THE EFFECTS OF PERSONAL CULTURAL VALUES AND PROFESSIONAL VALUES TOWARDS THE MARKETING ETHICS OF ACADEMICIANS

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THE EFFECTS OF PERSONAL CULTURAL VALUES AND PROFESSIONAL VALUES TOWARDS THE MARKETING ETHICS OF ACADEMICIANS

A thesis submitted to the Graduate School in partial fulfillment of the requirements for the degree Master of Business Administration
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By
Chuah Chin Wei

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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

ACKNOWLEDGEMENT

I would like to express my sincere, heartfelt appreciation to those involved in the completion of this study

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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.
The contents of the thesis is for internal user only
REFERENCES


