**How does Ethics Impact Marketing Decisions making of a Company: An Evidence from the Telecommunication Sector of Pakistan**

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**Abstract**

*For the past decade, marketing ethics has been a central point for academic researchers and practitioners. In particular, the development of frameworks and models to help in the analysis of Marketing Decisions are the focus of research. Current study aim at finding whether Ethical decisions (Honesty, fairness, responsibility and respect) affects organizational marketing decisions. A selection of 250 respondents was purposely made from the telecommunication industry of Pakistan. Out of which a 204 responses were induced at an acceptable rate of 81.6%. A five point Likert Scale, Itemized with 12 items was adopted from Taylor-Dunlop & Lester (2000) used to draw responses regarding Ethics.*

***Key Words:*** *Marketing, Ethics, Decisions Making, Telecommunication, Pakistan*