

**THE EFFECT OF ONLINE INDIVIDUAL ETHICS CASES ON MORAL REASONING IN  
BUSINESS NEGOTIATION: AN EXPERIMENTAL STUDY**

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**ABSTRACT**

There is increasing interest in the effectiveness of online case-based instruction. Although some prior research has emphasized the importance of online discussion and communication for these cases, recent work suggests that individual completion of these cases is also effective. In this research, participants individually read ethics cases and respond to questions from a popular online ethics case bank before completing the self-reported inappropriate negotiation strategies (SINS) questionnaire. Students who individually engaged with the longer online case were less likely to endorse deceptive business negotiation tactics versus the control group, whereas students who engaged with the shorter online case were not.

References will be available upon request from [daniel.brannon@unco.edu](mailto:daniel.brannon@unco.edu)