

General electric: ecomagination

Business, Management



General Electric: Ecomagination as a CSR Initiative Case Summary The case presents G. E.'s CSR efforts and the recent ecomagination approach coupled with its sustainability and efficacy (Reed & Neubert, 2011). General Electric embraces a comprehensive past performance for being at the public discourse center relating to environmental concerns with corporate strategy. However, G. E. takes proactive approaches in connecting corporate social responsibility to organizational profitability in ecomagination initiatives. Also, critics and some investor groups continue questioning the Immelt's utility approach for shareholder returns and other stakeholders questioning general electric's methods and motives.

General Electric (G. E.) Internal analysis

The firm had a profound financial standing while it enjoys a drastic market across the world. It is worth noting that G. E has a comprehensive system of operation that reduces wastage while promoting optimal utilization of organizational resources. The firm also benefits from a thorough company culture that attracts wide and detailed talents from all occupations. The firm enjoys an extensive facility development commitment in the end.

General Electric (G. E.) external analysis

The political environment presents an ideal stability for GE to conduct business. The challenges in the worlds environmental status present opportunities for the firm to achieve much. The technological environment allows the firm to generate innovative solutions benefiting its society and customers (Reed & Neubert, 2011). However, the legal environment poses much risk for the firm in terms of legal fees and litigation processes due to the Ecomagination policy. It is for this reason that GE has a vision and

commitment of harnessing its global capabilities, market knowledge, and technology leadership while taking on the world's tough struggles and accelerating company growth.

SWOT analysis

The turbine expertise acts as the strength of the company and enhances quick moves towards renewable energy. However, one of the weaknesses of the company is the poor outlay of the communication channels set. The environmental sustainability campaign by government succeeds in presenting GE with an opportunity to engage in environmentally and socially responsible actions. In addition, the company meets the consumer's future and current needs (Reed & Neubert, 2011). However, a threat coming with these efforts is that the public may mislead the intentions of the company leading to decline in the company's reputation.

General Electric (G. E.) alternative courses of action

The firm, has launched healthymagination and ecomagination as branding initiatives that highlight the commitment of the company towards social responsibility and sustainability. The strategy acts as strategy development that embraces robust CSR reporting. The two strategies outlined as healthymagination and ecomagination shows a sustainability message on the portfolio of the company. This is accomplished through highlighting the responsibilities of the organization on its own right.

Evaluation of all alternatives

The Ecomagination approach focuses on promoting energy-efficient products based on marketing campaigns. Further, the strategy sets targets for the reduction of its greenhouse gas emissions as well as the increment of energy

efficiency in its operations (Reed & Neubert, 2011). On the other hand, Healthymagination goes beyond linking the GE portfolio as it creates a viable platform for more dialogue outside the marketing context. It firmly establishes GE as a leader while broadening this discussion into social and environmental responsibility topics.

Recommendation of best alternative

GE's commitment is depicted through the Healthymagination strategy as it is because of high profile sustainability generating significant stakeholder acceptance and awareness. In the end, its perception score will cause a rise in acceptance between the skeptical and demanding stakeholders (Reed & Neubert, 2011). This drives the overall decline in suspicion on the company's efforts towards environmental responsible measures unlike other prominent global brands. Such commitment has important internal effects.

Implementation issues

The implementation concern to be focused on is the level of legislative compliance. It is essential to outline the significance of researching on the existing laws for safety and health.

Reference

Reed, M., M & Neubert, M., J. (2011) General Electric: Ecomagination as a CSR Initiative. Business Reports, 8(1), 476-484.