

---

# Contents

---

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of contributors</i>	ix
<i>Acknowledgments</i>	xii
1 Marketing ethics and CSR in marketing: research challenges for the next decade	1
<i>Gene R. Laczniak and Patrick E. Murphy</i>	
2 The general theory of marketing ethics: the consumer ethics and intentions issues	15
<i>Scott J. Vitell and Shelby D. Hunt</i>	
3 A review of ethical decision-making models in marketing	38
<i>O.C. Ferrell, Linda Ferrell and Jennifer Sawayda</i>	
4 The influence of ethics institutionalization on ethical decision making in marketing	61
<i>Scott J. Vitell, Anusorn Singhapakdi and Ceri Nishihara</i>	
5 Ethical judgments are different: an information processing perspective on the unique nature of ethical judgments and ethical judgment processes	89
<i>John R. Sparks</i>	
6 The trouble with marketing ethics . . .	111
<i>John F. Gaski</i>	
7 The cooperation of marketing theory and the ethic of responsibility: an analysis with focus on two views on value creation	125
<i>Michaela Haase</i>	
8 Marketing ethics and differentiation: implications for normalized deviance	150
<i>Kelly D. Martin and Jean L. Johnson</i>	
9 Distributive justice: theory and applications in global markets	168
<i>Thomas A. Klein</i>	

vi *Handbook on ethics and marketing*

10	The ethical imperative of constructive engagement in a world confounded by the commons dilemma, social traps and geopolitical conflicts <i>Clifford J. Shultz, II</i>	188
11	Upstream, downstream: toward a new morality of marketing in global supply chains <i>N. Craig Smith, Guido Palazzo and C.B. Bhattacharya</i>	220
12	Environmental ethics: theory and implications for marketing <i>Raymond Benton, Jr</i>	238
13	Corporate social responsibility: individual, institutional and systemic perspectives <i>Thomas Beschorner, Thomas Hajduk and Christoph Schank</i>	263
14	What drives ethics education in business schools? Studying influences on ethics in the MBA curriculum <i>Andreas Rasche and Dirk Ulrich Gilbert</i>	284
15	Approaches to marketing ethics education <i>Terri Rittenburg and Linda Ferrell</i>	302
16	Corporate philanthropy and ethicality: two opposing notions? <i>Bodo B. Schlegelmilch and Ilona Szőcs</i>	317
17	Marketing ethics in context: the promotion of unhealthy foods and beverages to children <i>Michaela Jackson, Paul Harrison, Boyd Swinburn and Mark Lawrence</i>	354
18	New telecommunication technologies, big data and online behavioral advertising: do we need an ethical analysis? <i>Alexander Nill, Robert J. Aalberts, Herman Li and John Schibrowsky</i>	387
	<i>Index</i>	425