

Union pacific corporation

Business



Response: Union Pacific Corporation I agree with Patrick's post that UNP has a positive image from a social perspective because of the high stock price of the company of \$5.58, which is higher compared to those of competitors like \$4.06 for Norfolk Southern. It is also true that the demographic environment of UNP is diverse due to its global strategy penetration evident from the operations of the company in Canada and domestically. Further, I concur with him that the better technology adopted (the transaction-based processes and CAD III) by the company makes it the largest railroad company in the USA even though it faces challenges globally and domestically from the political and geographic environmental factors concerning rules, policies and regulations e. g. NAFTA, which only benefits the trucking industry at the expense of railroad. In addition, it is true either that the company practices green environmental policies to help it reduce the company's environmental footprint because of the need to reduce the amount of carbon dioxide released or that the economic factors like the recent past recession poses challenges to UNP and other companies forcing them to cut their spending and lay off employees because economic recessions disrupt business operations hence reducing their profitability levels (Hitt, Ireland & Hoskisson, 2012).

References

Hitt, M., Ireland, R. D., & Hoskisson, R. (2012). Strategic management cases: competitiveness and globalization. Cengage Learning.