

CASE STUDY ASSIGNMENT

MyCaseStudyHelp.Com

Executive summary

Ethical business aspects are important in any workplace setups. Adhering to several human bioethics should be key concern of organizational behaviors and activities. Therefore, this assignment intends to reflect on five selected case scenarios, and represents answers for considered questions. Based on these answers, it is evident that everyone should follow ethical perspectives of business to earn goodwill in path of progress.

MYCaseStudyHelp.Com

Table of Contents

Case Scenario I	4
Case Scenario II	5
Case Scenario III.....	6
Case Scenario IV.....	7
Case Scenario VI.....	9
Reference list	11

MYCaseStudyHelp.Com

Case Scenario I

a. In this situation, it is unethical to open the envelope of the other competitor in that auction.

According to Sherman Act (1890) in USA, a bidder should not undertake any activity that will provide him unfair advantages of obtaining the concerned tender. Violation of this act will result in a fine up to \$350,000 and/ or three years of imprisonment of the individuals (Justice.gov, 2015). It is an incident of bid rigging, in which, a competitor gets undue advantage of bidding through conspiring against others in that auction. In this case, if an envelope is opened or previous bid of this bidder is changed, then the scenario will be considered as complementary bidding (McGillivray and Turner, 2017). Therefore, recognition of bidding prices and patterns are unethical, and one should not imitate that.

Ethical situation refers to a problem in which a person or organization needs to choose between alternatives that are based on the subject of right or wrong. However, in this case, it examines that businesses are facing difficulties and in running business operations that are responsible for causing loss. Regarding this, it determines that its situation is not ethical due to reason businesspeople do not have alternatives (Swanson and Frederick, 2016). In this situation, there is a need to focus on the structure and framework of companies to make it profitable. Along with to implement strategies and techniques that assist in dealing with challenges and risks companies face in the present competitive market.

b. Since bidder was struggling from several economic losses, signing a business deal aiming for developing a joint venture was a useful option. However, if this option is not available, business owners have other options to survive. One of these options is merger and acquisition strategy. Through proper legal procedures, a business owner can merge with another corporate house for ensuring sustainability of that business (Gao *et al.* 2017). Since this business had former popularity and goodwill in the market, finding a merger company will not be a significant problem for that owner. Therefore, instead of undertaking a wrong choice of bidding, owner should plan for other options for business survival.

As it analyses that owners need to focus on proper plans and strategies that help in eliminating risk. In addition to this also assists in dealing with challenges that are associated with the business framework (Ferrell *et al.* 2019). Regarding this, there is a need to focus on reputational management strategy. Along with this, it also needs to concentrate on business

ethics, morals, and values and in the same manner towards law. Due to reason, ethics provides external guiding principles. However, in the same aspect morals assists in improving personal code of conduct. Due to reason, business ethics aids in improving customers loyalty. Additionally, it also increase organizations reputation and aids in managing good employees. Apart from it also aids in making working environment positive, profitable and peaceful with it eliminates legal problems (Caulfield, 2020).

Case Scenario II

a. Marian should not quit her job for such an unexpected situation. Instead, she should show more tolerance and patience towards her team for enhancing her performance in that company. Quitting this job without any significant reason will reflect her intolerant personality in workplace, which is not permissible within corporate workforce. Quitting is not a solution to her problem. Therefore, it is necessary to figure out a reason because other male co-workers are complaining about her performance. If Marian finds out any confusion, then it is required to solve it. However, if she analyses any deficiency in her skills and knowledge that make others upset, then she needs to concentrate on it and improve it.

b. Marian's co-workers are not correct in their evaluation as they are evaluating Marian based on her academic qualifications (Profili *et al.* 2017). Besides, they have not provided any evidence regarding errors or gaps within Marian's services. It observes that Marian completed graduation from a top university and was hired in a large company because of her ability, knowledge and skills. Additionally, it examines that she is happy with her job, along with this also complete management-training program. In this respect, it considers that she is highly qualified and skilled; hence, it can be possible that her co-workers get confused (Trevino and Nelson, 2016).

c. Marian has no proper reason to confront her co-workers, as the manager has not told anything to her. Instead, she heard their communication at that party. Therefore, she should wait for managers to complain about.

d. It would be evident if Marian files a discrimination suit in her company; however, she has to produce enough evidence for that. If she is intelligent, then she will wait for any discrimination mistakes from co-workers' sides. It figured out that Marian does not have any evidence that can prove that the company discriminated against her along with this; she

listens to all this matter in a party. In this aspect, she is unable to take; any legal action in this matter. If she does this, then it can cause difficulties for her and affect her work environment negatively. Along with this opinion of other employees can also be changed towards. Marian has no idea why they are talking about her qualification. Hence, it is not suitable for her to determine conclusions on every matter fastly (Profili, Sammarra and Innocenti, 2017).

e. Marian could go to supervisor and could ask for any mistakes from her side regarding her performance in that company. Through taking proper tactics, Marian can discover thoughts of that supervisor regarding her performance (Wilson, 2017). If Marian's performance is downgraded, then supervisor will surely tell her about co-worker's complaints.

f. Marian could re-evaluate her approaches and performances in that company for exploring any underlying gap. If she found any gaps, then she can correct them for better performance. Otherwise, she has to be more flexible towards co-workers.

Case Scenario III

a. Suspension of Joan is somewhat fair, as she has been warned several times before last notice. In that period, neither she demonstrated proper problems of shift adjustments, nor reflected any proper reason for absenteeism. Every employee needs to follow the rules and regulations of the company. Due to reason, business operations of an organization are running successfully and effectively due to its strict rules and regulation. As stated by Trevino and Nelson (2016), violation of laws and provision of a company can directly affect the performance of a business. Along with this, Joan behaviour can also change other employee's mind-set and management of rules analyses to be complicated.

b. Similar to previous condition, Sylvia acted responsively to some extent. She remained fair with her business operational responsibilities, whereas, provided another chance to Joan for getting back to her work.

c. If Joan shows a positive behavior in continuing her job, then she should not be fired from her job. If she arranges proper home supports and joins in an open discussion regarding shift work manage, then company should give her a chance to serve.

d. Similar to Joan, that babysitter probably has some reasons to cancel her duty on that day. However, it is not clear, whether she reported higher absenteeism rates, unlike Joan. If yes, then she should be fired from her job. If not, then she should be considered once more.

e. Sylvia was fair in her actions. Since she is in a responsible position in that company, she has to take a necessary step in this case; otherwise, management of this company could have taken legal steps against her unreasonable tolerance actions.

f. Every company has flexible shift designs for working mothers to serve. According to Family and Medical Leave Act (FMLA), such employees have to be proactive in representing their problems of shifts before the management to come into a conclusion (Dol.gov, 2019). Adapting a flexible shift design and work from home facilities could be a solution for these employees.

g. Working fathers could take turns for staying at home in acute conditions according to FMLA considerations (Dol.gov, 2019). However, for such conditions, they have to provide evidence against those steps.

Case Scenario IV

a. Sandoz has not violated any ethical considerations regarding human bioethics. Instead, Sandoz took a beneficial initiative of reducing weights of obese patients who developed severe morbidity status. Firstly, Sandoz involved a team of healthcare professionals to address these weight reduction programs (Solomon *et al.* 2016). Secondly, Optifast programs are not freely available at stores without prescriptions of qualified physicians. Third, Optifast included a beneficence principle of human bioethics to foster weight reduction intending to reduce morbidity loads of people. Therefore, Sandoz has not violated any bioethical principles of human trials. **It is profitable and welfare-based activities due to reason obesity rate in the U.S is highly increasing and in present time (Profili, Sammarra and Innocenti, 2017).**

It became a significant subject of concern in 1962 percentage of obesity in the U.S. is noted to have increased by 36.5% in adults of the United States while in the same manner 17% was measured in children. However, obesity has become a significant health problem all over the world and people have figured out it is difficult to deal with it due to their busy schedule. Regarding this, it determines that Sandoz took the

right step to offer proper healthcare facilities to people that are suffering from obesity. As obesity is recognized as severe problem that causes cancer and coronary artery diseases. In addition to this, it also includes type 2 diabetes and stroke that are significant threats to human life (Schneider and Li, 2016).

b. Liquid diet products are ethical in their implementation aspects. If some professionals use it on basis of wrong calorie and nutrient consumption rates, then it could be harmful. For example, is a patient is correct in her caloric and nutrient consumption units according to daily needs, then, liquid diet could be a potential aspect for weight reduction (Leslie *et al.* 2017). However, maintenance of healthy diet after end of such program entirely depends on patients who have joined under physicians' consultations.

It examines that liquid diet products offer fast and straightforward solutions regarding the subject of calorie counting. However, these are beneficial due to reason in the present time people become highly busy. As they work for longer hours, obligations and commutes, it is out time-consuming and multiple sources to prepare healthy food at home. In the same manner, it can be considered as an ethical product, and it depends on the requirements of patients (Leslie *et al.* 2017). However, different people have different needs in this aspect of the liquid diet is analysed as ethical products. Medical treatment and product that are suitable for on person can be harmful for others. In this aspect it is considered as an ethical product as in one aspect it is beneficial while in another it can cause harm and loss of health.

c. In an earlier stage, Sandoz has not considered any promotional events for enhancing sales of Optifast programs. In later stage, after celebrity endorsement in explaining benefits in media, Sandoz took promotional strategies. Sandoz has put that message that patients have to control their weight for rest of their lives after taking Optifast programs. However, their strategies were false, and they have not put any terms and conditions for people to join these programs (Schneider and Li, 2016). If Sandoz could consider a consequential ethical perspective for their promotions, then it would be ethical.

Moral responsibility plays a vital role in business; however, they are considered as voluntary attributable responsibility that provides ensured acts intentionally (Profili, Sammarra and Innocenti, 2017). It helps in bringing competitive advantages such as building customer's loyalty along with this also assists in improving the image of the company in the market. Apart from it analyses that unethical dealings destroy and affect company opportunity.

However, in the same aspect, it also makes customers dissatisfied that can impact revenue and profit of the company.

Case Scenario VI

a. Concerned purchasing department has not undertaken gone through regular bidding routine. Regular bidding routine includes involvement of tenders, evaluation of qualities and then providing orders for purchase. In this case, none of these steps has been followed. However, it is essential to follow a regular bidding routine due to the reason it makes process and procedure simple. Additionally, it also makes the process simple and easy as a daily bidding routine helps in eliminating complexity and make future decisions clear and straightforward. In addition to this, if concentration is not given on the right process then it can lead to loss in future (Ferrell *et al.* 2019). Along with this in same manner also makes future activities complex and critical.

b. It is not ethically acceptable for a V.P. to bypass normal routine to ensure business with a family member. Such practices are called bid suppression and bid rigging when some person avoids usual steps of bid and tender procedures (Justice.gov, 2015).

c. Not to request bids was a wrong choice of J.R. regarding University's purchasing practices. Despite having power to make final decisions regarding purchase, J.R. had not followed ethical aspects of bidding.

d. College purchasing agent should attract higher authority personnel of this university regarding such unethical practice in University for taking necessary actions.

e. Despite J.R., office staff could have some interests in accepting such an unethical bidding action. In this case, investigation is necessary for exploring their monetary or other interests.

f. Tiddley's Cripple Creek franchise owner has been wronged, as he would get some commissions if Tiddley Corporation would have got the tender (Justice.gov, 2015). Therefore, he experienced a significant monetary loss, which could have come from ethical business options.

g. From this scenario, it is not clear whether Jim could have mediated the sale and received a commission or not. However, situations are indicating a higher probability of such option regarding unethical bidding practices.

MYCaseStudyHelp.Com

Reference list

Books

McGillivray, D. and Turner, D., 2017. *Event bidding: politics, persuasion and resistance*. Abingdon: Routledge.

Trevino, L.K. and Nelson, K.A., 2016. *Managing business ethics: Straight talk about how to do it right*. New Jersey: John Wiley & Sons.

Wilson, F.M., 2017. *Organizational behaviour and gender*. Abingdon: Routledge.

Journals

Caulfield, M., 2020. Pay Secrecy, Discrimination, and Autonomy. *Journal of Business Ethics*, pp.1-22.

Ferrell, O.C., Harrison, D.E., Ferrell, L. and Hair, J.F., 2019. Business ethics, corporate social responsibility, and brand attitudes: An exploratory study. *Journal of Business Research*, 95, pp.491-501.

Gao, C., Zuzul, T., Jones, G. and Khanna, T., 2017. Overcoming institutional voids: A reputation-based view of long-run survival. *Strategic Management Journal*, 38(11), pp.2147-2167.

Leslie, W.S., Taylor, R., Harris, L. and Lean, M.E.J., 2017. Weight losses with low-energy formula diets in obese patients with and without type 2 diabetes: systematic review and meta-analysis. *International Journal of Obesity*, 41(1), pp.96-101.

Profili, S., Sammarra, A. and Innocenti, L., 2017. Exploring organisational citizenship behaviour through the lens of age. *International Journal of Business Administration*, 8(1), pp.22-32.

Schneider, P.L. and Li, Z., 2016. Ethical challenges in the care of the inpatient with morbid obesity. *Narrative inquiry in bioethics*, 6(2), pp.143-152.

Solomon, M., Radu, G., Hostiuc, M., Margan, M.M., Bulescu, I.A. and Purcarea, V.L., 2016. Ethical issues in advertising and promotion of medical units. *Romanian journal of ophthalmology*, 60(4), p.216.

Swanson, D.L. and Frederick, W.C., 2016. Denial and leadership in business ethics education. *Business ethics: New challenges for business schools and corporate leaders*, pp.222-240.

Websites

Dol.gov, 2019. *Family and Medical Leave Act (FMLA)*. Viewed on 06/04/2020 <<https://www.dol.gov/general/topic/workhours/fmla>>

Justice.gov, 2015. *PRICE FIXING, BID RIGGING AND MARKET ALLOCATION SCHEMES*. Viewed on 06/04/2020 <<https://www.justice.gov/atr/price-fixing-bid-rigging-and-market-allocation-schemes>>

MYCaseStudyHelp.Com