CHAPTER 3

Social Responsibility and Ethics

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Stakeholders

Stakeholder’s View
## Stakeholder’s Perspective

- Social Responsibility
- Ethics

## Corporate Social Responsibility

- Society?
- Stakeholder?

## The SR Debate

- Harm society?
- Benefit society?
- or -
### The Premise of SR

- Social contract
- Moral agent

### Three Perspectives of SR

- Economic Perspective
- Public Responsibility
- Social Responsiveness

### The Four Faces of SR

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<thead>
<tr>
<th>Legal Responsible</th>
<th>Legal Irresponsible</th>
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<td>Illegal Responsible</td>
<td>Illegal Irresponsible</td>
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Social Responsibility Strategies

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<tr>
<th>Reaction</th>
<th>Defense</th>
<th>Accommodation</th>
<th>Proaction</th>
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<tr>
<td>Do Nothing</td>
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<td>Do Much</td>
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Ethics

Acceptable Behavior?

Foundations of Ethics

Instrumental Values

Terminal Values
Business Ethics

Society’s view . . .

right vs. wrong
moral vs. immoral
honest vs. dishonest
ethical vs. unethical

Ethics & Information Technology

• Employee Perspective
• Organizational Perspective
• Societal Perspective

Ethical Dilemma

A situation in which a person must decide whether or not to do something that, although beneficial to oneself or the organization, may be considered unethical and perhaps illegal.
Example: Ethical Dilemma

Should I conduct personal business on company time?

Example: Ethical Dilemma

If I find out that my boss took a bribe, should I tell someone?

Managerial Guidelines

- Utility Approach
- Human Rights Approach
- Justice Approach
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<th>Fostering Business Ethics</th>
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<td>• Code of Ethics</td>
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<td>• Ethics Training Programs</td>
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<td>• Whistleblowing</td>
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