THE EFFECTS OF PERSONAL CULTURAL VALUES AND

PROFESSIONAL VALUES TOWARDS THE MARKETING

ETHICS OF ACADEMICIANS

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ABSTRACT

The main purpose of this research is to assess the personal cultural value and professional values in regards to academicians' marketing ethics. A survey of academicians was conducted to determine the factors that are related to the academicians' marketing ethics using these dimensions: Collectivism, Uncertainty Avoidance, Power Distance and Professional Values. From 108 questionnaires distributed to all the academicians in INTI International College Penang, 88 respondents were collected. The findings showed that Power Distance and Professional Values were the factors that influence academicians' marketing ethics. Further analysis showed that demographic factors such as age, gender, years of working experience, academic qualification do not have any influence on academicians' marketing ethics. Since the result of the study showed that Power Distance and Professional Values are the main factors that influence the marketing ethics of academicians, the management of the college would perhaps look into methods and ways of cultivating the professionalism among academicians in order for them to possess a good marketing ethics.

ABSTRAK

Tujuan utama kajian ini adalah untuk mengetahui pengaruh nilai-nilai budaya peribadi (personal cultural values) dan nilai-nilai professional terhadap etika pemasaran ahli akademik. Satu soal selidik terhadap ahli-ahli akademik di Malaysia telah dilaksanakan untuk menentukan faktor yang mempengaruhi etika pemasaran mereka. Kaji selidik ini menggunakan dimensi berikut iaitu dimensi Kolektivism (Collectivism), Penghindaran Ketidakpastian (Uncertainty Avoidance), Jarak Kuasa (Power Distance) dan Nilai-Nilai Professional (Professional Values). Sejumlah 88 soal selidik yang boleh digunapakai untuk tujuan analisis berjaya dikumpul semula daripada sejumlah 108 borang soal selidik yang diedarkan. Kajian ini mendapati bahawa faktor Jarak Kuasa (Power Distance) dan Nilai-nilai Professional (Professional Values) merupakan faktor yang mempengaruhi Etika Pemasaran para ahli akademik. Analisis seterusnya mendapati bahawa faktor demografik seperti usia, jantina, kelayakan akademik dan pengalaman kerja tidak mempengaruhi Etika Pemasaran para ahli akademik. Oleh kerana keputusan kajian ini mendapati faktor Jarak Kuasa dan Nilai-Nilai Professionalisma merupakan faktor yang menjurus kepada Etika Pemasaran para ahli akademik, maka, adalah disyorkan bahawa pihak pengurusan kolej seharusnya memupuk Nilai-nilai Professionalisma kepada para akademik untuk memastikan bahawa mereka mempunyai Etika Pemasaran yang wajar dan positif.

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CHAPTER 1

INTRODUCTION

1.1   Chapter Overview

This chapter consists of eight (8) parts: (1) Background of The Study, (2) Problem Statement, (3) Research Questions and Research Objectives, (4) The Theoretical Framework, (5) Research Hypothesis, (6) Significant of the Study, (7) Definition of Terms, (8) Limitation and Scope

Part One (1) Background of The Study describes about the background and theories related to the study. Part Two (2) Problem Statement discusses the subject related to the topic. Part Three (3) discusses what the questions needed to be answered in this study and the objective of the research. Part Four (4) discusses the theoretical framework of the study and Part Five (5) and Six (6) consist of the hypothesis of the study and the significant of the study respectively while Part Seven (7) and Eight (8) consist of the definition of terms and scope and limitation of the study.

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