



The role of the adoption of ethical responsibility in increasing the effectiveness of marketing through social networking sites in institutions

NEHAR Khaled ben ELwalid^{1*}

LAHOUEL Fattoum⁽²⁾

¹Doctor, Assistant Master B, University of Mohamed Ben Ahmed, Oran2,

²Doctor, Assistant Master, Ziane Achour

University, Djelfa, Algeria

Nehar.kh@gmail.com

faizafattoum@gmail.com

Received : 05/05/2023

Accepted : 10/06/2023

Abstract

This study aims to clarify the role of adopting ethical marketing responsibility in increasing the effectiveness of marketing through social networking sites in institutions, which have recently appeared on the internet, where we used the descriptive analytical method to show the role of these sites that have contributed significantly to the development and modernization of marketing activities of institutions such as promotion and advertising of products and services, which leads to the consolidation of the brand of institutions, ease of communication and speed of dissemination of information and interaction with them by knowing their needs and desires.

Keywords: social responsibility, marketing ethics, social media marketing.

* Corresponding author:

1. INTRODUCTION

Institutions are considered an open system that affects and is affected by external and internal environmental factors, therefore the managers of these institutions must respect the ethical and social principles of the society in which they operate, adopting modern management concepts such as the concept of ethical responsibility for marketing, which has greatly contributed to the survival and continuity of the institutions and to obtaining a competitive advantage and greater market shares. Moral responsibility has called for moral obligations towards society, the environment and the management of the employees of the institutions and those who deal with them such as customers, suppliers, financiers, etc..

There are institutions that engage in unethical practices with their clients, their environment and the society in which they operate, which makes them threatened with disappearance and annihilation in the short term. On the contrary, there are institutions concerned about the ethical dimension in order to obtain a competitive advantage, acquire notoriety and a good image, gain the trust of its public, preserve the environment and society, display its services, respond to its customers' requests and facilitate the process of communication and dialogue between them, these sites have therefore come to play the role and function of marketing in institutions, regardless of their type of activity, are required to respect and adhere to marketing ethics to ensure the success and increase the effectiveness of marketing through these sites.

2. What is moral responsibility and its sources:

2.1. The concept of corporate social responsibility:

The European Union defines social responsibility as follows: it is a concept according to which institutions include social and environmental considerations in their work and in their interaction with legitimate interests in a voluntary way, and the European Union focuses on the idea that social responsibility is a voluntary concept that does not require promulgating laws or setting specific rules to which institutions adhere. In order to assume its responsibility towards society, and it is also known as the social responsibility of the institution: it is a social and moral commitment between the institution and the community through which the institution seeks to strengthen the links between it and the community, which would strengthen its position in the spirit of society in general, which in turn is reflected in its success and the improvement of its future performance (Nabil and Lamash, 2015, p. 182)

The United Nations defines it as "global citizenship in organizations", which covers both the rights and responsibilities of transnational organizations in the international context. Transnational organizations can demonstrate their good citizenship by adopting and bringing out a number of values and principles universally recognized in the practices of organizations and in support of appropriate public policies both in the fields of human rights and working conditions and health. Protecting the environment (Falaq, 2013/2014, pg. 4) As for the International Chamber of Commerce, social responsibility is defined as: all attempts that contribute to the voluntary work of organizations to achieve development with ethical and social considerations. Thus, social responsibility depends on the good initiatives of professional organizations without the existence of legally binding procedures, and therefore social responsibility is achieved through persuasion and education (Falaq, 2013/2014, p: 24).

Development, social responsibility is defined as a continuous commitment by commercial companies to act ethically and to contribute to the achievement of economic and social development and to work to improve the quality of living conditions for the workforce and their families, as well as the local community and society as a whole (Saleh, March 23/25, 2009, p: 4)

Through the previous definitions, we can say that social responsibility is multiple and varied commitments that institutions make in the context of achieving the economic and social development of the individual and society as a whole.

2.2. Principles of social responsibility:

The principles of social responsibility include the following points: (Qahwaji and Ben Hassan, November 14 and 15, 2016, page 5)

- Protection and restoration of the environment: through the provision by the Organization of products, services, operations and daily activities respectful of the environment, while promoting sustainable development.
- Values and Ethics: It is the responsibility of commercial organizations to develop and apply ethical specifications and practices related to stakeholders.
- Accountability and accountability: Disclosure of data and provision of the necessary information to stakeholders who request it at any time to make decisions.
- Strengthen and strengthen authorities: balance the interests of users, customers, investors, suppliers, community members and other stakeholders.

- Financial performance and results: Remunerate shareholders for profits and returns, while preserving assets and properties, and promoting long-term growth.
- Workplace Specifications: Consider workers as valuable partners at work, respecting their rights and offering them a working environment
Safe, user-friendly and hassle-free.
- Collaborative relationships: The practices of business organizations must be characterized by fairness and honesty with the various partners.
- Quality Products and Services: Meet the needs and rights of customers by providing high-quality and valuable products and services.
- Community Engagement: Deepen community relations, cooperation and participation to make it the best place for life and business practices.

2.3 Dimensions of corporate social responsibility:

According to Carroll, the four dimensions of corporate social responsibility are not independent of each other and concern the organization as a whole, they are represented in: (Nawal, 2009/2010, p. 30)

- Increase awareness of the importance of full integration between institutions and the various groups with interests.
- To promote a development based on the increase of education and social awareness at the level of individuals, which contributes to political stability and a sense of social justice.

For the state :

- Reduce the burdens borne by the state to provide its health, education, cultural and other social services.
- Commitment to environmental responsibility leads to maximizing state revenues due to the awareness of institutions of the importance of a fair and correct contribution in the assumption of social costs.
- Contribute to technological development and eliminate unemployment and other mechanisms that the modern state finds itself unable to assume all its burdens far from the role of private economic institutions in this framework.

2.4 Importance of social responsibility :

The fulfillment of social responsibility has several advantages for society, the state and the institution, the most important of which are the following :

- Protection and restoration of the environment: through the provision by the

Organization of products, services, operations and daily activities respectful of the environment, while promoting sustainable development.

- Values and Ethics: It is the responsibility of commercial organizations to develop and apply ethical specifications and practices related to stakeholders.
- Accountability and accountability: Disclosure of data and provision of the necessary information to stakeholders who request it at any time to make decisions.
- Strengthen and strengthen authorities: balance the interests of users, customers, investors, suppliers, community members and other stakeholders.
- Financial performance and results: Remunerate shareholders for profits and returns, while preserving assets and properties, and promoting long-term growth.
- Workplace Specifications: Consider workers as valuable partners at work, respecting their rights and offering them a working environment

Safe, user-friendly and hassle-free.

- Collaborative relationships: The practices of business organizations must be characterized by fairness and honesty with the various partners.
- Quality Products and Services: Meet the needs and rights of customers by providing high-quality and valuable products and services.
- Community Engagement: Deepen community relations, cooperation and participation to make it the best place for life and business practices.

2.5 Importance of social responsibility :

The fulfillment of social responsibility has several advantages for society, the state and the institution, the most important of which are the following: (Abdul Razzaq and Shanini, 2011, pages 231-232)

For the establishment :

- Improve the image of the institution in society, in particular with customers and workers, especially if we consider that the responsibility represents voluntary initiatives of the institution towards the direct or indirect parties of the existence of the institution.
- Commitment to corporate social responsibility would improve the working environment and lead to a spirit of cooperation and interdependence between the different parties.
- Social responsibility represents an effective response to the changing needs of society;

there are also other advantages represented in the financial performance and advanced performance resulting from the adoption of this responsibility.

For the community :

- Social stability resulting from the availability of a type of justice and the rule of the principle of equal opportunities, which is the essence of the social responsibility of the institution
- Improve the quality of services provided to the community.

2.6 The concept of moral responsibility

The principles of social responsibility include values and ethics, since it is the responsibility of professional organizations to develop and implement specifications and ethical practices related to stakeholders (Qahwaji and Ben Hassan, November 14 and 15, 2016, p. 5). society, we expect the institution to realize it. Moral responsibility is a set of moral principles and values that determine the decisions and behavior of the institution. It is also a systematic study and analysis of the processes to develop the administrative decision to become ethical taking into account what is good and fair for the individual, the groups and the organization (Falaq, 2013/2014, p. 86)

Through the above, we can say that moral responsibility is the set of rules and principles that govern and regulate the correct behavior of individuals within society.

2.7 Elements of social responsibility :

The elements of social responsibility are represented in the following points: (Sakarna, 2009, pp. 166-168)

- Owners: Protect the assets of the establishment, make the greatest possible profit, maximize the value of the action and the establishment as a whole, give a respectable image of the establishment in its environment, increase the volume of sales.
- Workers: remunerative salaries and wages, opportunities for advancement and promotion, continuing education and development, employment equity, appropriate working conditions, health care, paid holidays, housing and transport for workers.
- Customers: good quality products, reasonable prices, high quality and affordable price, honest advertising, safe products when used, instructions on how to use the product and then on its disposal or residues after use.
- Competitors: fair and impartial competition, truthful and honest information, do not take workers away from each other by unfair means.
- Suppliers: continuity of supply, fair and acceptable prices, development of the uses

of the materials provided, participation in trading, payment of financial obligations and honesty in trading.

- **Society:** Contribute to supporting the infrastructure, employ people with disabilities, create new job opportunities, support social activities, contribute to emergencies and disasters, respect the customs and traditions in force, honesty in treatment and provide him with correct information.
- **Environment:** Reduction of water, air and soil pollution, development and maintenance of resources, optimal and equitable use of resources, especially non-renewable ones, including reforestation and the increase of green spaces.
- **Government:** compliance with legislation, laws and directives issued by the government, respect for equal employment opportunities, payment of tax obligations and other costs and not shirking them, contributing to research and development expenses, contributing to solving social problems such as the elimination of unemployment, helping to restore rehabilitation and training.
- **Social pressure groups:** deal well with consumer protection associations, respect the activities of environmental protection groups, respect the role of high-ranking trade unions and treat them well, deal honestly with the press.

2.8- Social responsibility and its relationship with business ethics:

There is no doubt that there is a close relationship between social responsibility and business ethics, and that this relationship leads most of the time to links and overlaps between the two, because talking about one of them is explicitly or implicitly linked to talking about the other. The recent literature on management also includes a typical chapter with a common title: Social Responsibility and Management Ethics. How to define the relationship between them? And is it a congruence relationship (that is to say that everything that falls under the social responsibility of the company falls under the ethics of management and vice versa) or is it an integration relationship or something else? (Najm, 2006, page 216)

At the beginning, it must be emphasized that ethics was an earlier trend among individuals in society from their social responsibility, and it also predates individuals in companies from social responsibility. There is no doubt that the moral tendency was ancient, so the commandment (not to steal) belonged to the past and has remained until our days. While many concepts and attitudes of social responsibility are linked to recent

developments in society, as is the case in socio-environmental advocacy (do not pollute the environment), which represents a social attitude, a new awareness and a new responsibility.

And although social responsibility carries an ethical aspect, which gives it a deeper dimension than names and an extension beyond the emergence of the term in circulation in the sixties, the practice of companies for their social responsibility limits the possibility of making social responsibility as old as ethical in the work of individuals.

And from the analysis, an important conclusion can be drawn, namely that the concept of social responsibility is the result of an informed personal interest and not the direct product of an ethico-social vision at the origin. This is the result of the economic model based on efficiency, that is, profit maximization.

It quickly became apparent in this model that one dimension (efficiency alone) with its negative dimensions on others and on society would be more costly in sacrifice for the company than the socio-economic model which is based on a multidimensional approach and balanced vision between economic considerations and social considerations.

Therefore, we can say that the emergence and development of the concept of social responsibility lies in the economic model itself and in pure self-interest, which, in its old forms, is no longer able to keep up with the development of new concepts and practices. , and has transformed into a more balanced and enlightened self-interest model (Najm, 2006, p. 216)

3. Social media marketing :

3.1- The concept of social networking sites :

There are many definitions that explain the concept of social networking sites, including :

- Social networking sites are services on the Internet that allow individuals to create public or semi-public profiles within a specific system, to provide a list of other users who share communication with each other and to provide the visualization and revision of contact lists created by others within this system. (Alienor, 19/02.2015)
- Social networking sites are sites for monitoring communication, building relationships and expressing opinions and ideas, which has led to the impact on media sites such as newspapers and television sites to become good material for media institutions (Al-

Jubouri, 2012, p. 50)

•Social networking sites are a method of social communication that facilitates the process of creating and exchanging information and content between individuals and groups of individuals and organizations and allows the exchange of photos, videos and other files (Abdel Nasser, 2015, p. 03)

Through the previous definitions, we can say that social networking sites are communication tools that rely mainly on the Internet to communicate, exchange information and express opinions and ideas between individuals, between institutions or between individuals and institutions.

3.2- The emergence and emergence of social networking sites :

The emergence of these sites went through three stages, namely :

•The first step: "WEB1.0" designates the first oriented information network that a few people have made available to a very large number of users, consisting mainly of static web pages and leaving little room for interaction. (Bushnafa and Nasser, 2012, p.6)

•The second step: the Web "WEB2.0" refers to a set of applications on the web (blogs, sharing sites, multimedia, etc.) focused on the development of virtual communities focused on a high degree of interaction, integration and cooperation (Nomar, 2011/2012, page 8)

•The third step: "Web 0.3" refers to the description of the Web as a database, where search engines act as an intelligent agent that automatically learns by itself through the interactions and behaviors of the individual. While Web 1 used about 50 kilobytes as a frequency, and Web 2 used one megabyte, Web 3 will use 10 MB

Through the following table, which summarizes some of the sites that appeared during the steps explained previously :

•Table 1: Table of the evolution of the emergence of social networking sites from 1997 to 2002

Years	1997	1999	2000	2001	2002
Types of sites	Six Degrees.c	Live journal Black Planet	LunarStorm - MiGente	Cyword·Ryze	Fotolog ·Friendster ·Skyblog

	om	AsianAvenue			
--	----	-------------	--	--	--

Source: (Boyd.D.M&Ellison.B.N, 2008, 212)

3.3- Types of social sites and the most popular :

Among the most important types of sites that have gained great popularity are :

- Facebook: The founder of Facebook, Mark Zuckerberg, launched it on February 4, 2004, while he was a student at Harvard University, and the site was initially intended only for students of Harvard University (Mubarak and Fadlallah, 2011, page 12). It is a "world population directory" and that it is a site that allows ordinary individuals to make themselves a public entity by giving and sharing all the information they want about themselves, their interests, their feelings, their personal photos and their video clips. the purpose of this invention is to make the world more open (Abbas, 2008, p. 15)
- Twitter: It is a social network that allows a micro-blogging service that allows users to send updates via short messages, instant messages and e-mails (Bouchanafa and Nasser, 2012, page 8), and it is a mini-service that allows tweeters to send short text messages not exceeding 140 characters per message. The tweets are called (www.naco.org (electronic, 2017), and the Twitter network provides a micro-blogging service, and the possibility of replies and updates via e-mail, as well as the most important events via the "RSS" service via text messages (Rabhi, 2012) where this network was created in March 2006 by Jack Dorsey, Paiston and Evan Williams as a graduation project (Ali, 2016, p120)

3.4- Positive characteristics of social networking sites :

Among the positive characteristics of social networking sites are the following: self-identification (Hana, 2015, page 8), personal profiles/pages (Misfer, 2013, page 15), access (Strategy, 2012), universality (Hana, 2015, page 8) Ease of use (Ouargla, 2015,

page 4), conversation (Ghassan, 2013, pages 26-27), interactivity (Ibrahim and Abdelkader Ali, 2018, page 64), attention (Alessandro & Ralph, 2006, p. 1), Savings and economy (Khadija and Ali, 2014, p. 431)

3.5- Negative characteristics of social networking sites :

Among the most important negative characteristics of social networking sites (Hana, 2015, p. 8)

- Dissemination of destructive calls and ideas.
- Posting of unwanted material defamation, scandal, harassment and extortion.
- Violation of private rights.
- The ability to display these sites in case of hacking or failure.
- Dependence on these sites - the possibility of making mistakes in the operations of the fraud organization, such as false personalities.
- Corruption of social and natural relationships and interest in specific individuals within the network.

4. Marketing concept :

It is an organizational process and a set of operations, communications and advertisements that give value to the consumer and manage the relationship with the consumer in a way that benefits the institution and the shareholders (Omran, 2009/2010, page 10)

•Marketing mix: The marketing mix is the integration between marketing activities in order to achieve pre-planned marketing objectives, directed to a specific market or category of customers, and consists of the following elements: product, price, distribution, promotion, which are as follows:

- Product:** It is a set of material and immaterial characteristics that he knows and with which he is associated, and which express the need and desire of the consumer. (Al-Serafi, 2009, p. 312)
- Price:** the price is considered one of the important elements of the marketing mix, and it derives its importance from the fact that it represents the interface that expresses the specifications and the quality of the product in a digital form, because customers always compare between the level of the quality of the product and the level of the price offered (Al-Azhari and Mustafa, 2001, p. 200)
- Distribution:** it is the process of delivering products to customers through a group of organizations through which temporal, spatial and possession advantages are created for the goods, then the distribution channels represent a group of organizations dependent on each other in the process of product flow. from the organization to the final or industrial customers (Samia, 2007/2008 pg. 210)
- Promotion:** The word "promotion" is derived from the Arabic word "promote the thing" which means that one is known for it. This means that the promotion consists of contacting others and presenting them with the types of goods and services in the seller's possession (Muhammad, Adeeb and Nagham, 2006, p. 65) The elements of the promotional mix are as follows: advertising, personal selling, public relations, sales promotion, publishing and advertising.

4.1- Marketing objectives: They are the following :

- Quantitative objectives:** They are as follows: (Aqili and Safi, 1994, pages 19-21)
- Objectives related to the volume of sales and the volume of profits
- Objectives related to the return on the funds invested in the marketing activity
- Objectives related to the share or share of the establishment in the market

- Objectives related to the mental image
- Objectives for the development of the organization's resources

Qualitative objectives: They are as follows: (Aqili and Safi, 1994, page 21)

- Find the consumer who wants to buy and acquire the good or service.
- Satisfy the needs and desires of the consumer by studying his behavior and the factors influencing his decision-making process.
- Preserve the consumer and convince him that the good or service provided is the best and most suitable to satisfy his needs and desires given his situation and his abilities.
- Achieve the satisfaction and loyalty of consumers of the product and service and establish a permanent relationship with them.

4.2- The impact of e-commerce on marketing activities :

E-marketing as one of the results of electronic commerce: The emergence of the Internet and electronic commerce has contributed to the development of traditional marketing activities that have become electronic, which has led to the emergence of electronic marketing, which is a process involving the planning and implementation of product concepts, prices, promotion and distribution related to ideas, products or services to create an exchange process that helps to achieve the goals of individuals and organizations (Butti and Shibl, 2012, page 13), it is also the process of establishing and maintaining the customer relationship through direct electronic activities in order to facilitate the exchange of ideas, products and services to achieve the objectives of both parties (Amjdal, 2014, page 28)

The areas of application of electronic methods can include all marketing or (non-marketing) activities and operations serving customers, as follows: (Abdul Karim and Khalaf, 2013, page 156)

- In the field of product design: modern technological methods, as well as computer-aided design, have allowed many companies to design products according to the individual needs of the customer at the moment through websites, since the customer in many products can specify the various desired components and additions in the product.
- In the field of pricing: The Internet provides information on product prices, discounts, the various conditions of the contract, and as long as customers play an active role in the relationship with the producers by informing the company and placing the components of the product, this role can be extended to negotiating with the company on aspects related to the price.
- In the field of promotion: The intensive use of websites by companies as part of the promotion of the company and its products through websites and electronic pages that they design themselves or by purchasing a website on the Internet and display all the information and various promotional materials, and even provide a set of short-term incentive tools designed to activate the sales process in a specific period of time.
- The use of e-marketing methods allows a high spatial and temporal availability of products. The use of the Internet allows companies to interact directly with customers for twenty-four hours, and then there is no time limit for dealing with them. At the same time, the use of the Internet can significantly reduce the use of marketing intermediaries, especially those who distribute products, because producers can carry out direct distribution to customers, and the use of Internet services can allow the emergence of virtual markets and the phenomenon of e-marketing, because customers can provide a list of required products and deliver them directly.

In the field of customer service: The areas of customer service are distributed using websites, starting with assistance in identifying needs and what suits the customer (product size, characteristics), passing through assistance in providing services related

to the sales process itself, the transfer of ownership, and ending with after-sales services, and it provides a large amount of information and Instant interaction with client companies is an opportunity to distinguish yourself in the field of customer service and create electronic files for each client (Abdul Karim and Khalaf, 2013, page 157)

4.3- The concept of social media marketing :

Social media marketing is defined as the use of social networking sites, blogs and any other participatory tool on the Internet for marketing, sales, public relations or customer service purposes (Ali, 2016, p. 88). customers to interact with commercial organizations instead of just being a goal for the one-way websites of these organizations, and it also allows organizations to open communication channels with customers and communicate with them interactively, that the growing popularity of social networking sites around the world has provided companies with unprecedented opportunities to directly convey their marketing messages to their target customers (Kateb, 2011, page 46)

4.4- Benefits of social media marketing :

Social networking sites offer many advantages that make them a necessary marketing tool for organizations to manage their marketing communications, and the most important of these advantages are (Abdel Nasser, 2015, page 7), the customer speaks (expresses his opinion), the customer listens (receives advertising messages), The customer trusts the company.

4.5- Characteristics of social networking sites that make them a marketing tool :

Here are the most important characteristics of social networking sites that make them an essential marketing tool for (electronic) companies and institutions:

instant communication, customer service improvement (chunxiao, benjamin, & bin,

2016, p. 72), relationship building (association, 2014, p. 17).)

4.6- Reasons for using social networking sites as part of a marketing activity :

The main reasons for using social networking sites in business can be summarized as follows (Strategy, 2012) :

- Growth of the activity and improvement of the image of the institution.
- New opportunities for consumers to engage in social interaction on social networking sites as a marketing tool.

The Internet contributes to increasing the volume of sales by increasing the awareness of articles and products, by supporting purchasing decisions and by allowing online shopping (Al-Alaq, 2002, p. 39)

- Cheap advertisements on social networking sites, including products, brands, events and others.
- The Internet can be used as a new public relations channel, as this channel offers the possibility of publishing and disseminating the latest news about products, the market and people.
- Employment opportunities and staff training.
- Focus more on clients and improve relationships within the office.

Service process improvement and marketing research (Al-Alaq, 2002, pp. 39-41).

5. The role of adopting ethical responsibility in increasing the effectiveness of marketing via social networking sites

5.1- Business ethics :

Business ethics is the direction of management in the organization of the company and its actions and behaviors towards the participants, and some refer to business ethics as everything related to justice and equality in the expectations of society, fair competition, advertising, public relations, social responsibility, customer freedom and appropriate behavior in the local and international environment, and some go further. Define the main objective of taking charge of business ethics as not only learning the difference between right and wrong, but rather extending to the provision of tools by which individuals deal with ethical complexities, i.e. That is, taking into account and thinking about the ethical implications of strategic decisions , and in this framework some have pointed out that drawing attention towards business ethics is considered one of the crucial problems in the context of fundamental changes in the environment and the accelerated changes and pressures faced by commercial organizations that aim for profit and those that do not aim for it. the instability of values has emerged, because the values that prevailed in the past have now become a question as to the possibility of adopting them.

Therefore, there is no clear and drawn ethics to guide leaders to solve the problem The complex problems arising from determining what is right and wrong in the business environment, (Al-Maadidi and Al-Maadidi, p3)

And that the administration's interest in the correct foundations of business ethics has led its action in two directions: (Al-Ma'adidi and Al-Ma'adidi, page 3)

- Make management more sensitive to how they are supposed to adopt it in business performance.
- Help to ensure that strenuous efforts are made to deal with the crises and chaos resulting from the transgression of ethical standards, in addition to the efforts of ethical programs to achieve a number of positive indicators, including :
 - Contribute to fine-tuning strong work teams and refining their productivity.
 - Contribute to supporting the growth of the labor force and its implications.
 - Is a guarantee to ensure that the policies followed in the organization are ethical on the one hand, and the continuity of monitoring the commitment to ethical behavior in times of unrest on the other hand.
 - It helps to manage the values associated with quality management, strategic planning and diversification management (product variety management), which are all needs that require great attention in commercial organizations because they lead to what distinguishes the organization from others in the field of activity that it practices.
 - Contribute to improving the general image of the organization among the public

The correct application of these programs leads to many advantages, which are :

- Give legitimacy to administrative actions.
- Strengthen the logical coherence and the balance of the organizational culture.
- Improve trust levels between individuals and groups in the organization.
- Support the process of adherence and consistency to product quality standards.
- Adhere to the impact of the organization's values and mission in society.

5.2- Reasons to care about business ethics :

The main reasons for the interest of organizations in business ethics are the following:
(Falaq, 2013/2014, pages 87-88)

- Transformation in the concepts of efficiency and objectives of organizations.
- The complexity and overlap of interests in modern organizations.
- Establish the principles of sound management (governance).
- Interest in education and training.
- Commitment to the spirit of the law and the importance of the social dimension.
- Seek the production of what is beneficial for humans and improve the quality of life.

5.3- Sources of business ethics in institutions: Daft identifies a set of elements that shape managerial ethics, as follows: (Al-Douri and Salih, 2009, pp. 257-258)

- **Personal Ethics:** Everyone brings a set of personal beliefs and values to work. Personal values and moral conclusions transform these values into behavior in important areas of decision-making in the organization. The family background and spiritual values of the managers provide the principles according to which he performs the work.
- **Organizational culture:** Ethical or unethical business practices can rarely fully contribute to an individual's personal ethics, as business practices reflect the values, attitudes and behaviors of the organization's culture ,and to promote ethical behavior in the workplace, the organization must make ethics an integral part of the

organization's culture. The culture of an organization usually begins with a founder or a leader who articulates and implements specific ideas and values. While the leader or senior manager is responsible for creating and supporting a culture that emphasizes the importance of ethical behavior and social responsibility in the organization.

- **Organizational Systems:** These are the official systems of the organization. It includes the basic structure of the organization such as: are ethical values integrated into policies and laws, is the implicit code of ethics available and addressed to employees?
- **External stakeholders:** Administrative ethics is also affected by a number of external stakeholders, which are groups outside the organization that affect its performance. When making an ethical decision, the organization realizes that it is part of a large community and takes into account the impact of its decisions and actions on all stakeholders. The most important stakeholders are government agencies, customers and special interest groups that are interested in the natural environment and global market forces.

5. 4-Marketing ethics :

Marketing ethics is nothing more than evaluations of marketing activities and decisions. Therefore, although marketers usually act in accordance with the appropriate interest of their organization, the relationship between them and between employees and customers is supposed to be based on mutual trust, which arises from their continuous transactions in various operations, sales and purchases and the subsequent obligations and concepts that each party adheres to towards the other, such as the credibility of the claims that emanate from these institutions and which are reflected in their productions of various goods and services, and that what they claim is in accordance with the reality of the situation. And in the event that he does not respect the ethical standards during the exercise of his marketing activities, this will in fact result in the loss of trust of the parties in him, and thus the exchange operations with

him will be weakened. The most important ethical responsibilities of the marketer in his relations with others are the following: (Lamia, 2015/2016, p. 18)

- Marketers must take responsibility for the activities they carry out and ensure that their decisions and recommendations satisfy all the parties with whom they deal, whether individuals, institutions or society, and that the behavior of marketers must be governed by the following rules: - The main moral rule is that no action is done that causes harm to others.

- Strict adherence to all laws and regulations in force.

- Strict compliance with all applicable laws and regulations.

- Accurate application of the education, training and experience of the marketer in a correct and beneficial way for others.

- Active support for ethical principles in each practice or promotional activity carried out.

- Many marketing decisions can be judged according to whether they are correct or incorrect, ethical or unethical by the community, and this according to what they have different ideas and the experience accumulated in life to know the reality of the different marketing activities that institutions carry out.

5.5-Sources of ethical values in organizations :

The norms of ethical behavior are embodied by users within the organization itself. In addition, external stakeholders can influence the standards of what is ethical. Thus, there is a set of forces that constitute administrative ethics. Daft identifies a set of elements that shape administrative ethics, which are: (Benjima and Benjima, page 8)

- Personal Ethics: Everyone brings a set of personal beliefs and values to work. Personal values and ethical inferences transform these values into behavior in important

decision-making areas of the organization. The family background and spiritual values of the managers provide the principles according to which he performs the work.

- Organizational culture:** It is rare for ethical or unethical business practices to fully contribute to an individual's personal morality, since business practices reflect the values, attitudes and behaviors of the organization's culture. And to promote ethical behavior in the workplace, the organization must make ethics an integral part of the organization's culture. The culture of an organization usually begins with a founder or a leader who articulates and implements specific ideas and values. While the leader or senior manager is responsible for creating and supporting a culture that emphasizes the importance of ethical behavior and social responsibility in the organization.

- Organizational Systems:** These are the official systems of the organization. It includes the basic structure of the organization such as: are ethical values integrated into policies and laws, is the implicit code of ethics available and addressed to employees?

- External stakeholders:** Administrative ethics is also affected by a number of external stakeholders, which are groups outside the organization that affect its performance. When making an ethical decision, the organization realizes that it is part of a large community and takes into account the impact of its decisions and actions on all stakeholders. The most important stakeholders are government agencies, customers and special interest groups that are interested in the natural environment and global market forces.

5.6- Ethical problems in marketing :

They can be cited as follows: (Abdel Nasser, 2015, p. 100)

- Deception in advertising:** as advertisements and advertising programs do not hesitate in many cases to use deception to market the product, and deception in advertising is the tendency to deceive or the ability to deceive by including misleading, false and

inaccurate information in advertisements or what leads to misleading impressions that encourage others to buy based on this information.

- Exaggerated flattery: Like this flattery or what some call allowed lies, advertisers resort to it on a large scale by praising the advertised product with subjective opinions that use exaggeration and superlative formulas (such as the best, the best, ... etc.) in a vague and general way without specific facts being based on it, and because the law does not investigate allegations of exaggerated flattery, this represents a moral question, not only because such flattery is close to lying and has certain dimensions of deception, but also because it usually carries in exaggerations preferably an insult to other competing products.

- Subconscious advertisements: These are advertisements that stir up hidden desires, link products to instincts and create imaginary needs.

- Sexual intimations in commercial advertisements: Many institutions, while seeking the help of offices and advertising agencies, do not hesitate to use sexual suggestions and stimuli in a way that violates public modesty. Many are at a low level due to the use of such connotations in advertisements.

- Advertising of products harmful to health (alcohol, cigarettes, ... etc.) :

These are products that cause great harm to the individual and society, by inciting smokers and alcoholics to increase addiction, and advertising in this case embellishes the image and creates influence for the purposes of institutions to market these socially harmful products only to serve the narrow interests of this immorality, both in terms of purpose and in terms of means based on the awakening of desire.

- Ads exploiting children: because these ads work to exploit the innocence of children and the speed of their conviction and attachment to things - in order to put pressure on their families and push them to buy products that they do not need.

5.7- American Marketing Association Code of Ethics :

The members of the American Marketing Association undertake to adopt professional ethical behavior and jointly adhere to the following code of ethics (Al-Rubaie, 2010, p. 30): Responsibilities of the marketing agent: Marketing agents must accept responsibility for the results of their activities and do everything possible. effort to ensure that their decisions, recommendations and activities define the service And satisfy the entire public: customers, organizations or communities.

•The professional behavior of marketers should be guided by the following :

The basic rule of professional ethics:

- do no harm.

- Compliance with all applicable laws and regulations.

-Submit audits for their education, training and experience.

-Support, put into practice and promote this code of ethics.

•Integrity and Justice: Marketers will support and promote the integrity, honor and dignity of the marketing profession by :

-To be honest in the service of customers, customers, workers, suppliers, distributors and the public.

- They will not participate with prior knowledge of the conflict of interest without prior notification to all parties.

-Establish fair fee schedules that include the payment or receipt of the usual customary remuneration, and/or of Legal marketing exchanges.

-The rights and duties of the parties in the marketing exchange process

- Participants in the marketing exchange process should be able to expect that :
- The products and services offered are safe and adapted to their intended uses.
- The communication about the products offered is not misleading.
- All parties intend to assume their financial and other obligations in good faith.
- That there are appropriate internal methods for a fair settlement and/or
- Process complaints related to purchases.
- The above concepts include each of the following responsibilities of the marketer :
- Disclosure of all material risks associated with the use of the product or service.
- Determination of compensation for any component of the product that may significantly modify the product or influence the buyer's purchase decision.
- Determine the characteristics of the added features in exchange for the additional cost
- In the field of promotion :
 - Avoid false and deceptive advertisements.
 - Reject high-pressure maneuvers or related sales tactics.
 - Avoid sales promotions that use tricks or maneuvers.
- In the field of distribution :
 - Do not alter the product available for exploitation purposes
 - Do not use coercion in the marketing channel.
 - Do not exert undue influence on the resale option in order to exchange the product.

•In the field of pricing :

-Don't commit to setting prices.

- Do not practice prices that are detrimental to others.

- Disclosure of the total price on each purchase.

•In the field of marketing studies :

-Prohibition of selling or winning a contract in the research organization

- Maintain integrity in the research by avoiding adjusting or deleting the history of the sperm research.

-Fair treatment of customers and suppliers.

•organizational relations :

Marketers need to be aware of how their behavior affects the behavior of others in organizational relationships. They must not demand, encourage or coerce what leads to unethical behavior in their relationships with others, such as employees, suppliers and customers.

- The use of reliability and anonymity in professional relations related to information.
- Fulfill their obligations and responsibilities in contracts and mutual agreements in an appropriate manner.
- Avoid taking the work of others in whole or in part, because this work represents private and direct benefits without compensation or approval from the person who performed the work or its owner.
- Avoid maneuvering to gain an advantage in certain situations in order to

maximize personal gain in a way that disadvantages or harms others.

6. Conclusion:

Marketing through social network sites is one of the most important methods that has led to the development of commercial and administrative transactions in all economic, social, cultural and political institutions. The effectiveness of marketing through these sites, institutions must adhere to the marketing ethics advocated by the social responsibility of institutions, and the most important proposals that we recommend are:

- The need for the marketer to have a spirit of ethical responsibility that is embodied in honesty and morality.
- Compliance with the laws, legislations, regulations and know-how in force in the practice of marketing activities through social network sites.
- Transfer of information and real data to the customer about the product or service via social sites.
- The requirement of mastery and execution of the marketing work entrusted to the salesperson in complete safety and confidence.
- Respect for customer data and privacy by the establishment through these sites.
- Protect electronic payment systems and people's accounts with modern technological methods against theft and fraud.
- Elimination of fake social pages and sites that distort the image of institutions.

References

- Amina Qahwaji, Hakim bin Hassan, (2016), social responsibility of business organizations and their role in achieving sustainable development , XIII international conference on the role of social responsibility of small and medium enterprises in supporting the Sustainable Development Strategy, daily,. (November 14 and 15, 2016). Hassiba Ben Bou Ali University: Chlef, Algeria.
- Alessandro , A., & Ralph , G. (2006). Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook Pre-proceedings version. Privacy Enhancing Technologies Workshop (PET). Retrieved from www.heinz.cmu.edu.
- association, a. m. (2014). Social media successMetrics. Retrieved from www.ama.org
- Chunxiao, l., Benjamin, s., & bin , g. (2016). product sales through social media: alignment of firm-consumer communication and online social networking platforms. the 10th china summer workshop on information management, p. 75.
- Eleanor, t. 2015). self-disclosure behavior on social networking web sites. , international journal of electronic commerce.
- International Energy Agency. (2018). IEA. Consulté le 12 19, 2018, sur iea.org: <https://www.iea.org/topics/renewables/>
- OUALI, S. (2006). Etude géothermique du Sud de l'Algérie. Revue des Energies Renouvelables, 9(4), 298. Centre de Développement des Energies Renouvelables, Algérie.
- oxford university press. (2018). English oxford living dictionaries. Consulté le 12 19, 2018, sur en.oxforddictionaries.com: https://en.oxforddictionaries.com/definition/renewable_energy
- Perroud, V. (2006). Développement Urbain Durable & Agenda 21 Local: Analyse de la filière du Bois à Lausanne. Faculté des lettres, institut de Géographie.
- The Intergovernmental Panel on Climate Change. (2011). renewable energy sources and climate change mitigation. New York, USA: Cambridge university press.
- The Natural Resources Defense Council. (2018). NRDC. Consulted le 12 19, 2018, on The Natural Resources Defense Council: <https://www.nrdc.org/stories/renewable-energy-clean-facts>

- Ahmed Amjdal. (2014). Principles of electronic marketing (volume 1). Jordan: Dar Treasures ... Knowledge for publication and distribution.
- Ahmed Boushanafah and NafisaNasseri. (2012). Social networks are a virtual marketing tool in the field of tourism. The fifth International Scientific Forum on the virtual economy and its implications for the international economy, (page 6).
- Al-Azhari, M., and Mustafa, M. H (2001). Principles of marketing . Cairo.
- Electronics, A. (n.d.). Retrieved on 10/28/2016, from www.albawaba.com
- Al-Suhaibani Saleh. (2009). Social responsibility and its role in private sector participation in development: a case applied to the Kingdom of Saudi Arabia. International conference on the private sector in development, (page 04). Beirut, Lebanon.
- Relationship, B. P. (2002). Online marketing . Jordan: Dar Al-Warraq for publishing and distribution.
- Al-Madani Al-Khidr Ibrahim and Amina Abdel-Qader Ali. (2018). The role of social networking sites in marketing through their use as a means of advertising: a case study of the Kingdom of Saudi Arabia, 2001-2016. Journal of the Arab-American Academy of Science and Technology (28), 64.
- Website. (2017). . Extract from www.naco.org
- National agency for the development of investments. (2017). renewable energy sector. Retrieved on December 23, 2018 from ANDI.dz : <http://www.andi.dz/index.php/ar/les-energies-renouvelables>
- Bilal Khalaf Al-Sakrna. (2009). Business Ethics (Volume 1). Amman: Dar Al Masirah for publishing and distribution.
- Ben Amer Nabil and Hossam Lamish. (2015). Activate the role of the social responsibility of marketing in the promotion of the health service. Journal of economic and financial research (3), 182.
- Tekwashet, P. (2012). The reality and prospects of renewable energies and their role in sustainable development in Algeria. Master note, 56-58. Batna, Algeria: University of Batna.
- Khaled Al-Shammari Buti and Marwa Aziza Shebl. (2012). E-marketing in the Arab world. Egypt: University publishing house.
- Khari Abdel Nasser. (2015). Marketing through social networks in Algeria, an analytical study of mobile phone customers.
- Raafat Ismail Ramadan, M. &. (1988). Renewable energy (ed. 2). Beirut, Lebanon: Dar Al Shorouk.
- Rand Mustafa Omran. (2009-2010). The reality of the use of e-marketing master's note. Palestine: University of Gaza.
- Zakaria Mutlaq Al-Douri and Ahmed Ali Saleh. (2009). Empowerment management and trust economics in entrepreneurial organizations of the third millennium. Jordan: Al-Yazuri Scientific House for publication and distribution.
- Sahar Khalifa Al-Jubouri. (2012). Alternative media .. reality and perspectives, a

theoretical study on the models and forms of alternative media. *Journal of the Media Researcher* (15), 50.

- Saud Saleh Kateb. (2011). New media and community issues: challenges and opportunities. *The second World Conference on Islamic Media*, page 46.
- A series of studies published by the Center for Strategic Studies. (2012). *Knowledge and electronic social networks*. 39 . King Abdulaziz University.
- Salima Rabhi. 2012). *Electoral campaigns and social networks in Algeria between new communication media and traditional reports. An international forum on social networks*.
- Sadik Abbas. (2008). *New media: concepts, methods and applications*. Amman, Jordan: Dar Al-Shorouk for publication and distribution.
- Dhiafi, Nawal. (2009-2010). *Corporate Social Responsibility and Human Resources: Master's Thesis*. Faculty of Economic Sciences and Management, 30. Tlemcen: Abu Bakr Belkaid University.
- Abbas Diop Muhammad, Barhoum Adeeb and Mounir Barakat Nagham. (2006). *The effect of promotion in the marketing of air transport services Model: Syrian Arab Airlines*. *Tishreen Journal of Scientific Studies and Research*, 28 (03), 65.
- Abdul Hakim Hana. (2015). *Social networks on the Internet and their impact on the educational process in Iraqi universities*. *Iraqi Journal of information Technology*, 7(1), 8.
- Abdel Raouf Mohamed, E. P. (2017). *Renewable energies and sustainable development (applied analytical studies) (ed. 1)*. Alexandria, Egypt: new university house.
- Abdul Aziz Khadija and Ibrahim Ali. (2014). *The reality of the use of social networks in the educational process*. *Journal of Educational Sciences*, 33, 431.
- Abdul Hadi Abdul Amir Ali. (2016). *The attitudes of university professors towards the role of social networking sites in the formation of electronic public opinion in the face of security crises*. *Media Researcher*, 32, 120.
- Abdullah Al-Maaidi and Maan Al-Maaidi. (no date). *Ethics of commercial organizations and ethical competitive advantages: a proposed model for Arab organizations*. *management and economics*, 3.
- Abboud's star. (2006). *Management ethics and corporate responsibility in commercial enterprises*. First edition (Volume 1). Amman, Jordan: Al-Warraq Foundation for Publishing and Distribution.
- Alaa Hadi Al-Baldawi Abdul Karim and Ahmed Hussein Ali Khalaf. (2013). *The effect of electronic marketing on the elements of the marketing mix for the insurance service*. *Journal of accounting and financial studies* (22), 156.
- Omar Aqili and Safi Aqili. (1994). *Principles of marketing, an integrated introduction*. Jordan: Dar Zahran for publication and distribution.
- Ghasan, A. X. (2013). , *The Social media revolution, (Vol. 1)*. Jordan: Dar Al-Nafees for the edition.

- Navy blue. (2015-2016). , The ethics of marketing and its impact on the final consumer, a note for a master's degree. Boumerdes: Mohamed Bougherra University.
- For a sublime turn. (2007-2008). Case study on the marketing and competitive advantages of the Soidal pharmaceutical industry complex in Algeria, a thesis presented for obtaining a doctorate in science. Batna: University of Batna.
- Laith Al-Rubaie. (2010). Marketing ethics and social responsibility. The third conference on social responsibility on: companies and commercial institutions and sustainable development, page 30.
- Mohammed Al-Serafy. (2009). Strategic marketing. Egypt: The office of the modern university.
- Mohammed Fallaq. (2013-2014). The contribution of social responsibility to the achievement of a sustainable competitive advantage in corporate organizations. Thesis presented with a view to obtaining a doctorate in management sciences. Algeria, Faculty of Economic, Commercial and Management Sciences, Hassiba Ben Bouali University.
- Maryam Benjima and Nacira Benjima. (no date). Social responsibility and management ethics. The third international forum entitled Companies and Social Responsibility (page 8). University of Bechar: Faculty of Economic, Commercial and Management Sciences.
- Maryam Nariman Nomar. (2011-2012). The use of social networking sites and its impact on social relations, study of a sample of Facebook users in Algeria, master's thesis. Department of Human Sciences, Hadj Lakhdar University, Batna: Algeria.
- Misfer, S. M (2013). , The role of social networks in the service of humanitarian aid. humanitarian work p. 15.
- Moulay Lakhdar Abdel Razak and Hussein Chenini. (November 22 and 23, 2011). The impact of the adoption of social responsibility on the financial performance of companies. The second international forum on the outstanding performance of organizations and governments, pages 231-232.
- Nadia Ben Ouargla. (2015). The role of social networks in the development of the political and social consciousness of Arab youth. 4.
- Wael Mubarak and Khader Fadlallah. (2011). The impact of Facebook on society (version 1). Khartoum, Sudan: National Library.