

EXPLORING ACCOUNT MANAGERS' ETHICAL PERCEPTIONS:

WHERE IS THE LINE AND HOW SHOULD WE REACT

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ABSTRACT

Ethics has long been a mainstream topic in advertising research, yet few studies have directly explored the views of industry practitioners. Account managers, unlike other positions in advertising agencies, are sandwiched between the creative team and the client, having to deal with ethical issues on both sides. This research uses the qualitative method of semi-structured interviews to demonstrate the ethical issues facing account managers, their decision-making process and the organizational impact on their ethical perceptions. Findings of the study contribute to a better working environment for account managers and also help industry practitioners to rethink about the way they do their work.