Week 1 Discussion

Mark Wrublewski

South University

Prof. King

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Conducting business research

Market research will be conducted for determining why the sales of the firm have declined. This will involve targeting market segments and identifying the people living in those markets.

The data will be collected on consumer preferences and their attitudes towards the products. It also involves the identification of people's demand towards that product and impacts of prices and competitors. Data will also be collected on the strengths and weaknesses of the competitors. The threats are equally important for determining the position of the firm.

The employees connected for conducting this research will include market researcher and salesmen.

The outside consultants that can be hired for such research include external market researchers who are experienced and skilled. Sales and business analysts can also be hired for assessing the reasons for the decline of the company's sales (Lyus, Rogers, & Simms, 2011).

Employees’ morale

Cindy must not revise the report before sending it to her boss’s boss. It is ethical to share the actual facts with her boss’s boss even when the results are negative. Cindy has an obligation to follow the ethical code of conduct that also reflects the necessity of not revising the report.

The ethical concerns of reliability and validity are applicable in case of concealing actual results. Hiding or manipulating actual results is unethical.

The boss wants more than what the actual fact says because he is aiming to get a positive response. For developing a positive response Cindy needs to manipulate the actual facts and share wrong ones (Coultas, 2007).

Cindy also has an obligation towards the employees to share their actual responses without manipulating them. It is unethical to neglect her obligation of presenting employees concerns.

References

Coultas, D. (2007). Ethical Considerations in the Interpretation and Communication of Clinical Trial Results. *Proceedings of the American Thoracic Society, 4* (2).

Lyus, D., Rogers, B., & Simms, C. (2011). The role of sales and marketing integration in improving strategic responsiveness to market change . *Journal of Database Marketing & Customer Strategy Management, 18* (1), 39–49.