

# Example of research paper on corporate social responsibility code of ethics

[Business](#), [Company](#)



**(Student's Name)**

## Introduction.

Over a period of 75 years of its operation, Tyson foods credit its success from its customer's valuation. The company's commitment to 'doing what is right' in regard to its customers needs has sustained its growth, enhanced its reputation, and boosted its brand. The history of Tyson food's success started in 1935 with its founder John Tyson. Tyson came up with the idea that if his hope of business success was to be at its peak he would have to do it at an international perspective. This led to the acceptance of the business into several markets such as Cleveland, Memphis, and Cincinnati. The idea of investing in a hatchery due to increased costs of poultry also boosted production in the business. By 1986, the business had expanded to be the first in poultry production. Most of the Americans started realizing the nutritional values that poultry adds to their health. This led to the business initiator's thought on focus on consumer needs in 1999. During this year, Tyson created business groups, which included food services at retail and international levels. Each business group comprised of a policy that could satisfy consumer needs. This is what led to the reputation of the business as an outstanding customer service provider, and an anticipator of consumer's demand, tastes and preference (Tyson Foods, 2012).

**Consistency of Tyson's Company CSR and code of conducts.**

Above meeting consumer's requirements, Tyson foods consider review on Code of Conduct and Corporate Social Responsibility as foundation builders of their values, ethics, morals, responsibilities, and beliefs (Tyson Foods,

2012). The company is consistent to its published CSR statements as well as ethical codes of conduct in its objective. This builds upon and protects the interests and rights of the workers, stakeholders, and the entire community. Ethical codes in the company are described as the standards of behavioral expectations from the board of directors, business units, suppliers, and its subsidiaries. This also applies to its brokers, lobbyists, agents, sales and marketing teams, consultants etc. the codes of conduct express the foundation of the policies of the company (Keinert, 2008).

Tyson foods have also invested in CSR, and are significantly involved in matters of CSR. This caters for environmental conservation, employee's safety, and community welfare (Rendtorff, 2009). Besides being profit motivated, the company values its employees. They care about the products they sell, their shareholders values, and public welfare. The company has adapted sustainability policies such as health and safety, animal well being and environmental measures, which ensure that the company's existence is not against the federal regulatory agencies provisions.

The company operates under the utilitarian theory of CSR. Its goal is driven by the functions it plays in society part from being profit motivated. The company views profit making as a development element, but at the same time has a social objective in being socially responsible. This is achieved from its commitment in protection of natural resources, maintenance of low levels of pollution in ensuring clean water, atmosphere and land (Tyson Foods, 2012). The team members are expected to comply with environmental protection agency laws and regulations. In addition, the

company understands the importance of sustainability in social progress, economic growth, commitment and compliance.

### **Strengths and weaknesses of CSR and code of ethics at Tyson foods.**

The success of the company can be defined by the consistency in its adherence to CSR provisions in its mission statement. The sets of codes of conducts have enabled the company to form local and international partnerships, which share a common mission. The company has managed to sponsor education in a variety of learning institutions in the country and has been on the fore front in advocating for fair treatment of employees.

However, its strength has been limited in some aspects of society like on environmental degradation. The company's management has, however, been quoted on several instances citing its development in achieving sustainability in the environment, and in meeting the requirements provided by EPA (Tyson Foods, 2012).

The company works under the ethical normative standards theory of code of ethics. The company works under the culture of 'doing what is right'. This is in production of the greatest ratio of what is moral against immoral acts. The company holds that moral conduct or response should be related to the outcomes and consequences of one's acts. It holds that there is always an outcome of an act from the behavior of the customers. It emphasizes on virtue ethics where the moral character of stakeholders, directors, and workers at all levels are driven by the company's virtues (Timmons, 2013).

The team members are entrusted to keeping confidential information about the customers, colleagues, and business. They are prohibited from sharing

this information with third entities. This is enhanced by signing a non-disclosure agreement by all employees. On signing the non-disclosure agreement, the employees are bound to protect confidential information except on specifically stated instances. Tyson foods legal department also reviews the contents on the non-disclosure agreement in updating any appropriate information.

The company also adopts the data privacy and application system advocated for by national code of ethics (Tyson Foods, 2012). This is used to classify data and protect information critical to the company's operations such as emails, phones, control systems, laptops, physical documents, pictures, among many others. Data is classified according to the level of sensitivity i. confidentiality, and availability in relation to transmission, processing and storage.

The company's code of ethics also provides for reporting standards. The company advocates that every employee needs to be alert of any unethical or illegal acts that could ruin its reputation or growth. Any employee who suspects any violation of the company's law is obligated to report to the management (Keinert, 2008). The duty to report should be a part of 'doing what is right' and, therefore, should not be delegated to any other member. The company has help lines and web lines, which are free, accommodate foreign languages, and available for 24 hours to facilitates reporting. The company prohibits any forms of retaliation, abuse or harassment from the management, unfair dismissals, transfers or denial for promotions. This ensures that the employees stick to their code of conduct as expected by the company and the national law (Rendtorff, 2009).

The company's reputation acts as an international strategy to penetrate in foreign markets. This is ensured by learning and adopting local cultures before endorsing into operations. This ensures that local core values are adhered, and the consumption needs of the buyers are met. The code of conduct is also strengthened by proper book keeping, observance of international accounting standards, and taking actions against any instances of irresponsibility. Humanity is also considered as the core value where all employees receive equal treatments, enjoy recognitions and rewards from the company, and accorded security

The company is also keen in observing the international code of conduct in minimizing cases of conflicts of interests (Ansley and Shefner, 2009). This ensures security from political influences, existing competitors, and economic fluctuations. However, as a matter of concern, the company has been questioned on its readiness to cope with economic fluctuation matters in international markets. Its policies of operation have failed mostly in the upcoming markets where it is being put under a CSR limelight. The management board insists that economic fluctuations are matters of world concern, which is above its capability to solve.

### **Applicability of ethical normative and utilitarianism theories in Tyson foods.**

Tyson Foods develop its policies base on the theory of ethical normative standards and utilitarian theory (Jennings, 2009). The theory of normative standards is applied in the code of conduct in the international markets. Before setting its operations in the foreign markets, the company surveys the consumer trends, values, norms, and culture. It ensures that its

existence is acceptable in the society and political governance. This ensures that the code of conduct set in these markets conform to the behavioral expectations in the economies.

In its quest to fulfill its mission in providing the best, the company has developed CSR policies, which advocate for conservation of social, political and economic development (Tyson Foods, 2012). This is in the application of the utilitarian theory, which holds that CSR should be aimed at giving happiness and greatness. The company has ensured that every product suits the community consuming it, and, therefore, adding to their happiness.

In addition to utilitarian and ethical normative theories, Tyson Foods applies the theory of social justice in its operation (Jennings, 2009). The theory of social justice holds that societal rules should be preferred over a company's rules. The application of the concept of societal rules allows the company to conform to the expectations of foreign governments, markets, and communities (Ansley and Shefner, 2009). Thus ensures that all the company's investments yield positive proceeds to the company, society, and economy at large.

## **Conclusion.**

Tyson Foods is one amongst the food companies that have been in consistence with CSR in America. The company's CSR policies are formed on the basis of deep commitments to the welfare of communities. This is guaranteed by production of trusted and wanted products. The CSR statement of the company has enabled the development of code of conduct and ethical standards amongst its stakeholder, management, and all

employees. The company has ensured consistency and applicability in CSR initiatives by adhering to laws in food policies, animal welfare and environmental safety.

The company believes that its continued growth and existence depends on the extensive involvement in CSR matters, and adherence to code of conduct policies. The application of these policies guarantees the safety and health of their employees, interests of the stakeholders, and in growth of the economy, in the provision of food security. The company holds that its extent of involvement in Corporate Social Responsibility, shared values and code of ethics, are what defines whom it is and what it stands for. The company believes in authenticity and integrity of its employees in matters of CSR, as a foundation of its development, and foresees more participation in community issues to improve on its weaknesses.

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