

Poor conditions of working environment commerce



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Nike has been accused for several ethical issues in developing and under developed economic systems, at sweatshops, hired child labor, and favoritism, which impacted their stakeholders. Harmonizing to Freeman (1984) , stakeholder is mentioning to any group or single that can impact or is affected by how administrations carry its aims (Crane and Matten, 2007) . In order to cut down the impact to the stakeholders, Nike had tried to class rectification and public dealings as a step to salve the bad image generated by the accusal.

Harmonizing to Crane and Matten (2007) , ethic is defined as pertaining or covering with the survey of morality and the ground that apply to clarify

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specific regulations and rules that determine the rightness and inappropriateness for certain action and the goodness and the badness of the motivations for that state of affairs or action. In this studies, three major ethical quandary will be analyze, child labor, sweatshops issue, favoritism issues.

2. 1 Sweatshop / Poor Conditions of Working Environment

Sweatshop besides been known as perspiration mill is refer to any working environment that is considered and negatively involved in hapless, intolerably hard or unsafe state of affairs that can harm the employees. Sweatshop workers worked for long hours and sometimes transcending 14 hours daily with a wage below life pay. Nike were attacked for unethically took advantage of these labour markets. However, Nike has denied this claim many times, and expressed that they did non hold any control over the mills. Nike mills in Vietnam, Korea, Taiwan, Indonesia and china been criticized due to the negative imperativeness are exposed to the populace which been revealed from the interviews of mill worker ' s interview, site visits and the protest by militant which showed is Nike ' s mistake for leting hapless status of working conditions are persist in these mills. Harmonizing to ABC News, April 2010 in Vietnam, 1000s of Nike mill workers went on work stoppage due to hapless on the job conditions and low rewards. Beside that, workers were unable to go forth the works if they did non run into the quota or mark before trying to travel place. All these showed Nike earnestly committed to the misdemeanor of human rights. Thuyen Nguyen portion of the Vietnam Labour Watch wrote one extreme state of affairs documented in 1996, when 100 workers were forced kneel in the Sun for an hr because one

of the workers had spilled fruit on the alter. Harmonizing to Vietnam Nike Fact Sheet (1996) , 15 Vietnamese adult females workers told CBS News that they were hit over the caput by their supervisor due to hapless run uping. Two workers were sent to the infirmary after the incident. Nike ' s CEO Phil Knight respond to above two incidents by minimized the first incident, saying falsely there were merely one worker was truck on the arm. Besides that, fact sheet as good stated there were 45 adult females workers were forced by the Nike supervisors to kneel down with their custodies up in the air for 25 proceedingss. Apart from that, Vietnam fact sheet as good stated that, Women workers form Nike mill told CBS News that they are forced to work overtime to run into a day-to-day mark which is set unrealistically high. Most workers at Vietnam Nike workss are forced to work exceeded 600 hours of overtime per twelvemonth, and harmonizing to Vietnam Labour Law Article 69, the labor user and laborer are allow to work overtime, but it is limit to non more than four hours a twenty-four hours and non more than 200 hours per twelvemonth. Nike mills in Vietnam are clear misdemeanor of this Article. In Vietnam instance, workers are treated bondage, there are merely 24 hours in a twenty-four hours but they have to pass 16 hours or more at work in order to maintain a occupation, it is a complete denial of a right to life, or in other words is a human rights misdemeanor. Another instance happened in International Women ' s Day of 1997, 56 adult females failed to have on the proper places into the Nike mill. In order to allow they larn from their error through penalty, they were forced outside in the heat to run around the edifice. As a consequence of the penalty, many adult females fainted due to desiccation and spent the twenty-four hours in the infirmary.

This full incident stated above was the physical maltreatment towards the workers.

It is an embarrassment for Nike to hold its image associated with sweatshops in Asia, the disclosures is threatened to the gross revenues of Nike ' s merchandises. Gross saless were worsening and Nike was being claimed by the media as a company who was willing to work workers and strip them of the basic pay needed to prolong them in an attempt in order to spread out net incomes.

2. 2 Child Labour Issue

Another ethical major issue is child labor. Nike was labelled every bit forced kids as bondage in risky on the job conditions for below-subsistence rewards (Hill, 2009) . Harmonizing to Hill (2009) , Nike was found for bring forthng the popular “ Air Jordan gym shoes utilizing 11-year olds in Indonesia doing 14 cents per hr ” . Harmonizing to Hill (2009) , a Nike mill which owed by Korean Subcontractor, hired kids every bit immature as 13 old ages old as workers for gaining less than 10 cents per hr were required to work up to 17 hours a twenty-four hours without speaking.

Child labor is scattered all over Pakistan, but the greatest impact was on a north-western state called Sialkot. Sialkot is an of import Centre for the production of goods for export, particularly featuring goods. Child labour exists in both the export and domestic sectors of the economic system in Sialkot. In Pakistan, support is hard and many households had to force their kids to employment.

In twelvemonth 1996, Life Magazine reported an article sing the kid labor in Nike Pakistan, this is when Nike was found hired kids as their labor. The article included a exposure showed twelve old ages old male child, called Tariq was surrounded by the Nike association football ball, which he spent most of a twenty-four hours to sewing together for the wage of 60 cents. When this exposure was exposed, activists all across Canada and United States were standing in forepart of Nike store by keeping up Tariq ' s exposure to coerce Nike to work out the job. This had caused Nike faced ethical issue about its labor pattern abroad, and every bit good faced to public dealings impact which adversely affect their repute and image. ([hypertext transfer protocol: //www1. american. edu/tes/nike. htm](http://www1.american.edu/tes/nike.htm)) .

Nike mill in Pakistan, kid labors were utilizing in the production of association football balls, more than 200 kids some of which are every bit immature as 4 or 5, involved in the procedure (Sengel, 2005) . Children stitch association football ball for merely 60 cents an hr. Harmonizing to [www1. american. edu](http://www1.american.edu), Nike ' s entered in to the Pakistan markets was portion of its long term strategic planning. Nike went into Pakistan, with holding full cognition of the favorable conditions predominating in footings of kid labor and has taken no safeguards to forestall the usage of kid labor in the production of its association football balls. Alternatively Nike has made a net income from their Pakistan ' s contractor who has used bonded child labor in the production procedure. Harmonizing to a Foulball run study, Nike has refused twice to hold a cheque in their Saga-managed Centre in Pakistan while conversely Nike ' s rival Reebok readily granted entree to its Moltex-managed Centre in Pakistan ([hypertext transfer protocol: //www1. american.](http://www1.american.edu)

edu/ted/nike. htm) . Several rumors come out sing this affair, it let authorities hold no pick to coerce Nike to look into and work out this job.

Harmonizing to Ted ' s instance surveies (1999) , in Indonesian a 12 old ages old miss was working 70 hours a hebdomad, in an unhealthy environment works devising places for Nike. Nike is gaining from the inexpensive labor cost of production, due to the contracted mill is using kids to do the merchandise. Nike ignored the Torahs that protecting the workers in prefer of cutting costs and take downing wellness criterions. Harmonizing to Cesar Rodriguez (2005) , political leaders were bribed by mill supervisors in order to restrict governmental intervention. The leaders passed the messages to military and police units to overlook the conditions in mills so that the illegal environment could stay unfastened and working. Leaderships besides were warned to watch for the marks of labour militants near the mills to forestall workers from alining with militants for better conditions.

2. 3 Discrimination Issue

There was a tribunal instance on Nike favoritism issue in 2003 in Chicago. Harmonizing to Barbara Rose the newsman to Chicago Tribune, 2003, this quandary happened evidently, Nike Chicago was non following with their affair of regard policy under the Nike codification of moralss. Nike prohibited favoritism and torment to go on, in order to forestall these state of affairs happens, Nike provides employees with an effectual ailment procedure. But, this tribunal instance has clearly showed that, there are non all the Nike ' s shop is following with their Code of Ethical motives.

The complainants of the instance stated that Afro-american employees claimed that they are being segregated for hapless intervention. The employees were alleged that Chicago ' s Nike had involved in favoritism issue that Nike segregated African-Americans into lower paying occupations such as stock room or cashier places. Besides that, African-Americans every bit good do not hold chance to acquire publicity to gross revenues place by neglecting to post occupation gaps. Nike ' s shop supervisor are merely hired Afro-american into part-time instead than the full-time places that can have better benefits, for illustration: wellness insurance and paid holiday, this status of employment is vary than Caucasian staff. Caucasian staff was hired as full clip staff which means they can acquire all the benefits of the company. Apart from this, Afro-american employees are subjected to hunts when go forthing the shop, while Caucasian employees were free from such hunts. Harmonizing to the suit, work regulations and ordinances sing attending, ill leave and employee price reductions besides were unevenly applied.

The country of the ailment is clear stated that this favoritism is the caused a hostile work environment. Nike Chicago ' s supervisor was non following with the Nike codification of moralss, under affair of regard policy. This quandary leads to racial favoritism, which pressure the employee to sound out their rights by seting tribunal instance against Nike. Due to this is a sensitive issue, Nike was under the authorities force per unit area to settle this tribunal instance every bit fast as they could.

3. 0 Action Taken By Nike to Cover with Ethical Dilemmas

Ethical quandary faced by Nike is adversely impact their reputé and image.

When reputé bead, gross revenues as good will drop, due to client will no

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longer assurance to Nike ' s merchandises, and this will take to fiscal impact to Nike. In order to get the better of and work out to the ethical quandary that Nike had committed, Nike has come out the action to cover with the ethical quandary.

3. 1 Wayss Deal With Sweatshop

Harmonizing to the analysis in 2. 1, Nike overseas contracted their plants to foreign companies and hence non under their direct supervising. However, when intelligence about the rough conditions was being revealed, actions were taken against Nike. Harmonizing Global Exchange (2001) , six promises were made by Nike ' s President, Phil Knight and Nike mills throughout the universe were required to obey the regulations ([hypertext transfer protocol: //www. squidoo. com/nike-sweatshop-allegations](http://www.squidoo.com/nike-sweatshop-allegations)) . The first enterprise is stop utilizing the harmful chemical adhesive called methylbenzene. Nike found methylbenzene caused harmful effects to workers who are non decently guarded by have oning masks or baseball mitts to forestall the toxicant and the exhausts that it emits. To react to this critic, Nike was able to make water-based adhesive athletic places, which has no such side effects. By this creative activity, Nike managed to set up a positive air quality control theoretical account for their rivals. Phil Knight besides assured that Nike would go on with its research and guarantee all Nike mills met United States Occupational Safety and Health Administration (OSHA) criterions in indoor air quality. In order to guarantee this demand, Nike stated that indoor air proving of all footwear mills and follow-up testing were required to carry on when necessary. These trials would be a flood tide in the concluding study that made by independent non-government

organisation (NGO) . Nike were given three months of betterment or rectification on the air quality degrees from the day of the month of the concluding study were made.

Nike responded to the kid labour ethical quandary by rehearsing the 2nd enterprise. Nike raised the minimal age of all footwear mills to 18 old ages old and raised the minimal age of dress and equipment mills to 16 old ages old. Phil Knight reported that Nike has zero tolerance for minor labor, and at that place has ne'er been a clip in Nike ' s history where kid labor has been a job, every bit good that it truly has n't been a job in the shoe industry as a whole (hypertext transfer protocol: //www. stanford. edu) .

In the 3rd enterprise, Nike is recognized the demand for the independent monitoring of the fabrication installations. The monitoring system is a really of import enterprise ; in the interim it established a agency of public answerability. By mentioning to instantly establishing a structured monitoring system, Nike was connoting that their current on the job conditions are sufficient. This enterprise was bettering and avoids the sweatshop status which occurred in Nike ' s mills. By implemented this monitoring system, any of hapless status of working environment detected expeditiously and the period take to work out the job is shortened.

Mentioning to 2. 1 sweatshop issue which happened in Vietnam, 2003, this enterprise practised by Nike mill and work out the sweatshop issue by paying the mean pay of \$ 54 a month ; it is a three times the lower limit for a state-owned endeavor. Nike occupation provide the benefit with a regular pay, with free or subsidised repasts, free medical services and preparation every bit good as instruction. Better working conditions and higher wage lead the <https://assignbuster.com/poor-conditions-of-working-environment-commerce/>

economic productiveness been improved. Harmonizing to Jakarta station (2011) , Nike every bit good developing plans to develop mill ' s director cultural sensitiveness every bit good as their leading accomplishments. To avoid any opprobrious intervention instances go on once more, Nike ' s central office in Beaverton, Oregon has invested to a great extent in preparation directors and more closely supervising their activities in the Nike ' s mills (Wright. S, 2011) .

The 4th and 5th enterprises are to better and doing positive part or offering benefits to employees. These enterprises are bettering the Nike hapless working conditions and child labour issue. Nike offered an educational plan in the mills ; including center and high school equivalency class handiness, every bit good as free category during non-working hours for all workers in Nike footwear mills. In these Enterprises, Nike ' s mills are encouraged to raise the wage of employees who complete the programme. Besides that, in Nike ' s 5th enterprise, little concern loan plan provide finacess to back up thousand households each in the states of Indonesia, Pakistan, Vietnam, and Thailand. This plan provides loans to adult females who wish to make little concerns and every bit good back up those unemployed adult females who can run little concerns that increase their household ' s economic wellbeing every bit good as subsidize to the society ' s overall development are the attempt of this plan. When the economic sciences of households is increased, kids will non necessitate to work to gain life pay, therefore they can hold better instruction.

Finally, the 6th enterprise is to back up the independent research by patronizing the university research or unfastened forums to research issues

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related to planetary fabrication and sensible concern patterns (Tim. c, 2001) . Sponsorship made by Nike could increase their repute and good image ; it can be a method to let go of positive imperativeness which can delight the populace and stakeholders, so that the negative issue will be forgotten.

By presenting and using the six enterprises, Nike is rehearsing descriptive stakeholder theory in their action taken. Descriptive stakeholder theory is defined as a company is seeking to happen out whether and how company really do take into history stakeholder involvement (Crane and Matten, 2007) . From the six enterprises applied, Nike trying to delight their stakeholder by using these enterprises, and it every bit good as guidelines to their direction. Improvement can be seen, unfavorable judgments from the populace is successful responded by these enterprises. Poor status of working environment is closely monitored, low rewards been raised, kid labors been solved by supplying benefits to employees, when a household income increased, kids are non needed to work in order to gain life pay. Nike is cognizant to the ethical quandary they faced, and surely safeguard is developed to avoid such unfavorable judgments occur once more.

3. 2 Compensation

The determination by paying compensation to the workers is one of the actions taken by Nike to work out their bad image that created to the populace, they hope that by this instance been settled, and the repute of Nike could be increase.

Nike has denied the accusation of favoritism issue in tribunal. However, Nike settled the case by paying compensation amounting to US \$ 7.6 million. In addition, the colony called to name a diversity adviser to guarantee Nike Chicago complied with the consent edict. (David. S, 2007) . Nike agreed in the colony to better their work force more tolerant and more diverse. For illustration: Nike ' s shop in Chicago would necessitate to hold diversity adviser and all their supervisors and directors are required to develop in diversity (Sachdev. A, 2007) . By the understanding which Nike promised in the colony, the favoritism issue and their concern morals have been closely monitored. As a consequence, Nike can rehearse concern ethically and positive populations to swear their merchandise once more.

4.0 Nike Best Practices and Values

Even though Nike have ethical quandaries issue, but they all the piece have pattern their best patterns and values in order to maintain their corporate operating in good religion and every bit good provide positive part to the stakeholders and society. It is a responsibility for a corporation to lend to society, best patterns can in the signifier of charity, contribution, sponsorship, and so on. With best patterns, values can be added into the corporation ' s reputation and image ; it can increase the assurance and keep the truthfulness of the stakeholders toward the corporation.

4.1 Corporate Social Responsibilities

Corporate societal duties (CSR) are the policy of the company itself to carry on societal activities, such as contribution, charity, sponsorship, community engagement, and protect of environment, to benefits their stakeholders. It is a procedure that a company makes positive part and impacts to the society

to organize a long term investing in a safer, better educated, more fairness community, which can make good and stable fortunes to make concern for the corporation (Crane and Matten, 2007) .

Harmonizing to Nike one-year study 2009, Nike is committed to CSR, they are driven to make non merely is required by the jurisprudence, but besides what is expected of a leader. Donation is one of the Nike ' s compassion toward the society. Nike donated USD \$ 1 million to the Lance Armstrong Foudation (LAF) on May 17, 2004. LAF and Nike were together launched the run of “ Wear Yellow Live Strong ” , to raise fund for LAF ' s backup support, instruction, public wellness and besides their research Programs. Nike contributions had led LAF ' s fund raised to extra 1000000s of dollars through the sale of xanthous wristbands. As of October 28, 2004, there are more than 20 million of wristbands being sold, this attempts benefits the LAF plans to assist the people who populating with malignant neoplastic disease. Nike continued this part by carried out by selling the LIVESTRONG wristband in all the Nike shops and mercantile establishments.

Harmonizing to Crane and Matten, 2007, corporate societal duty is differentiated into four facets: economic, legal, ethical and beneficent duties. Nike is apply to philanthropic duties by bettering the instruction plans for the society community who with low income households. In April 2004, Nike is committed to Head Start, a National School Readiness Program that provides comprehensive instruction, wellness, nutrition and the services of parent engagement to the low income kids and households. The part of USD \$ 5. 2 million from Nike has help Head Start Programs to supply a sum of 2102 computing machines to make 1000s of childs and their households. Besides

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that, on Dec 14, 2004, Nike launched NikeGO Afterschool plan associated with SPARK (Sports, Play and Active Recreation for Kids) , this plans brings physical activity which including preparation and instruction program. Nike every bit good donated the Nike merchandises of equipment kits and other installations to kids age five to 14 of the plan. In order to spread out the benefit to more community, Nike besides launch the plans in a sum of 42 sites in United States ([hypertext transfer protocol: //www. knowmore. org](http://www.knowmore.org)) .

From Nike Sustainability study, Nike is seeking to make their best in pattern in how to making the right thing and merely and just to all. When natural catastrophe happened, Nike expressed their understanding by the assisting communities who are affected by catastrophe with support and merchandise contributions, in order to instantly replace what had been lost. However, Nike found that by contribution, they did non ever run into the demands of those affected at the right clip or in the right ways. Nike had refine their attack, and they found that by back uping NGO spouses, such as Mercy Corps and CARE (Cooperative for Assistance and Relief Everywhere) , during the instantly effects of a catastrophe through contribution and supporting by Nike ' s employees who wanted to lend to assist the catastrophe victims. Nike every bit good concentrate in utilizing the power of athletics to help immature people who affected by natural catastrophes to get the better of with the injury of losing loved 1s, their places, their belongingss and sometimes even their communities. Traveling Forward Program is created By Nike and NGO spouses to get the better of and assist communities reconstruct after the natural catastrophe. This plan provided tools to instructors, trainers and parent to help youth post-disaster through well-

designed athletic activities and reading classes. This plan every bit good has been implemented in many communities around the universe, such as: Japan, China, Peru and Haiti. Nike is so passionate about the impact of the plan and its adaptability that Nike has made it available online for any community or organisation to pattern. Besides that, Nike ' s employees who volunteer to affect in helping to reconstruct schools and community Centres. For illustration, the temblor happened in Haiti, January 2010, there are more than 1600 of Nike employees had made personal contributions which totalled more than USD \$ 170, 000, after combined with Nike contribution, the sum of Haiti catastrophe alleviation was USD \$ 450, 000. Beside of this instance, for Japan Tsunami in 2011, Nike had contributed USD \$ 1 million in hard currency and merchandise in value of USD \$ 250, 000 to alleviation and reconstructing attempts to the catastrophe victims.

From the CSR had done by Nike, Nike is applied to the Ethical motives of Duties. Ethical motives of Duties is defined as values justice by the morality issue no affair who is involved or net incomes and who is harmed by the rules (Crane and Matten, 2007) . It is concerned with what people do, but non based on the effects of their actions. Nike practiced CSR in their corporation is because there are making the right thing, and besides because it ' s the right thing to make. Nike justify that CSR is an action by demoing that it produced good effects.

4. 1 Corporate Administration

Nike has made a committedness to bettering concern moralss by adhering to a Code of Ethics, which is a set of guidelines for worker wellness and safety, environmental duty, just employment, and non-discrimination. Nike

codification of moralss for employees is called Inside the Lines ; it is about the criterions of behavior that Nike expect of all their employees. Nike ' s employees are required to verify that they have read and understand Inside the Lines yearly ([www. nikeresponsibility. com](http://www.nikeresponsibility.com), 2011) .

Nike had set a planetary toll- free Alert Line for employees to describe any suspected misdemeanors of the jurisprudence or their codification of moralss, all the inside informations of the employees are confidential, this every bit good called as Whistle Blowing Act. Reported are non limited to any of the concerns around accounting, scrutinizing or internal control are communicated to the Board ' s audit commission, which appropriate action is determined. This act is encouraged employee to be responsible to the company, by concern and aware what is really go oning in the company, and spelt out to the watchful line in order to points out the misdemeanors, so that company will turn better and practiced concern moralss. Nike required the work-related activities of every employee must reflect the criterions of honesty, trueness, trustiness, equity, and concern for others and duty. Nike expected employees to be sensitive to any state of affairss that can severely impact Nike ' s repute and are expected to utilize wise judgement and principle in the manner behavior concern. This Code of Ethics applies to Nike itself and its worldwide subordinates (Nike Code of Ethics, 2011) .

In Nike codification of moralss, they are committed to socially responsible patterns ; they are driven to make non merely what is required by jurisprudence, but besides what is expected of a leader. Same outlooks are applied towards all their concern spouses. Nike codification of moralss screens contractors who manufacture Nike merchandise. This codification

requires Nike spouses ' direction patterns to esteem the labor and employment rights of all employees, to minimise the impact on the environment, supply a safe and healthy work topographic point, and promote the wellness and benefits of all employees. It is a duty for Nike squad member to conformity with the Nike codification of moralss (Nike Code of Ethics, 2011) .

From the codification of export and import Torahs, Nike ' s policy is to follow with United States Anti-boycott Torahs. This jurisprudence is intended to avoid Nike from participate in any action to support of a boycott imposed by one state upon a state that is friendly to U. S. This is purely prohibited in Nike, Inc (Nike Code of Ethics, 2011) .

In the codification of struggle of involvement, Nike stated graft and corruptness is prohibited. A struggle of involvement will lift when Nike ' s employee utilizing Nike ' s repute or name to derive personal involvement from or to the companies that is making concern with Nike, this will consequences bribery or corruptness. Employee non allows taking the chances to benefits themselves or others, and every bit good employees are ne'er should vie with Nike. This codification is protecting Nike to affect in graft and corruptness instance which can adversely impact Nike ' s repute and image. This codification as good shown Nike make concern determination with honestness and unity, and they are sing their corporate aims by right things and equity is practiced by Nike to run their concern (Nike Code of Ethics, 2011) .

In order to pattern right and justness in Nike concern, Nike set policy to vie reasonably and must follow with antimonopoly and competition Torahs in everyplace they do concern. All merchandise development must run into concern ethical criterions (Nike Code of Ethics, 2011) . Nike will non digest revenge against to the employees who failure to follow with the Nike codification of moralss. Any employees who been reported for suspected in misdemeanor of jurisprudence or policy, probe will be conducted.

Appropriate action will be taken by Nike after the probe to forestall future misdemeanors. Besides that, refer to local jurisprudence or misdemeanor of the codification of moralss, action taken might take to expiration of employment. Waiver of proviso of the Nike codification of moralss can merely be made by the Board of Directors. It is merely will be quickly disclosed to stockholders when required (Nike Code of Ethics, 2011) .

From the above codification of moralss that Nike implemented, Nike evidently is practising the moralss of right and justness. Ethical motives right and Justice is define as the natural rights, such as human rights, company rights, belongings rights and etc, that should be respected and protected in every individual action (Crane & A ; Matten, 2007) . By adhering codification of moralss, Nike is practiced rights and justness for human rights (employee) and every bit good company rights (Nike itself) . By carry oning the codification of moralss, Nike non merely protects their rights as a corporation, but every bit good they respected the human rights of their employees. Nike treats all the employees and contractor as a whole, no 1 have extra benefits or excess authorization, no affair who commit misdemeanors, action will be taken by Nike against the misdemeanors.