

BUSINESS & SOCIETY

WEEK 5

- 5. Organizational Ethics and the Law
- 12. Technology, Organizations, and Society
- 13. Managing Technology and Innovation

Case studies: 111, 282, 305

5. Organizational Ethics and the Law

Corporate culture and ethics

If ethics as a conception of right and wrong, and organizational culture the particular way of thinking and doing of a business, organizational culture is by definition ethical.

5. Organizational Ethics and the Law

Ethics in organizational functions

- Accounting ethics – use of standards
- Financial ethics – speculation
- Marketing ethics – misleading ads
- IT ethics – spying
- Production ethics – worker safety

5. Organizational Ethics and the Law

Example 1: Nike



This is the Arabic script for "Allah."

This is a shoe by Nike with the flame logo.



Result: Nike had to recall 800'000 shoes because Muslims took offense at the logo

5. Organizational Ethics and the Law

Example 2:
Burger King



Result: The chain is being forced to spend thousands of pounds redesigning the lid

5. Organizational Ethics and the Law

Example 3:

Antonio Federici

Gelato Italiano



5. Organizational Ethics and the Law

Example 4: Louis Tussaud's Waxworks at Pattaya



'Hitler is Not Yet
Dead'

5. Organizational Ethics and the Law

Example 5: PETA

(People for Ethical Treatment of Animals)



Last May, **Yum! Brands CEO David Novak** asked People for the Ethical Treatment of Animals (PETA) to treat KFC as well as KFC treats chickens!

He's got his head UP HIS BUTT!

KFC allows its suppliers to cut the beaks off baby birds without any painkillers, breed and drug birds to become so top-heavy that the bones in their legs crack under them and they collapse, and drown birds in tanks of scalding-hot water while they are still fully conscious. Is that how KFC wants to be treated?

To play our "David Novak's Head is up His Butt" Internet game and to learn more, go to KentuckyFriedCruelty.com. See why we say, "Boycott KFC!"

PETA
KentuckyFriedCruelty.com

5. Organizational Ethics and the Law

Example 6: D&G



5. Organizational Ethics and the Law

Making ethics work

1. Build ethical safeguards:
 - ensure top management commitment
 - set out ethical policies and codes
 - appoint ethics officers
 - set out ethics reporting mechanisms
 - develop ethics training programs
 - carry out ethics audits

5. Organizational Ethics and the Law

Making ethics work

2. Comprehensive ethics programs
3. Efforts to curtail unethical practices e.g. US Foreign Corrupt Practices Act
4. Criminal punishment
5. Following international standards respecting human rights e.g. <http://www.unglobalcompact.org/>

5. Organizational Ethics and the Law

Readings

- <http://www.csrandthelaw.com/>
- <http://www.ibe.org.uk/userfiles/humanrights.pdf>
- http://en.eps.cz/sites/default/files/tema/ch_state_duty_o.pdf
- <http://www.unhchr.ch/Huridocda/Huridoca.nsf/o/fa319e648a7b3389c1256d5900459385?Opendocument>
- http://www.ohchr.org/Documents/Issues/Business/A-HRC-17-31_AEV.pdf

12. Technology, Organizations, and Society

Understanding technology

Technology is about change

Technology is about growth

12. Technology, Organizations, and Society

Technological force

Internet

(<http://www.internetworldstats.com/emarketing.htm>)

E-business

(<http://www.statistics.gov.uk/pdffdir/ecom1110.pdf>)

M-commerce

(<http://mobithinking.com/stats-corner/global-mobile-statistics-2011-all-quality-mobile-marketing-research-mobile-web-stats-su>)

12. Technology, Organizations, and Society

Social networking

<http://www.banking2020.com/2011/01/24/social-media-statistics-by-the-numbers-january-2011-part-ii/>

12. Technology, Organizations, and Society

IT threats

Spam

Phishing

Pharming

Censorship

13. Managing Technology and Innovation

Privacy

<http://www.privacy.gov.au/law/act>



13. Managing Technology and Innovation

Issues

Business information security

Intellectual property

Tech applications

- Human genome
- Biotech and stem cell research
- Cloning
- Bioterrorism
- Biofoods

Case studies

