

E-Commerce Business Ethics Case Studies

Making Ethical Decisions

Ethical Decision Making Model

(when you don't know what to do)

1. Gather the facts.
2. List the stakeholders involved.
3. Imagine alternatives that can be taken.
Discard those that are clearly wrong.

Picture each remaining alternative in terms of relevant questions:

4. Does it comply with the law and the company code and policies?
5. Will it be beneficial to all stakeholders long and short term?
6. Will it fulfill the rights and duties to all stakeholders?
7. Is it fair to all?
8. Will it build good will and better relationships?
9. If my decision is made public would I be embarrassed or proud?

CHOOSE.

Think Wide. Think Far.