CHAPTER 3

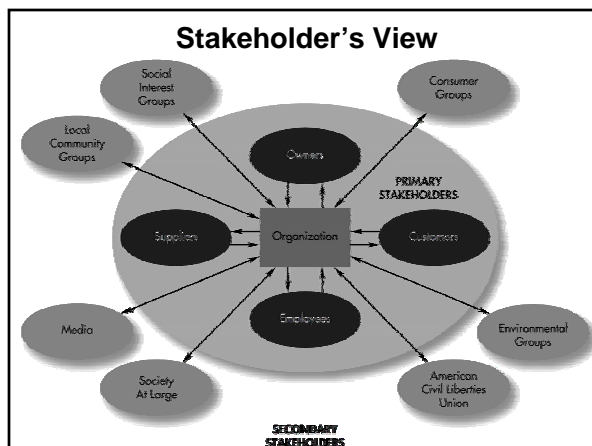## Social Responsibility and Ethics

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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

Legal Responsible	**Legal** Irresponsible
Illegal Responsible	**Illegal** Irresponsible

Social Responsibility Strategies

Reaction	Defense	Accommodation	Proaction

Do Nothing   Do Much

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.

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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**

Fostering Business Ethics

- **Code of Ethics**

- **Ethics Training Programs**

- **Whistleblowing**