



## Business Ethics and Principles in the Marketing Industry: Systematic Literature Review

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### Abstract

**Research Aims:** The aim of the research is to know the literature of business ethics and principles in industrial marketing **Design/Methodology:** searches are conducted on publications from 2019 to 2023 for scientific literature, utilizing exclusively open access journals. When "ethic, marketing and industry, ethic" was typed into a reference search, 449 journals came up. Subsequently, after going through the stage of filtering and obtaining 80 journals, there are 42 journals that are sought after, and 9 journals that satisfy the requirements for searching content and issues make up the final stage of the performance report. **Research Findings:** Business ethic and principle of business has an impact on industrial marketing. The finding in the literature inform to offer a set of ethical guidelines and business ethics principles that can be used in the marketing industry. The conceptual resources provided by the arguments proposed by the author as useful to stimulate further debate. In academic research, the two domains can be seen as different structures. In fact, marketing ethics emphasizes compliance with rules, values, and principles

**Keywords:** Business Ethic, Principles, Marketing industry

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### 1. Introduction

Three elements in the context of philosophy of science are ontology, epistemology and axiology. Axiology can generally be grouped into three sections: the moral act which gives rise to a discipline that is ethical; the ethics of beauty which produces beauty; and the philosophy of social and political life. *Etika juga dikenal sebagai filsafat moral merupakan salah satu cabang filsafat yang mengkaji prinsip-prinsip moral yang mengatur perilaku manusia.*(Faizah 2020)

*Etika merupakan salah satu cabang yang di kaji dalam filsafat. Mana yang di angap baik dan mana yang dianggap buruk disebut etika.*(Kencana 2023) Or ethics is a moral philosophy. Ethics also has many fields, one of which is applied business ethics. There's a lot of business ethics from the right point of view. *etika bisnis merupakan bagian dari standar perilaku yang berupa nilai-nilai moral dan perbuatan dan keputusan dari lingkungan kerja.*(Uly Mabruroh Halida 2020) Business ethics is intended to regulate and oversee the morality and ethics of a company, business ethics can also shape values, norms and behaviour of employees as well as leadership in building healthy and fair relationships, in a company. Business ethic in a firm cannot be ignored, given that business is an activity related to society, using a system in offering goods and services to meet the needs and demands of consumers.

In the development of a company, Business ethics requires norms or principles as the basis for the effective conduct of a company. As for the three point of basic business ethics principles

among them are: *kejujuran, keadilan, dan saling menguntungkan*.(Surajiyo 2023). Business ethics itself can be understood as the process of understanding what is right or wrong and acceptable or unacceptable based on the expectations of the organization and society. (Yulieth-Rafael, 2020) ethics. A business with a strong business ethic also employs procedures and values that stem from an optimistic outlook on the world of commerce. But there are business principles: integrity, social responsibility, justice, compliance, and transparency.

In the marketing industry, it is of course closely related to the strategies within it, one of which is marketing strategy. *Strategi pemasaran menurut Philip Kotler adalah pola pikir yang digunakan untuk tujuan pemasaran*.(Suhairi et al. 2023) This also includes specific strategies for determining market targets, including determining positioning and marketing mix, and the amount spent on marketing. So that business ethics in industrial marketing is interesting to study in more depth, so this research examines the literature on business ethics in industrial marketing with the aim of finding out the principles of business ethics in the application of industrial marketing.

## **2. Writing Method**

The definition of systematic review and meta-analysis (SLR) is a method of presenting findings through the combination and analysis of data from multiple studies on related research topics that have been published in a scientific journal and are stored in an academic database. SLR is defined as a method of systematic review and meta-analysis presenting results by combining and analyzing data from various studies conducted on similar research topics in an academic database that has been published in a scientific journal.(Robert-Huot and Cloutier 2020). searches are conducted on publications from 2019 to 2023 for scientific literature, utilizing exclusively open access journals. When "ethic, marketing and industry, ethic" was typed into a reference search, 449 journals came up. Subsequently, after going through the stage of filtering and obtaining 80 journals, there are 42 journals that are sought after, and 10 journals that satisfy the requirements for searching content and issues make up the final stage of the performance report.

## **3. Discussion**

Jay L. caulfield. Catharyn A. Baird et al. in his journal by the title The Ethicality of Point-of-Sale Marketing Campaigns: Normative Ethics Applied to Cause-Related Checkout Charities.(Caulfield, Baird, and Lee 2022) The Ethicality of Point-of-Sale Marketing Campaigns: Normative Ethics Applied to Cause-Related Checkout Charities is a journal article with the goal of determining whether there are any ethical concerns. Point-of-sale marketing campaigns' ethical standing According to the research findings in Normative Ethics Applied to Cause-Related Checkout

Charities, consulting multiple frameworks enhances the analysis through ethical discernment. This paper aims to offer a set of ethical guidelines that people can use when creating and contributing to checkout charity campaigns. The conceptual resources provided by this analysis will be useful for academics, professionals, and students studying nonprofit and for-profit management.

Prothero and McDonagh, 2021. In he is journal by the title Is sustainable marketing based on virtue ethics the answer to addressing socio-ecological challenges facing humankind. With the result of his journal the arguments the arguments put forward by the authors as being useful to stimulate the debate further. And there is the potential for the article to be used in the classroom to discuss the application of ethical approaches to solving social/ecological approaches within marketing.(Prothero and McDonagh 2021) The offered a critique as to what we believe the theoretical and practical limits are within the article, and hope others consider these as they pursue research in the field in the future. And the introduce the reader to principles of ecofeminism and suggest such a perspective may offer more useful ways of thinking about the interconnections between production, reproduction and ecological consciousness, as well as how marketing and marketers become more cognizant of the politics of their role in contributing to a restorative ecology.

Maximilian Braun, Daniel Tigard et.al. 2022, according to the journal's title, AI Ethics and the Automation Industry: How Companies Respond to Questions About Ethics at the automatically Trade Fair 2022.(Braun et al. 2022) that were primarily sales or marketing professionals, who might not be able to account for all the work done in their respective organizations. However, using the automatically for an exploratory investigation to determine whether the actors receiving the numerous marketing campaigns centered around machine learning, computer vision, social robotics, and other technologies commonly grouped under the term AI are aware of the broader ethical debates surrounding AI research and development was enlightening.

Zoupos and Spais, 2022. According to the journal's title, "Digital marketing of pharmaceutical and nutraceutical supplements: marketing ethics and consumer comfort," the findings of the study are 35.7% of participants were single, while the majority (46.3%, n = 126) were married with kids. In light of the majority of respondents' educational backgrounds, postgraduate academic studies (Master's or Ph.D.) represented the highest academic level, followed by university graduates (43.2%), with 118 individuals having this degree. Of the respondents, 43.0%, or 117 individuals, reported having an annual income of between 10,000 and 20,000 euros; the remaining 29.8%, or 81 individuals, did not. Out of the 152 participants, the majority, or 55.7%, responded to the question regarding how frequently they purchase pharmaceutical and nutraceutical supplements. once every six months. According to 92 responses (33.7%), once per

month. Last but not least, 46.7% with the people 128 of the subjects have created at least one account on a website, compared to 53.3% of the subjects with the people 146 who preferred to shop as a guest.(Zoupos and Spais 2023)

O.C. Ferrell & Linda Ferrell. following the title New directions for marketing ethics and social responsibility research.(Ferrell and Ferrell 2021) and the outcome New approaches to social responsibility and marketing ethics Research on social responsibility and marketing ethics is becoming more and more important as a result of the research findings. In academic research, the two domains can be viewed as distinct structures. In actuality, marketing ethics emphasizes adherence to rules, values, and principles. There is more voluntary social responsibility. The dynamics are shifting as social responsibility and marketing ethics play a bigger role in what makes a winning marketing plan.

Emily Reid-Musson, Kendra Strauss, et.al. al in he is journal by the title ‘A virtuous industry’: the agrarian work-family ethic in US rulemaking on child agricultural labour.(Reid-Musson, Strauss, and Mechler 2022) with the result of research he geographical dynamics of this work ethic are significant, since it is the rural and agricultural spaces in which youth ‘learn to work’ that most effectively impart cherished ‘soft skills’ such as per- severance and self-reliance but also positive personal feelings like self-worth and pride

Alexis Walker in the journal by the title Diversity, Profit, Control: An Empirical Study of Industry Employees’ Views on Ethics in Private Sector Genomic.(Walker 2022) with the research of result is New technologies are being developed into services and products in the private sector genomics world. These products and services will direct research endeavors, consumer technology, clinical practice, and data interpretation for years to come. Comprehending the perspectives and dialogues of professionals in this field can offer valuable understanding of the paths the industry is taking and the potential futures of this domain.

Nina Ortová, Denisa Hejlová et.al in the journal by the title Creation of a Code of Ethics for Influencer Marketing: The Case of the Czech Republic.(Ortová, Hejlová, and Weiss 2023). with the result of research this writing (December 2022), 150 members had signed the Code of Ethics, including leading Czech influencers such as Kovy, Honest Guide (Janek Rube and Jan Mikulka), etc, actresses/influencers such as Jitka Schneiderova and Eva Decastelo; agencies such as Ogilvy, FleishmanHillard, McCann Prague, Insighters, H1, Triad Because AMI Communications Slovakia signed the Code of Conduct, it has also had an impact in Slovakia, a neighboring country. Furthermore, the CEO of Content Agency, a Slovak marketing firm, was directly inspired by our version of the Code to launch a similar project and release the official Slovak Code.

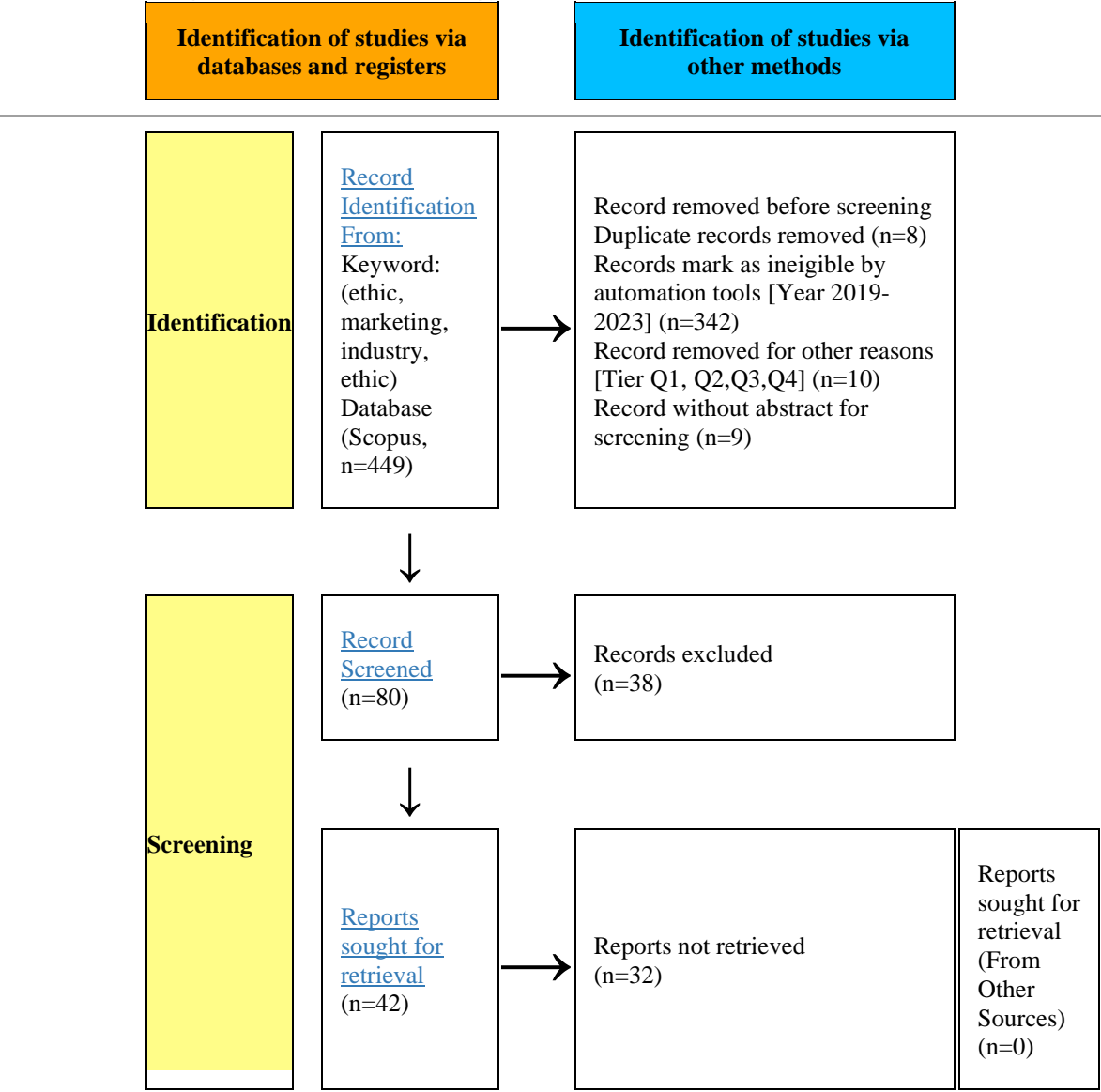
Joe McGrath, and Ciaran Walker in the journal by the Regulating ethics in financial services: Engaging industry to achieve regulatory objectives.(McGrath and Walker 2023). with te

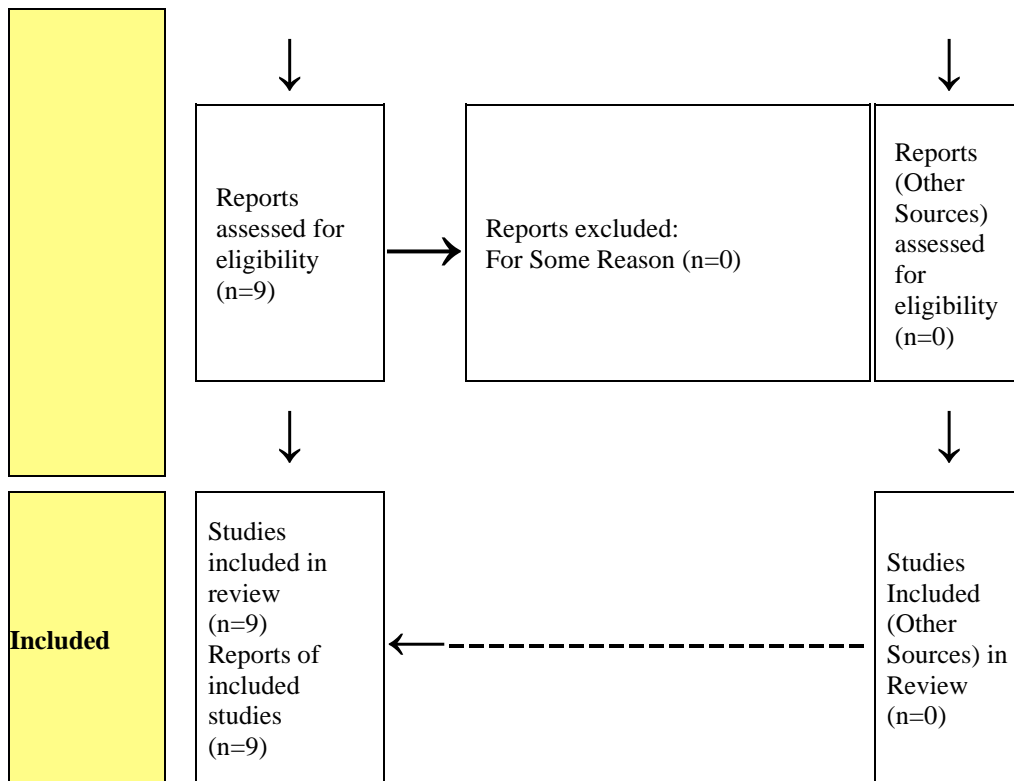
result of research The author of this essay has argued that banking should follow a "trajectory towards professionalization." It is not anticipated that, at least not in the foreseeable future, banking will develop into a fully recognized profession on par with law or medicine. Instead, the claim is that it would advance the development of at least a few professional traits. Specifically, the industry itself ought to establish standards for professional credentials and training that surpass the bare minimum required by law for all members of the industry, including CPD (including for senior management). A financial services company's social purpose should be stated clearly, and staff members should be informed of how their actions affect the company as a whole as well as the community. Furthermore, the sector ought to continue creating industry-wide codes of conduct to

Figures

This image shows the prism methodology in article writing methodology

Figure 1.Prisma Methodology





Source: PNG Wataseuake 2023

## Table

This table shows literature review content of discussion

**Table 1.Literature Review**

No	Authors, Year	Citation	Title	Journal	Independent Variabel	Dependent Variabel
1	Caulfield et al.2020	4	The Ethicality of Point-of-Sale Marketing Campaigns Normative Ethics Applied to Cause-Related Checkout Charities	Journal of Business Ethics	The Ethicality of Point-of-Sale Marketing	Cause-Related Checkout Charities
2	Prothero and McDonagh, 2021	2	Is sustainable marketing based on virtue ethics the answer to addressing socio-ecological challenges facing humankind	AMS Review	marketing based on virtue ethics	ddressing socio-ecological

3	Braun et al.2022	0	AI Ethics and the Automation Industry How Companies Respond to Questions About Ethics at the automatica Trade Fair 2022	Philosophy & Technology	AI Ethics and the Automation Industry	Companies Respond
4	Zoupos and Spais, 2022	0	Digital marketing of nutraceutical and pharmaceutical supplements marketing ethics and consumer comfort	Journal of Marketing Analytics	Digital marketing	consumer comfort
5	Ferrell and Ferrell. 2021	8	New directions for marketing ethics and social responsibility research	Journal of Marketing Theory and Practice	marketing ethics	social responsibility
6	Reid-Musson et al.2022	4	A virtuous industry the agrarian work-family ethic in US rulemaking on child agricultural labour	Globalizations	agrarian work-family ethic	rulemaking on child agricultural labour
7	Walker, 20222	0	Diversity, Profit, Control An Empirical Study of Industry Employees Views on Ethics in Private Sector Genomics	AJOB Empirical Bioethics	Diversity, Profit, Control An Empirical Study of Industry Employees	Ethics in Private Sector Genomics
8	Ortová et al.2023	0	Creation of a Code of Ethics for Influencer Marketing The Case of the Czech Republic	Journal of Media Ethics	Creation of a Code	Ethics for Influencer Marketing

9	McGrath and Walker, 2022	0	Regulating ethics in financial services Engaging industry to achieve regulatory objectives	Regulation & Governance	Regulating ethics	achieve regulatory objectives
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#### 4. Closing

Based on the result of this study, is the Ethic of Business and with the principles ethic of business has an impact on industrial marketing. The finding in the literature inform to offer a set of ethical guidelines and business ethics principles that can be used in the marketing industry. The conceptual resources provided by the arguments proposed by the author as useful to stimulate further debate. In academic research, the two domains can be seen as different structures. In fact, marketing ethics emphasizes compliance with rules, values, and principle

And Business ethics is not just a matter of applying certain ethical principles to business practices, such as critical analysis of business practices from a moral standpoint. There are two primary theory of ethics that are relevant to business ethics. First, the deontological and teleological theories. The theory of teleology quantifies the morality of business decisions based on goals, strategies, or positive effects that result from those decisions. Conversely, deontological theory focuses on the morality of business or trade in terms of the obligation to carry out whatever is required, as well as the moral character and motivation of the trader as well as the principle of trade.

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