

**Summaries of Selected Sessions from the
2008 AMA Winter Educators' Conference
(Austin, TX)**

March 2008

**Compiled and edited by Tom J. Brown, Oklahoma State
University, tomb@okstate.edu**

9.3 Marketing and Society

Ethics and Social Marketing

Chair:

*Shruti Gupta, The Pennsylvania State University at Abington
(sxg37@psu.edu)*

Discussant:

*Alan Andreasan, Georgetown University
(andreaasa@georgetown.edu)*

Participants:

A Social Marketing Model of Religious Organizations
Robert M. Schindler, Rutgers University - Camden

“What about Us? I Mean, Hey, We’re Growing, We’re Here”: Women Living with HIV/AIDS
Yelena Tsarenko, Monash University

The Moderating Role of Managerial Ethical Predispositions in Dyadic Marketing Exchange
*Kelly Martin, Colorado State University
Jean L. Johnson, Washington State University*

Session Summary Writer: Mayoor Mohan; Oklahoma State University

Session 9.3 was one of the many sessions in the Marketing and Society track. The focus of the session was to identify relevant issues related to ethics and social marketing. Three papers, presented by well-known scholars in the area, dealing with varying aspects of ethical and social marketing were presented, followed by a discussion of the papers by the discussant.

The first presentation was on a paper that looked at how religious organizations market themselves. The paper was presented by Robert Schindler of Rutgers University who asks ‘is religion marketing?’ The author feels that religions and religious organizations fit the social marketing model extremely well. He argues that within religious organizations there are exchange of goods and services, there are payments and receipts, and the notion of customer satisfaction and holding onto a customer base. Based on this conceptualization that religious organizations fit a social marketing model well, Dr. Schindler provides three areas where this could have important implications. One is to help appreciate the potential of organized religion as a marketing model, another important area is to learn from how religious organizations are managed. The presentation concluded with author stating his intentions to collect data and see what the empirical approach would determine.

Dr. Tsarenko from Monash University in Australia presented the second paper. The paper essentially looked at how women living with HIV/AIDS were treated by non-medical services and organizations. The paper was a discovery oriented study based on grounded research. The author conducted in depth interviews to arrive at her findings. Her findings were downbeat in regards to the plight of women living with the disease. She argues that the stigma of having HIV/AIDS and dealing with disclosure is something that many of her subjects have a hard time dealing with. Unfortunately this is compounded by the way non-medical services and organizations treat such people. Her study suggests that the ineffective handling of HIV/AIDS patients by non-medical services stems out of ignorance and lack of education/awareness about the disease. She strongly suggests that effective marketing can help heal such damaged identities, and that a well planned marketing campaign can ensure that the displaced can receive appropriate support from non-medical organizations.

The third paper was presented by Kelly Martin of Colorado State University. The paper suggests that there might be a moderating role of managerial ethical predispositions in dyadic marketing exchanges. The paper looks at how manager’s predispositions influence the willingness to leverage ethics. The study also looks at how ethical information about a manager’s interfirm exchange partner may also influence managerial investment in ethics. The study involved the use of a bargaining game (often used in experimental economics) based on scenarios to collect data. This method involved a

lot of experimental control ensuring internal validity. Dr. Martin suggests that the results indicate that managers often failed to follow through with their ethical commitments based on their previous statements on their willingness to leverage ethics. The author concluded by stating there is a complex role of managerial ethical predispositions on interfirm investments in ethics and the willingness to leverage ethics in the market place.

Finally the discussant, Dr. Andreasan from Georgetown University, provided his comments about the papers and focused on ethics within a wider realm. Essentially he found all three papers to be of high research quality, stressing on how it is important to do both quantitative and qualitative research. He argues that the issue with ethics boils down to the identity of a firm, they are either ethical by nature and try to hire ethical people, or are ethical via laws, or just don't care about being ethical. He feels that extant research on ethics has been sloppy to some degree and needs to give more attention to the methods involved. He stressed that the HIV/AIDS paper would benefit by looking at what kind of marketing plan would help alleviate the problems of the disenfranchised. For the paper dealing with religion, he suggested looking at religious organization through a branding perspective to gain more insight. Overall he suggested that the papers expand their relevance to concepts more at the core of marketing.