What is “Right”, “Proper”, “Ethical” and “Just”? These terms have become more important in present scenario than in the past as our society became more crowded, our economy more competitive, and our technology more complex. Above terms and that question are more important for the businesses and their executives, whose decisions are affecting many people in ways that are outside their own control.

Ethics constitute the value and social system for individuals and business organizations which may be coded and written, or not. It facilitates the promotion of an orderly corporate life and a disciplined society. The contemporary and fashionable business and society seems to be deviating from the ethical precepts in yearn for maximizing their personal benefits. Corruption, black-marketing, scandals, tax evasion, cutthroat competition etc. have widespread and become out of control, and are easily observed in the modern business societies. Business ethics, community responsibilities and governance in India are now assuming greater importance in every sphere; there is a burning need for all of them. Practice of ethics goes a long way in shaping the culture of individual, firm, industry, nation and the world at all level.

India’s Pharmaceutical Industry has got remarkable and extraordinary path of growth over the years, and as India’s pharmaceutical industry is among the most highly organized sectors, it seems it will also continue in coming years. At the same time the countless commercial needs of fiercely competing pharmaceutical companies have led them to depend on the tried and tested 3Cs: Convince if possible, Confuse if necessary, and Corrupt if nothing else works. Therefore the demand of the time is to restructure the business culture
prevailing in the industries, especially the pharmaceutical industry, to mould it towards an ethical base where Morality becomes the basis of all business activities.

This thesis is a modest attempt to draw that if Ethics and Marketing Ps combined, it produces various issues which are the subject matter of Marketing Ethics or Ethical Marketing. Some snaps of ethical matters related specially with the Pharmaceutical Companies in India and their marketing practices as: Are they marketing ethically?, Are they following the rights and duty of corporate citizens?, Are they fulfilling CSR and guided by Corporate Governance? etc. have been given in the successive chapters.

From my side, best attempts have been made to present this research work in easy, lucid and comprehensive language, errors may have crawled in. Any slip-up is deeply regretted.

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