

Nike sweatshops

Business



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The utilitarianism ethical framework works on the premise of maximizing the benefits and reducing the suffering and harm as well as other negative consequences (Rachels, 2003). Utilitarianism aims at identifying the suffering and the negatives present in such an organization. Then it starts finding solutions and alternatives which can in the end completely eliminate the suffering and replace it with positives or at least try to maximize the happiness. This framework is basically used by human rights activists as it makes the most sense in terms of employee-employer relationship as will be examined below.

This framework will work with the business case on Nike Inc. because previously Nike was operating fully based on sweatshop approach where workers were suffering. The suffering was based on working long hours some up to 13 hours in a day, the overtime was forced upon the employees and not compensated, and there were higher case of child labor encompassing children of even 8 years working for around 9 hours in a day. This was in addition to the extra low wages they were being given which was way lower than the recommended minimum wages in the country as well as being physically punished by the supervisors.

The ethical framework approach ensures a reduction of the suffering mentioned above and increases the benefits that the workers can accrue by working in Nike Inc. especially in the Asian nations of Vietnam, Taiwan where the suffering was in excess. This means starting with the issue of how workers are being treated where they are physically abused by the supervisors. This should be followed by the issue of eliminating completely child labor as this is morally wrong. The issue of working hours and overtime should be addressed according to the international labor laws. This should be <https://assignbuster.com/nike-sweatshops/>

followed by the wages being paid to be raised to at least the minimum wage required. In the end, the workers will be happy working for the organization which will in turn increase their productivity as well as save the company from having to use large sums of money paying off the politicians and other health officials to avoid being exposed or inspection of the factories.

How this case should have been resolved

Nike should have first paid the employees for the pain they have caused them all this long. This should have been followed by a public apology from the top management of Nike Inc. who would express their unethical behavior and the changes that would follow. The initiative should not have come from the push by the human rights or even take the workers to strike for their needs to be addressed and their suffering to end. The governments of these Asian nations should have legally charged Nike Inc. and the political leaders as well as all those authorities who took bribes to turn a blind eye on the sweatshops. All these should have been followed by formulating tougher labor laws on industries as well as allow the formation of labor unions in those countries that lacked them. All this should have followed the resolutions they finally undertook of abolishing child labor, increasing the wages, substituting the toxin for non-toxic chemicals as well as regulating working hours.

References

Rachels, J. (2003). *The Elements of Moral Philosophy*. New York: McGraw-Hill.