

Discussions

[Business](#)



Social Responsibility The area of social responsibility that is the most important among the four is responsibility towards s. s are the consumers of the product or service and are its biggest stakeholders. Besides, if consumers' needs are addressed, most probably this would lead to betterment in the other areas as well. This is so because customers leave complaints and suggestions about how the company is affecting the environment negatively and what measures can be taken to reduce the negative impacts of the company's practices on the environment, so the company automatically becomes responsible towards the environment. Most companies that are really dedicated to serve the customers tend to provide their workforce with a very healthy environment wherein the needs of the employees are satisfied so that they are able to optimize on their potential to benefit the customers in the best way they can. A company that overlooks the needs of its employees cannot satisfy its customers because it is employees who work to serve the customers directly on behalf of the company. Likewise, when a company progresses as a result of improved satisfaction level of the customers, more profits are made and the investors' needs are addressed as well.