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Assignment International marketing

Norms And Ethics In International Marketing

Conducting business internationally involve more than currency time and language difference. Different societies have different expectation regarding how things get done what is permissible and what is not. Add to that variation in political and legal system and competitive pressure and the line between ethical and unethical business practices can be difficult to identify in this section we will discuss the ethical issues of operating in a global environment and the law organization and groups working to enforce code of conduct and hold business responsible for their business practice and the health safety and welfare of employee throughout their supply chain

When I large corporation decide to enter a foreign market it must usually secure a number of license permit registration or other government approval certain type of business may be even be impossible or illegal unless the corporation is first able to obtain a change or adjustment to the nation law or regulation since the power to authorizes the foreign corporation activities is vested in the land of local politician and official and since corporation have access to large financial resource it should not be surprising that some corporate executive resort to financial incentive to infrastructure may be legitimate any form of direct payment to the foreign official that is intended to influence that official public decision will cross the line into bribery.

Bribery is one of the archetype example of a corporation engage in unethical behavior a number of problem can be attributed to business bribery first it is obviously illegal all countries have low that prohibit the bribery of government official so the foreign company engaging in bribery expose its director executive and employee to grave legal risk second the rule and regulation that are circumvented by bribery often have a legitimate public purpose so the corporation may be subverting local social interest and harming local competitor third the giving of bribes may foment a culture of corporation in the foreign country which can prove difficult to eradicate fourth in light of law such as the U.S foreign corrupt practices. Act and the organization of economic cooperation and development convention on Anti Bribery. Bribery is illegal not only in the target country but also in the corporation home country

Government and intergovernmental organization have redoubled their effort to combat the perceived increased in international business corruption. Globalization which accelerated in the final decades of the twentieth century is often cited by specialist as contributing to the spread of corruption. Corruption and business in every nation have become increasingly dependent on global network of supplier partner customer and government. The increased interaction between parties in different countries has multiplied the opportunities for parties to seek advantage from illicit incentive and payoff. Although outright bribery is clearly unethical and illegal there is great deal of behavior that fall into a gray zone that can be difficult to analyze according to a single global standard.