

E-Commerce Business Ethics Case Studies

Case 4

Introduction

In this case you'll explore ethical decision making and current issues in e-commerce as you follow the developments of E-Kin -- a company started by college students. As E-Kin grows and delves into the world of e-commerce, the founders and executives encounter some tough decision making.

To begin working on this case, review the following sections:

- **Company Background Update**
- **Employee Biographies**
- **Case Scenario**

Next, review the **Case Questions**. Your instructor will assign you to one or more questions. Your instructor will also let you know how to submit your work.

Company Background

(Note: See Case 1 or Case 2 for information about the founding of E-Kin.)

E-Kin's Recent Developments

It has been two years since E-Kin's Initial Public Offering (IPO) and its launch into e-commerce. E-kin has been very successful. Brick-and-mortar storefronts are now located at several universities in the United States. E-business from across the world has soared.

Web design issues have become essential to E-Kin and a new Vice-President of Market Revenue and Web Design has been hired. The VP has control over the final E-Kin web design but uses WebRUs to actually plan, build and host the E-Kin sites.

Other new positions include a Vice-President of Human Resources, Corporate Counsel, Promotions Marketing Associate, Controller, CFO's secretary, Market Researchers, Computer support staff, and other regular employees.

E Commerce Business Ethics Case Studies Case

Robert R. Redfield



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Table of Contents E Commerce Business Ethics Case Studies Case

1. Understanding the eBook E Commerce Business Ethics Case Studies Case
 - The Rise of Digital Reading E Commerce Business Ethics Case Studies Case
 - Advantages of eBooks Over Traditional Books
2. Identifying E Commerce Business Ethics Case Studies Case
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an E Commerce Business Ethics Case Studies Case
 - User-Friendly Interface
4. Exploring eBook Recommendations from E Commerce Business Ethics Case Studies Case
 - Personalized Recommendations
 - E Commerce Business Ethics Case Studies Case User Reviews and Ratings
 - E Commerce Business Ethics Case Studies Case and Bestseller Lists
5. Accessing E Commerce Business Ethics Case Studies Case Free and Paid eBooks
 - E Commerce Business Ethics Case Studies Case Public Domain eBooks
 - E Commerce Business Ethics Case Studies Case eBook Subscription Services
 - E Commerce Business Ethics Case Studies Case Budget-Friendly Options

6. Navigating E Commerce Business Ethics Case Studies Case eBook Formats
 - ePub, PDF, MOBI, and More
 - E Commerce Business Ethics Case Studies Case Compatibility with Devices
 - E Commerce Business Ethics Case Studies Case Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of E Commerce Business Ethics Case Studies Case
 - Highlighting and Note-Taking E Commerce Business Ethics Case Studies Case
 - Interactive Elements E Commerce Business Ethics Case Studies Case
8. Staying Engaged with E Commerce Business Ethics Case Studies Case
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers E Commerce Business Ethics Case Studies Case
9. Balancing eBooks and Physical Books E Commerce Business Ethics Case Studies Case
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection E Commerce Business Ethics Case Studies Case
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine E Commerce Business Ethics Case Studies Case
 - Setting Reading Goals E Commerce Business Ethics Case Studies Case
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of E Commerce Business Ethics Case Studies Case
 - Fact-Checking eBook Content of E Commerce Business Ethics Case Studies Case
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

-
- Interactive and Gamified eBooks

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