

Human side of marketing

Organizational and ethical issues

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MR department

Importance of a mission

- Places the MR department in the context of organizational objectives

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MR sophistication

It is a matter of degrees

- Quality and sophistication of MR depends on the attitudes of marketing managers
 - Intuitive decision making
 - Sophistication
 - Development

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MR in organization

It is a staff function

- MR department acts on a request from the management
- A medium size MR department may have:
 - Director of MR
 - Research analyst
 - Research assistant
 - Manager of DSS
 - Forecast analyst

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Researcher vs manager

A multi faceted comparison

Managers

Decision oriented

Intuitive

Like to confirm

Researchers

Technique oriented

Analytical

Like to explore

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Researcher vs manager

A multi faceted comparison

Managers

Time orientation:

Project immediacy

Future

Frugal

Results orientation:

Do not like surprises

Concern

(are we #1?)

Certainty (is it or is it not?)

Proactive

Researchers

Time orientation:

Project prolong

Past

Not cost conscious

Results orientation:

Love surprises

Abstraction

(our exponential growth)

Probability (maybe)

Reactive

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Research supplier

External research may be necessary

- A commercial marketing research service that conducts marketing research activities for clients
- Syndicated service
- Standardized service
- Customized research
 - Full service
 - Limited service

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Hiring suppliers

- Depends on
 - Expertise
 - Urgency
 - Personnel resources
 - Economic factors
 - Level of objectivity
 - Confidentiality
 - Quality control

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Ethical issues in MR

- Philosophical questions
- Societal norms
- Codes of behavior

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Respondent

Rights and obligations

- To be truthful
- Right to privacy
- Protection against deception
- Right to be informed

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Researcher

Rights and obligations

- Do research for research
- Be objective
- Avoid misrepresenting research
- Protect the right to confidentiality of clients and subjects
- Do not disseminate faulty conclusions

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User

Rights and obligations

- Ethical relationship between buyer and seller
- Open relationship with research suppliers
- Open relationship with all parties
- Privacy
- Commitment to research
- Beware of “pilot studies”

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Advocacy research

- Research to support a specific legal claim
- Several layers of ethical issues
 - Should research be conducted to support a particular viewpoint? (Research ethics)
 - Should the research result be presented to the court even if it is against the argument? (Legal ethics)
 - And perhaps a few more variations.