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Marketing is a concept which involves the overall study of the wider marketplace, and can often include opportunities or factors which can increase or decrease productivity, or upset it. Ethical behaviour and government regulations are examples of concepts which influence a business' decisions and efficiency, for better or for worse. A good example <sup>to use</sup> when looking at how these influences affect a business is Qantas, Australia's first and most well-known airline, which has been recognised on a global scale as a dominant business in the airline industry.

Ethical behaviour often comes around through business as the result of a willingness to be recognised by the wider community, and by employees, as a loyal and trustworthy ~~is~~ asset. It may also come around, however, as the result of disputes within a workplace. This results in the <sup>forced</sup> adoption of ethical practices, to ~~and~~ control and avoid the disputes.

Qantas has had many disputes in recent years, and this has resulted in strikes by employees, employees walking off the job without warning, and has cost Qantas millions of dollars, as the company has had to cancel and delay flights. In order to combat this bad publicity, Qantas has offered employees raises in wages as an act of Ethical and social behaviour.

Workplace conditions have also been improved, with Qantas investing in leading edge technology, such as the <sup>new</sup> airbus.

Another example of an ethical practice which Qantas is proud to promote is its switch to a more sustainable and environmentally friendly fuel. Qantas has recently ~~tested~~ <sup>tested</sup> a ~~new~~ <sup>new</sup> fuel which is made up of 50% ethanol, which is produced <sup>from</sup> a renewable resource, ~~as~~ ~~is~~ any plant which contains cellulose. The ~~new~~ ~~fuel~~ ~~is~~ ~~considered~~ ~~leading~~ ~~edge~~ ~~technology~~, and has given Qantas a very good name for itself. This is important in marketing, as Qantas is able to promote this, which will result in goodwill from the community, and ultimately lead to an increase in gross profit.

Government influences affect a business, as the business must follow any policies enacted, on ~~the~~ threat of penalty. Government influences ~~on~~ ~~international~~ affect Qantas on an international level, as laws change between countries. Qantas is a very globalised company, and so when flying or landing in another country, it must respect its laws and policies. These policies may include health and safety regulations, and some countries even enact a fee for transporting goods, such as peoples luggage.

Qantas has be tremendously affected by Government

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policies in Australia, also. The recent act titled "Fair work Australia act" forced Qantas to change many of its policies which it holds against employees. Any staff that Qantas made redundant were paid for any unused holiday time that they missed out on. The fair work Australia act cost Qantas millions of dollars, but the penalties which it avoided might have been millions of dollars more.

Ethical behaviour and Government influences affect any business, ~~and~~ and the importance it has on marketing is widespread. This is particularly true for a company such as Qantas, who operate in such a widespread area, and with a high quantity and variety of ethically concerned customers.

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