International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Marketing Ethics in Social Media Advertising

Handri Dian Wahyudi[1], Imam Mukhlis[2], Arief Noviarakhman Zagladi[3]

[1,2,3]Universitas Negeri Malang, Malang, Indonesia

Corresponding Author: handri.dian.fe@um.ac.id

Abstract

Advertising constitutes one thing that is important for marketing. Advertising allows a product or firm to be recognized by consumers or society. With advertising, a firm can inform about top products firm products. Social media has also become one of the most popular advertising media today. Almost all companies have advertising content on social media. However, such corporations shall also have care in advertising that will be publicized. The firm shall have moral accountability for its advertising. Ethics requires it in advertising that constitutes fringes for corporations. Ethics is about fairness and deciding what is right or wrong, about defining the practices and rules that underpin responsible conduct between individuals and groups. In the presence of ethics in advertising, a firm has a reputation in society that eventually will be impacted by the product or service that is marketed.

Keywords: Marketing Ethics, Advertising, Social Media.

INTRODUCTION

. In the contemporary era characterized by globalization and the abundance of information, advertising has permeated all aspects of human existence, spanning across many periods and impacting individuals from all backgrounds. The individual effectively communicates commercials with diverse ideas and goals to both lower and upper-class segments of society, employing classic media channels such as television, radio, and newspapers, as well as more contemporary platforms like websites and social media, in order to effectively transmit his intended message. The utilization of social media platforms for the dissemination of advertisements has undergone remarkable growth. The majority of smartphone users possess their social media platform.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The proliferation of information and communication technologies, along with the advent of the internet, has facilitated the widespread adoption of social networking sites over the past decade (El-Haddadeh et al., 2012). According to Lee and Hong (2016), business firms have transitioned from utilizing traditional media advertisement platforms to employing social media platforms. There has been a growing trend among businesses to allocate a more significant portion of their advertising budgets towards social media advertising (Chi, 2011; Duffett, 2015). Consequently, there has been a notable surge in the interest of practitioners and researchers regarding the efficacy and significance of advertising on social media platforms (Saxena & Khanna, 2013). In recent years, there has been a notable scholarly emphasis on comprehending the intricacies of social media advertising to leverage its potential for effective implementation within marketing communication strategies (Logan et al., 2012; Dao et al., 2014; McCarthy et al., 2014).

The role of advertising has undergone significant transformations due to technological and economic advancements. The accessibility of competitors' marketing information has facilitated the enhancement of products by utilizing such information, hence leading to a shift in focus from brand distinctiveness to brand experientiality. Brand advertising frequently utilizes consumer experiences and emotional reactions toward certain brands (Tai, 2007).

Typically, advertising entails disseminating impersonal details regarding a product, brand, company, or establishment conducted in exchange for remuneration to cover specific expenses (Kotler & Keller, 2016). Advertising is a communicative endeavor that seeks to influence or guide individuals into engaging in advantageous actions on behalf of the advertiser.

Incorporating business ethics as a fundamental component in global industrialization has been prompted by the revelation of unethical behaviors exhibited by numerous American companies (Svenson et al., 2006). Advertising allegedly has engaged in several ethical transgressions, primarily characterized by its limited societal accountability (Treise et al., 1994). The implications of advertising encompass various aspects, including the facilitation of distribution, the perpetuation of stereotypes, its manipulative and persuasive characteristics, the promotion of materialism and consumption, the frequent utilization of sexual appeal, and the limited provision of information (Treise et al., 1994). Hence, it is imperative to incorporate ethical components into advertisements that align with the cultural norms of the country where the product is situated.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Even though it is now straightforward to promote products and services, marketing ethics on social media also need to be considered. Marketing professionals bring a set of values, principles, and standards of behavior that govern the way a company carries out marketing activities. Social media, currently utilized as a marketing instrument by brand proprietors, occasionally becomes susceptible to infiltration by persons engaging in fraudulent activities targeting customers. Due to this rationale, it remains imperative for consumers to exercise discernment when perusing information and selecting products through marketing channels such as social media or the Internet.

Ethics in Business

The term "ethics" derives from the Greek word "ethos," which signifies "values" and a manner of conduct (Bergadaa, 2007). The term in question bears resemblance to the concept of morality. In the context of organizational ethics, it pertains to the promotion of decision-makers adherence to impartiality that is beneficial, hence enhancing the well-being of both the organization's members and society at large (Bergadaa, 2007).

There exist numerous interpretations of ethics, and a variety of definitions about ethics will be offered. Ethics pertains to the principles of honesty and the determination of moral correctness. It involves the establishment of norms and regulations that are upheld by responsible conduct within interpersonal and collective contexts (Orme & Ashton, 2003). According to Farrell and Cobbin (1996), ethics can be seen as a concept that encompasses the distinction between right and wrong, and good and evil activities. Additionally, ethics involves philosophical considerations of morality as established by society. This pertains to matters beyond the scope of legal jurisdiction and serves as a framework for effectively addressing prevailing moral quandaries through equitable, suitable, and accurate resolutions. The examination of ethics as manifested in legal frameworks, written regulations, managerial instructions, and the prevalence of unethical behavior and the lack of ethical principles as a guiding force has emerged as a significant concern in diverse scholarly investigations. According to the definition provided by Orme and Ashton (2003), ethics can be seen as the conscientious effort to uphold the consistent application of established norms and rules in all business contexts.

According to Geetu (2003), there exist three distinct approaches to ethics: (1) Social ethics refers to an approach that traces its origins back to ancient Greek civilization and is grounded in fundamental principles governing civilized existence. Distinct variations from other social groups or societies characterize it. In essence, Organization A and Organization B can exhibit disparities in ethical ideals and/or principles. Social

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

ethics acknowledges and accommodates divergent perspectives regarding the nature and validity of ethical principles; (2) Transcendental ethics is a philosophical perspective that upholds the existence of an objective and universal understanding of morality, encompassing notions of good and wrong as well as principles of justice. This ethical framework emphasizes the equitable application of these principles, disregarding any societal, geographical, or cultural limitations. The alignment of ethical principles between marketers in Europe and marketers in Asia is crucial. In order to achieve worldwide market expansion, marketers must possess a comprehensive understanding of this concept; (3) Tactical ethics refers to the adherence to relevant regulations and laws in order to prevent the occurrence of consequences resulting from any infractions committed. The adherence to this ethical principle is commonly motivated by considerations of convenience and self-interest rather than a moral or ethical imperative. There is a prevailing belief among individuals that adhering to legal regulations constitutes a manifestation of ethical conduct.

The importance of adhering to ethical business practices is widely recognized in Western countries, particularly in the United States. A company's ethical principles and behavioral patterns are reflected in its code of ethics. To ensure compliance with these regulations, companies establish ethics committees. The role of an ethics director is to address and resolve ethical issues within the organization. Additionally, ethics supervisors collaborate with professionals in monitoring and upholding ethical standards (Fulop et al., 2000).

The concept of ethics is inherently intertwined with that of morals. The acceptance of ethical behavior is contingent upon the cognitive map, a cognitive framework or knowledge structure that individuals employ to interpret the situations they encounter. This cognitive map, as elucidated by Johnson in Hansen and Smith's work (2006), plays a significant role in shaping fundamental moral concepts. According to Himma (2007), Gert posits that the resolution of ethical challenges, such as those encountered in the realm of information ethics, can be achieved by adopting a "common morality" framework. Common morality refers to a moral framework employed by a certain culture to guide individuals in their ethical decision-making processes and the development of moral principles. In addition to this, there exist cultural components that are collectively acknowledged and exert an influence on moral values.

Numerous corporations endeavor to establish comprehensive ethics rules, attentively address employee grievances, provide training initiatives, diligently investigate instances of misconduct, foster an understanding of ethical principles throughout the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

organization, and establish dedicated committees tasked with formulating and implementing ethical guidelines inside the company. It is widely held that the proliferation of discussions about ethics signifies a growing inclination among organizations to comprehend the ethical underpinnings of their operational endeavors, irrespective of whether their conduct has deviated from ethical principles or not (Neimark, 1995). In order to cultivate an ethical organizational culture, companies must establish and implement initiatives that actively promote and encourage ethical behavior. The ethical reputation of a company can positively impact its performance in the marketplace, since many organizations leverage their ethical beliefs to inform their strategic planning process. This finding indicates that a significant number of organizations incorporate ethics as an integral component of their business operations (Svenson et al., 2006). According to Murphy, Laczniak, and Wood (2007), the components necessary for the maintenance of relationship marketing are inextricably linked to ethical considerations, namely encompassing honesty, trust, commitment, and persistence. This demonstrates the significance of ethics in the context of sustaining relationship marketing.

The issue about unethical businesses is not primarily attributed to managers' need for more awareness regarding ethical principles, but rather stems from their adherence to misguided ethical frameworks. The attainment of substantial improvements in corporate ethics needs more than mere modifications to a fraction of the business strategy. According to Hansen and Smith (2006), it is imperative to implement comprehensive modifications to the overall business strategy, which should encompass the cultivation of a strong ethical mentality by corporate leaders.

Advertising

Numerous scholarly investigations have demonstrated that advertising exerts a significant influence on diverse aspects of corporate performance, including sales, profitability, and overall firm valuation (McAlister et al., 2007). In addition, effective advertising has the potential to enhance the brand equity of a product, hence augmenting the distinction of a company's offerings (McAlister et al., 2007). Furthermore, the advantages of advertising and brand equity extend beyond their impact on established items within the market. These factors also play a crucial role in enhancing and securing the company's performance inside novel product marketplaces (McAlister et al., 2007).

The success of an advertising campaign is influenced by numerous factors. In a study of 524 brands across 100 consumer product categories from 1997 to 2001, the winning brands, 90 of them, consistently and significantly emerged as the top brands in

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

their respective categories (Blasberg & Viswanath, 2003). According to Blasberg and Viswanath (2003), two primary characteristics of their success are innovation and aggressive advertising.

According to Batra et al. (1995), the allocation of resources towards advertising has a substantial impact on the level of brand recognition for lesser-known brands within expanding product categories. Additionally, advertising plays a significant role in shaping consumer intentions to purchase, particularly when the promotional efforts emphasize novel strategies or advantages. This effect is further amplified when the brand receives substantial trade promotion support, avoids instances of advertising plagiarism, and does not encounter any decline in its overall performance.

The evaluation of advertising efficacy can be determined by examining two key factors: the extent to which an advertising campaign enhances the consumer base considering the company's product or service, and the degree to which the advertising campaign enhances the perceived value of the product or service among consumers as a whole (Neal & Bathe, 1997). The efficacy of advertisements typically reaches its highest level upon initial deployment, but then diminishes rapidly, often over six to twelve weeks. Following its disappearance, the corporation is poised to initiate a fresh advertising campaign (Businessline, 2004).

Advertising is a prevalent strategy employed by corporations to disseminate persuasive messages to consumers and the general public. According to Kotler and Keller (2006), the concept of advertising encompasses many methods of disseminating and promoting ideas, goods, or services by a specific sponsor, which necessitates financial compensation. According to Jefkin (as cited in Celebi, 2007), advertising refers to disseminating persuasive messages aimed at facilitating sales to potential buyers who are most likely to be interested in a particular product or service, while minimizing expenses.

Kotler and Keller (2006) assert that when developing advertising programs, marketing managers should commence by identifying the target market and buyer motives. Subsequently, they should make five fundamental decisions in creating advertising programs, commonly known as the 5 M's (Mission, Money, Message, Media, Measurement).

The mission statement is focused on the identification and establishment of advertising objectives. The establishment of advertising objectives is contingent upon prior determinations on target markets, brand positioning, and marketing initiatives. Advertising objectives can be categorized based on their intended purposes, namely to

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

provide information, convince, remind, or reinforce. The primary objective of informative advertising is to generate brand recognition and enhance consumer understanding of novel items or updated attributes of existing products. The objective of persuasive advertising is to generate favorable attitudes, preferences, opinions, and ultimately, the acquisition of a specific product or service. Reminder advertising is designed to encourage customers to make repeat purchases of items or services. Reinforcement advertising aims to persuade current buyers that their decision to purchase a certain product or service was really the correct one.

The allocation of financial resources is a critical factor in determining the advertising budget. When determining an advertising budget, it is crucial to consider five distinct aspects. These criteria encompass the stage in the product life cycle, market share and consumer base, competition and disruption, frequency of advertising, and product substitution. The content pertains to the selection of advertising messages. In order to formulate an advertising strategy, advertisers must undergo a series of three distinct steps. The processes encompassed in this framework are as follows: (1) The invention and evaluation of messages; (2) The development and implementation of creative strategies; (3) The consideration of social responsibility. The concept of media pertains to the process of choosing the appropriate media platforms for the promotion and dissemination of products or services.

Social media advertising

According to Kaplan and Haenlein (2010), social media may be described as a collection of internet-based apps that are built upon the principles and technologies of Web 2.0. These applications facilitate the production and sharing of content generated by users. Kaplan and Haenlein (2010) have proposed six categories of social media, drawing from theories in media research (social presence, media richness) and social processes (self-presentation, self-disclosure). These categories encompass collaborative projects (e.g., Wikipedia), blogs, content communities (e.g., YouTube), social networking sites (e.g., Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds (e.g., Second Life). The utilization of social media platforms has shown a significant increase among individuals as well as other entities. According to a study conducted by Tuurosong and Faisal (2014), approximately 60 percent of individuals engage with social media on a daily basis, with at least one instance each day. Moreover, there is an incremental increase observed in the utilization of social media among enterprises. For instance, it is projected that the proportion of organizations utilizing social media for

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

marketing endeavors will rise from 87 percent in 2013 to 89.5 percent in 2016, as reported by eMarketer in 2014. Undoubtedly, social media platforms provide organizations with several opportunities to enhance their marketing strategies. Social media serves as a mechanism for gathering customer data, which can subsequently be examined and utilized to forecast future levels of social media discourse. Moreover, this data may be employed to foresee and predict prospective issues on the overall operations of a firm (Hamouda, 2016). According to Mir (2012), social media platforms have facilitated the establishment and cultivation of customer relationships, leading to the improvement of corporate and brand perceptions. Furthermore, it can be observed that social media platforms have significantly altered the marketing communication techniques employed by organizations, leading to a notable change in the methods utilized by corporations to engage with their intended audience (Mangold & Faulds, 2009). According to Duffett (2015), the effectiveness of traditional advertising channels like television and newspapers diminishes in light of the emergence of social media. Social media advertising, as defined by Taylor et al. (2011), encompasses various forms of advertising, both explicit (such as banner ads and commercial videos) and implicit (such as fan pages or firm-related 'tweets'), that are disseminated through social networking sites. This type of advertising is particularly intriguing due to its ability to offer consumers advice, facilitate experience sharing, and enable quick and effortless information retrieval, as highlighted by Patino et al. (2012). In the past few years, there has been a notable increase in corporate investments in advertising on social media platforms, including popular sites like Facebook and Twitter, as a means to effectively promote their products and services (Barnes & Mattson, 2009). According to a study conducted by eMarketer in 2015, global advertisers allocated a total of $23.68 billion towards engaging with consumers on social networks. It is projected that this figure will increase to $35.98 billion by 2017, accounting for approximately 16.0 percent of the total expenditure on online advertising worldwide.

Developing Ethics in Advertising

Based on the preceding discourse, it can be asserted that advertising encompasses various activities aimed at the non-personal presentation and promotion of ideas, goods, or services, which are financially supported by specific sponsors (Kotler & Keller, 2006). Typically, advertising entails disseminating impersonal details regarding a product, brand, company, or establishment in exchange for monetary remuneration. Advertising is a communication technique that seeks to persuade individuals and prompt them to engage in actions that are advantageous to the advertisement's originator.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Hence, it is imperative for advertising professionals to reach a consensus on establishing and defining advertising boundaries and ethical standards in order to safeguard customers and uphold societal well-being. The primary objective of this measure is to uphold advertising ethics and safeguard societal stability by mitigating the potential harm caused by excessive advertising. Hence, all advertising endeavors must adhere to the principles of advertising ethics. It is imperative to bear in mind that a fundamental aspect of advertising implementation is the capacity to discern and promote products that adhere to legal regulations and possess official status, while also being established and accessible within the market or community. Implementing a comprehensive advertising 'code of ethics' that encompasses all forms of advertising would enhance the credibility and reputation of the company's offerings, establishing them as valuable commodities worthy of promotional efforts.

According to Celebi (2007), the success of advertised products may be hindered if they lack the support of high-quality products. The advertising strategy, in fact, exacerbated the decline of the product. This implies that advertisers must consistently consider potential hazards. In order to enhance their sincerity and prudence in formulating commitments, individuals may strive to cultivate an environment conducive to honesty and attentiveness. The public's assessment of a product's success in the future will rely on the promises made in its advertising campaigns.

Advertising ethics refers to the moral principles and standards that govern the proper conduct and functioning of advertising. This issue pertains to the matter of determining appropriate courses of action, taking into consideration not only legal obligations but also ethical considerations (Cunningham as cited in Drumwright and Murphy, 2004). Therefore, it can be argued that advertising ethics emphasizes moral principles, rather than solely focusing on legality or the mere possibility of performing an action within the confines of the law. Drumwright and Murphy (2004) assert that the involvement of advertising firms holds significant importance in developing ethical advertising. The advertising agency is responsible for possessing and comprehending robust norms when confronted with a client, specifically a firm seeking advertising services. The task becomes more challenging when the client has formulated a concept or concepts that may infringe upon ethical principles. Hence, the inclusion of education, training, and supervision assumes a crucial role in the development of ethical advertising professionals. In addition, as asserted by Drumwright and Murphy (2004), the leaders inside a firm and advertising agency assume a significant role. CEOs, owners, and/or firm partners must cultivate ethical leadership, which should ideally align with the practices of

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

advertising agencies. The function of education is crucial in upholding the prioritization of ethics in advertising, particularly in light of evolving public attitude and cultural norms.

CONCLUSION

Advertising is a prevalent method employed by corporations to disseminate persuasive messages to consumers and the general public. Advertising refers to disseminating and promoting ideas, goods, or services through non-personal means, facilitated by a specific sponsor who provides financial compensation for such activities. When developing advertising programs, particularly on social media platforms, marketing managers are required to initiate the process by defining the target market and comprehending the underlying motives of potential buyers. Subsequently, they must proceed to make five crucial decisions known as the 5 M's (Mission, Money, Message, Media, Measurement) in order to create these advertising programs effectively.

When initiating an advertising campaign, marketers must also be mindful of prevailing ethical considerations. Ethics encompasses the principles of honesty and the determination of moral correctness, involving the establishment of guidelines and regulations that facilitate conscientious conduct within interpersonal and collective contexts. The concept of ethics is inherently intertwined with that of morals. The formation and interpretation of fundamental moral notions are shaped by the cognitive map, a cognitive framework or knowledge structure that individuals employ to make sense of and navigate the moral landscape. The acceptance of ethical behavior is contingent upon an individual's cognitive framework for comprehending the encountered situation.

Advertising professionals must reach a consensus and establish advertising parameters and ethical guidelines in order to safeguard customers and uphold societal well-being. The primary objective of this measure is to uphold advertising ethics and safeguard societal stability by mitigating the potential harm caused by excessive advertising. Hence, all advertising endeavors must adhere to the principles of advertising ethics. The field of advertising ethics places significant emphasis on moral considerations, extending beyond mere legality or the permissibility of actions within the confines of the law. It encompasses a broader concern for moral principles and values. The involvement of leaders within firms and advertising agencies holds significant importance in the development of ethical advertising practices. The presence of ethical values among corporate executives and advertising firms will result in the production of advertisements that adhere to ethical standards.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

REFERENCES

Barnes, N.G. and Mattson, E. (2009). "Social media in the 2009 Inc. 500: new tools and new trends", *Journal of New Communication Research*, Vol. 4 No. 2, pp. 70–79.

Batra, R., Lehmann, D.R., Burke, J. and Pae, J. (1995). "When does advertising have an impact? A study of tracking data", *Journal of Advertising Research*, Vol. 35, No. 5, pp. 19-32

Bergadaa M. (2007). "Children and business: pluralistic ethics of marketers", *Society and Business Review*, Vol. 2, No. 1, pp. 53-73

Blasberg, J. and Vishwanath, V. (2003), "Making cool brands hot", *Harvard Business Review,* Vol. 81, No. 6, pp. 20-22

Businessline (2004), "Why do firms persist with ineffective ads?", *Businessline*, 27 May, pp. 1.

Celebi, S. I. (2007). "The credibility of advertising vs publicity for new FMCGs in Turkey," *Corporate Communications: An International Journal*, Vol. 12, No. 2, pp. 161-176

Chi, H. (2011). "Interactive digital advertising vs virtual brand community: exploratory study of user motivation and social media marketing responses in Taiwan", *Journal of Interactive Advertising*, Vol. 12 No. 1, pp. 44–461.

Dao, W.V.T., Le, A.N.H., Cheng, J.M.S. and Chen, D.C. (2014). "Social media advertising value. the case of transitional economies in Southeast Asia", *International Journal of Advertising*, Vol. 33 No. 2, pp. 271–294.

Drumwright, M.E. and Murphy, P.E. (2004). "How advertising practitioners view ethics", *Journal of Advertising*, Vol. 33, No. 2, pp. 7-24

Duffett, R.G. (2015). "Facebook advertising's influence on intention-to-purchase and purchase amongst millennials", *Internet Research*, Vol. 25 No. 4, pp. 498–526.

El-Haddadeh, R., Weerakkody, V. and Peng, J. (2012). "Social networking services adoption in corporate communication: the case of China", *Journal of Enterprise Information Management*, Vol. 25 No. 6, pp. 559–575.

Farrel, B. J. and Cobbin, D. M. (1996). "Mainstreaming ethics in Australian enterprises", *Journal of Management Development*, Vol. 15, No. 1, pp 37-50

Fulop, G., Hisrich, R. D., Szegedi, K. (2000). "Business ethics and social responsibility in transition economies", *Journal of Management Development*, Vol. 19, No. 1, pp. 5-31

Hamouda, M. (2016). "Company-customer interaction via social media: contributions to the marketing mix", in Singh, A. and Duhan, P. (Ed), *Managing Public Relations and Brand Image through Social Media*, IGI Global, Hershey, PA, pp. 160–170.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Hansen, F. & Smith, M. (2006). "The Ethics of Business Strategy", *Handbook of Business Strategy*, pp. 201-206

Himma, K. E. (2007). "Foundational issues in information ethics", *Library Hi Tech*, Vol. 25, No.1, pp. 79-94

Kaplan, A.M. and Haenlein, M. (2010). "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons*, Vol. 53 No. 1, pp. 59-68.

Kotler, P. and Keller, K.L. (2016). *Marketing Management*, 12th ed. Upper Saddle River, NJ: Pearson Education Inc.

Lee, J. and Hong, I.B. (2016). "Predicting positive user responses to social media advertising: the roles of emotional appeal, informativeness, and creativity", *International Journal of Information Management*, Vol. 36 No. 3, pp. 360–373.

Logan, K., Bright, L.F. and Gangadharbatla, H. (2012). "Facebook versus television: advertising value perceptions among females", *Journal of Research in Interactive Marketing*, Vol. 6 No. 3, pp. 164–179.

Mangold, W.G. and Faulds, D.J. (2009). "Social media: the new hybrid element of the promotion mix", *Journal of Business Horizons*, Vol. 52 No. 4, pp. 357-365

McAlister L, Srinivasan R, & Kim M. (2007). "Advertising, Research and Development, and Systematic Risk of the Firm", *Journal of Marketing*, Vol. 71, pp. 35–48

McCarthy, J., Rowley, J., Ashworth, C.J. & Pioch, E. (2014). "Managing brand presence through social media: the case of UK football clubs", *Internet Research*, Vol. 24 No. 2, pp. 43–75.

Mir, I.A. (2012). "Consumer attitudinal insights about social media advertising: a South Asian perspective", *The Romanian Economic Journal*, Vol. 15 No. 45, pp. 265–288.

Murphy, P. E., Laczniak, G. R., Wood, G. (2007). "An ethical basis for relationship marketing: a virtue ethics perspective", *European Journal of Marketing*, Vol. 41, No. 1/2, pp. 37-57

Neal, W.D. and Bathe, S. (1997), ''Using the value equation to evaluate campaign effectiveness'', *Journal of Advertising Research*, Vol. 37, No. 3, pp. 80-85.

Neimark, M. K. (1995), "The Selling of Ethics", *Accounting, Auditing & Accountability Journal*, Vol. 8, No. 3, pp. 81-96.

Orme, G., Ashton, C. (2003), "Ethics – A Foundation Competency", *Industrial and Commercial Training*, Vol. 35, No. 5, pp. 184-190

Patino, A., Pitta, D.A. and Quinones, R. (2012), "Social media's emerging importance in market research", *Journal of Consumer Marketing*, Vol. 29 No. 3, pp. 233-237.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Saxena, A. and Khanna, U. (2013), "Advertising on social network sites: a structural equation modelling approach", *Vision*, Vol. 17 No. 1, pp. 17-25.

Svensson, G., Wood, G. and Callaghan M. (2006), "Codes of ethics in corporate Sweden", *Corporate Governance*, Vol. 6, No. 5, pp. 547-566

Tai, S. H. C. (2007). "Correlates of successful brand advertising in China", *Asia Pacific Journal of Marketing and Logistic*, Vol. 19, No. 1, pp. 40-56

Taylor, D.G., Lewin, J.E. and Strutton, D. (2011). "Friends, fans, and followers: do ads work on social networks", *Journal of Advertising Research*, Vol. 51 No. 1, pp. 258–275.

Treise, D., Weigold, M.F., Conna, J. and Garrison, H. (1994). "Ethics in Advertising: Ideological Correlates of Consumer Perceptions", *Journal of Advertising*, Vol. 23, No. 3, pp. 59-69

Tuurosong, D. and Faisal, A. (2014). "The social media scourge among university students: a study of the university for development studies, Ghana", *Journal of Asian Development Studies*, Vol. 3 No. 2, pp. 62-74.

Alavoine, C., Kaplanseren, F., & Teulon, F. (2013). Teaching (And Learning) Negotiation: Is There Still Room For Innovation?. International Journal of Management & Information Systems (IJMIS), 18(1), 35–40.

Prema S. (2021). A Decisive Role Played By Language in the Arena of Marketing and Advertisement: An Exploration of Ubiquitous Element, *Asian Journal of Management, Entrepreneurship and Social Science*, Vol. 1, Iss. 1, pp. 17–24.

Ghauri, P.N. (1986). Guidelines For International Business Negotiations, *International Marketing Review*, Vol. 3, No. 3, pp. 72–82.

Jeswald W. Salacuse. (2003). *The Global Negotiator*, Palgrave MacMillan.

Musa. Faridah. (2011), Negotiation skills: Teachers' Feedback as Input Strategy, Procedia Social and Behavioral Sciences, Vol. 59, pp. 221–226.

Fos PJ. (1991). A Method of Teaching Negotiating Skill, *J Health Adm Educ*. Vol. 9, Iss. 3, pp. 289–305.

Reardon, K. Kathleen. (1994). Starting our Right: Negotiation Lessons for Domestic and Cross-Cultural Business Alliances, *Business Horizons*, Vol. 37, Iss. 1, pp. 71–79.

Salacuse, J. (1991). Making Deals in Strange Places: A Beginner's Guide to International Business Negotiations, *Negotiation Theory, and Practice*. Eds. J. William Breslin and Jeffrey Z. Rubin. Cambridge, MA: The Program on Negotiation at Harvard Law School, pp. 251–260.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.