

ETHICS AND SOCIAL RESPONSIBILITY IN THE MARKETING DOMAIN ECONOMIC AND JURIDICAL ANALYSIS ON ROMANIA MEMBER STATE OF EU BY LAURA POTINCUI%0A

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Social Responsibility Ethics in Marketing

Ethical Marketing in General. Ethical Marketing is a philosophy that focuses on honesty, fairness and responsibility. Though wrong and right are subjective, a general set of guidelines can be put in place to ensure the company's intent is broadcasted and achieved.

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Social Responsibility and Ethics Sustainable Marketing

Social Responsibility and Ethics: Sustainable Marketing Chapter 4 Objectives 1 Define sustainable marketing and discuss its importance. 2 Identify the major social criticisms of marketing. 3 Define consumerism and environmentalism and explain how they affect marketing strategies. 4 Describe the principles of sustainable marketing. 5 Explain the role of ethics in marketing. Previewing the

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Corporate Ethical and Social Responsibility and

Corporate Ethical and Social Responsibility and Relationship Marketing: A Content Analysis of the Websites of Moroccan Commercial Banks Meryem El Alaoui Amine¹, Abdellatif Chakor¹ & Anass Mdaghri Alaoui² ¹ Faculty of Juridical, Economic and Social Sciences, University Mohammed V-Souissi, Rabat, Morocco ² Faculty of Juridical, Economic and Social Sciences, University Mohammed V-Agdal, Rabat

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CORPORATE SOCIAL RESPONSIBILITY A THREE DOMAIN APPROACH

The social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time.

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Social Responsibility and Professional Ethics in

Social Responsibility and Professional Ethics in Management 363 sibility and ethics in general, we usually consider just non-legal binding incentives. In its strategy for Europe 2020, the European Commission defined social responsibility of business as a concept whereby companies integrate social and environmental concerns in their business operations

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On Economics Ethics and Corporate Social Responsibility

herent to the economic domain) is distinguished from other types of rationality (e.g. ethical rationality) as a characteristic of other spheres of social life.

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Putting It Together Ethics and Social Responsibility

Culture of Ethics. We also discussed the importance of building a culture of accountability within an organization. In this area the Ethisphere evaluation measures an organization's efforts and success at establishing an ethical tone throughout every level of the company.

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MARKETING ETHICS AND SOCIAL RESPONSIBILITY

Practically the concepts of ethics and social responsibility are often used equivalently although each of them has a specific meaning. MARINOVA N. 538 Trakia Journal of Sciences, Vol. 11, Suppl. 1, 2013 Social responsibility in marketing refers to the obligations of the organization to maximize its positive impact and minimize its negative

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ROMANIAN ECONOMIC ENVIRONMENT RESPONSIBILITY POLICIES AND

keep in mind that corporate social responsibility is a marketing tool that can bring profit. Public incentives inactivity social responsibility requires a full awareness of the benefits and economic and environmental costs.

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SOCIAL RESPONSIBILITY AND PROFESSIONAL ETHICS IN

between social responsibility of business, managerial ethics, and economic environment. We We conducted desk research on 26 European countries, using different secondary information

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