

# Ethical Imperatives in Charitable Work: A Multidimensional Approach to Prioritization and Decision-Making

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## **Abstract**

This study investigates ethical dilemmas in prioritization and resource allocation within the charity sector. Through in-depth interviews with thirty charity leaders and analysis of archival data, we develop a multidimensional typology of ethical dilemmas (Who, What, When, How) and identify key decision-making processes. We propose an integrated framework for ethical prioritization that bridges descriptive and prescriptive approaches. Our findings advance marketing ethics theory by illuminating the unique ethical landscape of nonprofit marketing and offering an integrated perspective on ethical decision-making. The study provides practical tools for charity leaders to enhance ethical practices and navigate complex prioritization and resource allocation decisions.

**Keywords:** *Ethical decision-making, Prioritization, Non-profit sector*

**Track:** *Social Responsibility & Ethics*