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Abstract
Because the study about marketing ethics of wealth management in Taiwan was so few that we couldn't know the ethics decision-making process level and difference of the wealth management marketers .Based on Jones' (1991) issue contingent model, we attempted to study how should the moral intensity and contingent factors influence wealth management marketers.
Purposes of this study involve:
1. Develop a valid tool to investigate the ethical decision-making process of wealth management marketers in Taiwan.
2. Study the influences of moral intensity and contingent factors on ethical decision-making process.
3. Try to explore the relation between stages of ethical decision-making process.
After many times interview and expert discussion and tests. The studier developed 4 scenarios that fit the study purpose. The sampling frame is the marketers of financial enterprises wealth management in Taiwan. The analysis of this study includes: general statistics of moral intensity and ethical decision-making, correlation analysis and regression analysis between these two variables, and ANOVA analysis of the contingent factors and ethical decision-making.
Finally the studier got the following conclusions:
1. In most scenarios the six moral intensity variables could be extracted to two factors that called potential harms and social pressure.
2. Moral intensity positively correlated ethical decision-making, and it was a good regression predictor of ethical decision-making.
3. Contingent factors affected the ethical decision-making.
4. There were positive correlation between stages of ethical decision-making
Besides, this study had the following implications for managers:
1. Managers can adopt the tools and survey data as a scale tool to check the ethical levels of the employed.
2. Managers should increase the ethics training courses to the employed.
Advisory Committee Ching-Ho Leu - advisor

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