

# Current ethical issues in bussiness (topic)

Sociology



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## Current Ethical Issues in Business Current Ethical Issues in Business

Currently tanning industry is facing difficult challenges mainly due to claims and objections of dermatologists and researchers from World Health Organization. The revising plan can help tanning industry overcome such ethical issues that are negatively influencing the effectiveness of their services. As skin cancer scientists have claimed that indoor tanning is 74% riskier than natural tanning for causing and developing melanoma and other types of skin cancers. Hence, tanning industry needs to carry out more research work to find evidences that could prove indoor tanning as a healthy approach (Huber, 2012). This attempt will work as a short term as well as long term compliance to argue back strongly with the claims of "WHO" researchers. Additionally, all employees working with this industry are needed to gain more knowledge about the service they provide.

This would help develop an understanding with customers as a psychological approach in order to gain their confidence and trust for the tanning services. Stories of regular customers and those who have been benefited with tanning industry services before should be shared or may be marketed to persuade more customers towards satisfactory services of the tanning industry. This approach will directly target dedication and sincerity of professionals towards services they provide to customers, as they need to work more efficiently on their attitude and dealings with the customers (Huber, 2012). Concisely, it can be understood that research as well as implementation of psychological approaches would be main parts of the plan, which are predicted to bring out positive results for the tanning industry.

### Reference List

<https://assignbuster.com/current-ethical-issues-in-bussiness-topic/>

Huber, B. (2012, August 23). Embattled Tanning Industry Takes Its Cues from Big Tobacco. Retrieved December 15, 2012, from business-ethics. com:  
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