**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 5: ACTIVITY 1**

**Management applications of business ethics: Hofstede’s Dimensions of Natural Culture**

Read the following article on Hofstede’s dimensions of national culture:

*Marta, J.K.M . and Singhapakdi, A. (2005) Comparing Thai and US business people. International Marketing Review Vol 22 No 5 562-577.* (This article will be available in your online student resources.)

* What key points are made regarding US and Thai differences according to Hofstede’s dimensions of national culture? Set out the authors’ reasons for suggesting that Thais have lower estimations of actual/potential for harm resulting from unethical marketing practices.
* How do you think the following could apply to an industry sector you are familiar with - “ethical awareness and standards have tended to rise with income, and a common complaint from developing countries […] is that rich nations want to hold them to higher ethical standards than the rich countries had, when their income was lower” (p564).
* What advice is given to marketing managers working within a global economy? The authors note “while there are some actions that are always and everywhere wrong [..], others may require short- or longer-term compromise, based on the history and traditions of the host country” (p573). Can you think of examples of such compromises?