other new positions include a Vice-President of Human Resources, Corporate Counsel, Promotions Marketing Associate, Controller, CFO's secretary, Market Reseachers, Computer support staff, and other regular employees.