

Essay



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Ethical Theory in Business Situation

Name of Student

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Business ethics is mainly concerned with the harmonious relationships between the entrepreneurs with the society, institutions, and various groups. It emphasizes the moral responsibility of a business to do the right thing and avoid actions that are generally deemed wrong. The report on DecorMyEye describes a case of unethical practice by a trader whose focus was the monetary results of his actions rather than the intent. As reported, the trader has been taking advantage of the shortcomings of internet commerce to harass and threaten customers who complained of the unmet promises. Mr. Borker, the online trader, has been benefiting from the numerous reviews – most of which are negative, to improve his business' online visibility. An encounter with one Rodriguez led to a series of events that led to the exposure of Mr. Borker and subsequent disciplinary actions. In this case, Mr. Borker violated the principles of deontology.

The deontology concept maintains that moral business intentions and acting based on the right rules are better ethical paths than aiming at the results. Often referred to as the ethics of duty, Kant's deontological ethics views actions to be right or wrong not based on their results, but because they are inherently good or evil. The theory holds that ethical actions in business arise from duties, which are generally derived from rational thoughts (Tanner, Medin & Iliev, 2008). Also, the concept considers duties to be universally owed to all people rather than selective delivery to people based on their defining attributes. In the case study, Mr. Borker failed to follow the principles of deontology in his intentions and selective treatment of customers.

Mr. Borker intentionally humiliated the customers to grow his online visibility and minimize losses due to inventory returns. The company, DecorMyEye maintained a good ranking on Google search results due to the controversies and numerous reviews on its services. Although the reviews are mostly negative, Mr. Borker considers the lack of sentimental analysis on search engines as an opportunity to grow the website's traffic and derive more sales. This is, however, contrary to the principles of intentions and motives. This concept negates the consequentialist idea that positive results should be embraced regardless of their direct intentions. Ethically, the business should only authorize duties that aim to benefit both the business and the customers. From a deontological point of view, the continued customer dissatisfactory comments on the DecorMyEye are not due to accidental actions from the business side, but intentional mistakes to drive controversy. Thus, the business is, by all means, deserving of criticism and the disciplinary actions were taken by the financial and technical service providers.

Despite acknowledging the operational mistakes, Mr. Borker makes the consequentialist uncertainty excuses rather than owning up to the consequences. He refers to the unhappy shoppers as psychos who grumble about reporting his business to the relevant authorities. However, duty-based ethics

solely emphasize the action as being either right or wrong (BBC, 2021). In this regard, the nature of the customers should not be an excuse for the bad experiences that DecorMyEye faced with its online shoppers. Although the consequentialist argument of the uncertainty of the nature of customers provides a fair degree of excuse, inherently wrong actions are most likely to yield unfavorable results. Furthermore, rule-based ethics provides a set of rules that can guide the decision-making process to avoid unethical actions. With this knowledge, it is morally unacceptable to transfer the blame for wrong business experiences to the customers.

Arguably, the consequentialist ideology embraced by Mr. Borker is impacting the business negatively. The continued customer dissatisfaction and negative reviews on the company's website are consequential on customer return rates and referrals. Although Mr. Borker enjoys growing online traffic, a substantial number of his customers are one-timers who cannot re-shop with the company due to the bad experience. Also, the dissatisfied customers cannot refer other customers for the company's services for fear of having the same experience and wasting their resources. Moreover, the disciplinary and legal actions taken against the company would definitely damage the reputation of the company and possibly halt the business operations. Thus, the consequentialist focus yielded only short-term benefits to the company. Moreover, the inventory returns imply losses to the company since the goods are outsourced from other online vendors. Thus, the DecorMyEye need to consider duty- and rule-based ethics to ensure customer satisfaction and longevity of the business.

The road to business survival can be explored by adhering to deontological principles. These principles can be applied with considerations of the fierce competition in internet commerce and the complex consumer demands. According to Vadastreanu et al. (2015), businesses aiming to grow their market share should not pick shortcuts to growth that ignore the rising need for ethics and deontology in business. Thus, DecorMyEye should adopt consumer-based services to emphasize customer needs and experiences. In this context, Mr. Borker should consider customer reviews as pointers to the company's weaknesses rather than inconveniences to growth. The business decisions should be intended to do good and avoid wrong.

References

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