

# The nike sweatshop debate essay sample essay



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The Nike Corporation is the world's leading supplier of athletic shoes and apparel. The company takes its name from the Greek goddess of triumph, and has fulfilled its reputation of being winning in the sporting goods industry for over a century. For several organizations Nike has become a symbol of the immoralities of globalization as the company became a mark for accusations that merchandises were manufactured in "sweatshops" utilizing child labour, working inordinate hours under risky conditions while being paid sub-standard rewards. This paper,

based on the instance survey Nike: The Sweatshop Debate authored by Charles W. L. Hill in his book International Business: Competing in the Global Marketplace (2009) will analyse the legal, cultural and ethical challenges confronted by planetary concern; analyze the functions that host authorities have played and sum up the strategic and operational challenges confronting planetary directors at Nike.

Legal, cultural, and ethical challenges Nike has fabricating mills in Indonesia, China, and Vietnam.

Nike does not hold full ownership of these mills they are subcontracted out to independent concerns that so employ local citizens. Nike still carries almighty power in modulating how the companies are run in these states. Globalization is a signifier of enlargement for companies which can supply positive inducements for the local community. Ethical motives presents a challenge for Nike as these states have a different position on what is ethical and acceptable when it comes to working conditions.

rewards and labour patterns. Laborers are dying and willing to work long hours for a minimal pay that does not supply for the basic demands of a person in an effort to last. Nike must oppose the legal, cultural and ethical deductions of its planetary work force policies. Working within the local imposts and labour criterions is not plenty if Nike is truly concerned with the rights of the workers ability to gain a nice pay instead than merely a public dealings incommodiousness.

Functions of Government Governmental actions in foreign states have a important impact on Nike's planetary operations. During the 1970s Nike contracted with South Korea and Taiwan to bring forth places and dress. As a consequence of freshly gained freedom to form rewards began to lift. Nike looked toward Indonesia and China where the authorities prohibits brotherhoods and controls the minimal pay ( Hill. 2009.

p. 155 ) . Strategic and Operational Challenges Over the past decennary it seems that Nike has learned an of import lesson relevant to maintaining an oculus on their contract workers. Bad public dealings notwithstanding.

Nike must go on to supervise the companies, authorities, and workers with whom they do concern. Strategic challenges include placing planetary chances to carry on concern while adhering to ethical ordinances regulating working conditions and rewards ; go on to streamline distribution channels to guarantee merchandise quality across the Earth and proctor and abroad contract fabrication to guarantee Nike policy conformity. Conclusion While no company can vouch a job free supply concatenation. Nike has made

tremendous advancement in the past decennary guaranting safer working conditions.

improved record maintaining. and concentrating on corporate duty. The company has addressed criterions and monitoring ; next up responsible fight. MentionHill.

C. W. L. . ( 2009 ) .

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