

She is also a die-hard football fan. This year, the Super Bowl will be played in the Superdome in New Orleans, her hometown. Quartney's favorite team, the Steelers, is expected to reach the Super Bowl.

Currently, the store chain carries four brands of children's rain boots. In an effort to streamline its product line, the CEO has decided to cut back to three brands, leaving to Quartney the decision of which brand to cut. Assume all four brands are equally profitable. If the makers of Brand One send Quartney a pair of Super Bowl tickets, should she accept them? Does it matter whether the maker of Brand One is also a close friend of hers?

2.4 Assume the same facts as in Question 2.3, except that Brand One underperforms the other three brands. How, if at all, should that affect Quartney's decision? What if it is mid-January and the Steelers are definitely in the Super Bowl? Quartney has waited her entire life to watch the Steelers play in the Super Bowl. Even if she would not accept the tickets before, should she accept them now? Can she get out of her dilemma by offering to pay the face value of the tickets? Should she accept the tickets if she has already decided to discontinue Brand One?

2.5 Ginny Viloudaki, a recent graduate of New York University, is a first-year associate with the McBain Consulting Group. The partner in charge of a major strategy study for an important new client in the shipping business has asked her to call low-level employees in competing shipping companies to gather competitive data for use in devising a winning strategy for the client. The partner instructed her not to identify the client but to introduce herself as a consultant doing an analysis of the shipping industry.

Assume Viloudaki knows that senior managers in the competing firms would consider the data she is collecting proprietary and would not talk with her at all if they knew she worked for a direct competitor. Is it ethical for Viloudaki to question the lower-level employees without revealing that she is working for a direct competitor? What should she do if, after she tells the partner she considers it unethical to make the calls, the partner tells her that consultants do this all the time and that refusal to make the calls would be a career-limiting move?

2.6 Indra Wu, a sales rep at Rite Engineering, attended a trade show and conference at company expense. Many exhibitors donated prizes, which were awarded to attendees based on a drawing of free tickets given to all attendees upon registration. Wu won a \$12,000 plasma television in one of the drawings. The winner's certificate included the winner's name with no mention of the company.

What should Wu do? What should Wu's supervisor do if she learns of the prize from someone other than Wu?

2.7 By reading an individual's Facebook or Twitter page, one can see his or her pictures, the people he or she is communicating with, what is written on the page, and even what the individual writes on others' pages. Many people, however, have restricted access to their personal information by adjusting their privacy settings to better protect their privacy. The only way to see such a person's entire page is to become his or her "friend."

You are a manager of a consumer products company. Members of the managerial staff have an interest in discovering background information about potential employees and also have concerns about how employees are using their time while at work. You would like to find out more about your employees, so you, as a manager, are considering sending a "friend" or "follow" request to a subordinate employee for the sole purpose of gaining access to that person's "private" page. Is this ethical? Should it be legal? Would it be ethical (or legal) to ask applicants to open their pages during a job interview? If a manager finds information on a social networking site that may warrant disciplinary action, such as abusive comments about fellow employees or threats against the safety of the workplace, should the manager act on it in his or her managerial capacity? Is it ethical (or legal) for an employee to use a smartphone to secretly record an end-of-year performance evaluation? [Based on Marie-Andrée Weiss, *The Use of Social Media Sites Data by Business Organizations in Their Relationship with Employees*, 15(2) J. INTERNET L. 16 (2011).]

2.8 In April 2011, Brittany Teofilo left the Stanford Graduate School of Business to become the founder and CEO of gopublicnow.com, a securities brokerage firm specializing in helping young companies use the Internet to raise money from the public. Her company went public in March 2013. In February 2014, Teofilo personally sold one million shares of stock for \$75 million. She used \$12 million of the proceeds to buy a large house in Atherton, California, an easy commute to the company's Silicon Valley offices. Teofilo still owns another four million shares.

Gopublicnow.com employs thirty senior computer programmers who are paid a starting salary of \$135,000 and given stock options potentially worth millions. The company also employs five janitors who empty the trash, clean the bathrooms, and vacuum the senior programmers' work areas. These janitors are paid approximately \$15,000 a year. Due to the astronomical cost of living in Silicon Valley, several janitors with children have second jobs and rent out space in their one-bedroom apartments to make additional money to support their families. Four of the company's janitors are non-English-speaking immigrants from Cambodia who are desperate for employment and, as a result, are willing to work for the low salary.

Although there is a large pool of unskilled workers willing to work as janitors for \$15,000 a year, the market for skilled programmers is so tight that gopublicnow.com has had to institute special incentives to keep the programmers happy. Most recently, a senior programmer was given a Tesla sports car to celebrate the completion of an important piece of code.

What ethical and business considerations should a corporation's board of directors and its CEO consider when setting the salaries for the different types of workers it employs? What role, if any, should the government play beyond establishing a minimum wage? For example, should the Securities and Exchange Commission require public companies to disclose the ratio of CEO pay to that of the average worker?