

Managing corporate responsibility in a wider business environment business essay

[Business](#)



Introduction and Background of the Organization:

Corporate social responsibility is defined as the devotion of business to put in to sustainable economic advancement, functioning with employees, their families, the local community and society at large to get better their quality of life (www. mallenbaker. net). It can also be defined as a concept whereby companies amalgamate social and environmental concerns in their business operations and in their dealings with their stakeholders on a charitable basis (www. emagltd. co. uk). The definition of corporate social responsibility is varied by person to person and organization to organization as well.

According to Business for Social Responsibility (BSR), corporate social responsibility is defined as " achieving commercial success in ways that honour principled values and respect people, communities, and the natural environment." McWilliams and Siegel (2001) described it as an actions that come into view to further some social good, beyond the business interest whereas, McWilliams & Siegel (2001) viewed that Corporate Social Responsibility is more than just following the law by the business organization. Under this report, I would like to explain corporate social responsibility in wider business perspective. Report will highlight the wider implications of global integration of Tesco, the importance of practicing responsible corporate social responsibility, legislative and environmental obligation of corporate social responsibility etc. Tesco plc is well known as one of as one of the largest retailers in the world. It is the largest food retailer in the UK. The company have got 5, 380 supermarkets in worldwide and more than 492, 714employees. In UK alone, company have 2, 715 stores and 2, 93, 676 employees (Company official report, 2011). Apart from the UK

company is operates their business following countries in Europe like Czech Republic, Hungary, Poland, the Republic of Ireland, Slovakia and Turkey. In Asia, the company operates in Japan, Malaysia, South Korea, Taiwan and Thailand. Besides doing business the company is committed to do take some sort of social works. The company contributes their some sort of money for the good cause every year. In fact the company believe that strong corporate responsibility is helped the company to do better. Within this report, I will try to illustrate the core corporate responsibilities in wider business areas.

Role and Responsibility of European Union Membership on the Workforce:

The European Union has established and set a Code of Ethics which outlines principles and ethical commitments that exhibit the competency and responsibilities required of professionals during delivering supported employment. These principles provide outline to the employer and employees which demonstrates each other role in their organization. This Code has established considering many social and economical aspects which demonstrates the values underpinning supported employment. It gives detailed outline for the professionals to develop their everyday practice. According to this code the employers should carefully prepare what they are going to do in order to meet their responsibilities to make a risk assessment, and put in place the measures necessary for the safety and health of workers. The core value of this outline includes: Each organization should commission assess the competence of each employee and risk assessment of them during appoint any new employees in their organization. Assessment

process should be done in order to meet the workplace people can demonstrate their competence by showing that they have the following abilities to identify situations where they would be unable to adequately assess the risk without help, and be able to advise on the need for further assistance. Employers should provide necessary training and adequate resources to meet job requirements. Each of their activities should be documented to ensure monitoring the protective and preventive measures to ensure that their effectiveness is maintained. To make sure diversity, equal opportunity in employment for the candidates.

There are many examples of EU regulations on employment. Few examples are given below:

EU Legislation

Workplace discrimination (Anti-discrimination)

Directive 2000/78/EC (The European Employment Directive) establishes a general framework for equal treatment in employment and occupation, which forbids discrimination based on religion, belief, disability, age and sexual orientation. This means that employers have to take appropriate measures to enable a person with a disability to participate in employment or to undergo training (LCCI, 2006).

Equality treatment between men and women in the workplace is guaranteed by three pieces of EU legislation:

The Equal Pay Directive:

Directive 75/117/EC is based on the approximation of the laws of the Member States relating to the application of the principle of equal pay for

men and women. This Directive specifies that an employer is not allowed to pay persons doing the same work or work of equal value differently due to their sex (LCCI, 2006). A job qualification or evaluation is used to determine the pay, has to be designed in such a way that it does not discriminate between the two sexes.

The Equal Treatment Directive

Directive 76/207/EC is based on the implementation of the principle of equal treatment for men and women as regards access to employment, vocational training and working conditions (LCCI, 2006). This Directive ensures equal access to all types and levels of vocational guidance and training and equal working conditions, including dismissal

The Equal Social Security Directive

Directive 86/378/EEC is based on the implementation of the principle of equal treatment for men and women in occupational social security schemes. This Directive applies to members of the working population including self-employed persons, persons whose activity is interrupted by illness, maternity, accident or involuntary unemployment and persons seeking employment and to retired and disabled workers (LCCI, 2006). The Directive does not apply to individual contracts, schemes having only one member and salaried workers.

Working Time Regulations and employment contracts:

EU Legislation:

There are three EU Directives that deal with the organisation of working time:

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Working Time Directive

Directive 2003/88/EC consolidates the original Working Time Directive 93/104/EC and its amending Directive 2000/34/EC. The Working Time Directive is intended to ensure that workers are protected against adverse effects on their health and safety that can be caused by excessively long working hours, inadequate rest or disruptive working patterns.

Fixed-term work

Directive 1999/70/EC aims to improve the quality of fixed-term work by ensuring the application of the principle of non-discrimination, and to prevent abuse arising from the use of successive fixed-term employment contracts.

Part-time work

Directive 97/81/EC states that in respect of employment conditions, part-time workers shall not be treated in a less favourable manner than comparable full-time workers solely because they work part-time, unless different treatment is justified on objective grounds.

Employment contracts

Directive 91/533/EEC is based on an employer's obligation to inform employees of the conditions applicable to the contract or employment relationship. The Directive establishes in particular that an employer has to provide employees with a written contract of employment, a letter of engagement or one or more other written documents (LCCI, 2006). Any change to the terms of the contract or employment relationship must be recorded in writing.

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Racial and ethnic discrimination:

The general principle of anti-discrimination is safeguarded at the EU level by Directive 2000/43/EC implementing the principle of equal treatment between persons irrespective of racial or ethnic origin (London Chamber of Commerce and Industry (LCCI), 2006). The Directive covers areas such as education, social protection (social security and healthcare), social advantages and access to and supply of goods and services and goes beyond access to employment and self-employment (see Directive 2000/78/EC).

2. 1. Importance of Responsible Corporate Governance in Tesco Plc.

Corporate governance basically is a kind of concept that has been described with thousands of definitions because of its relations to economic positions of the companies. The most basic ones that can be conceptualized are as Corporate governance is a system that regulates efficiency in management of business companies involving of certain codes of practice, contracts and legislations.' Corporate Governance are the policies, procedures and rules governing the relationships between the shareholders, (stakeholders), directors and management of a company, as defined by the applicable laws, the corporate charter, the company's bylaws, and formal policies'.

Corporate Governance in TESCO Plc:

Corporate governance of a company encompassing with high defined values and plans i. e efficient discharge of board responsibilities towards the interest of shareholders can produce good performance. If the basic principles or codes of practice of corporate governance is not followed may <https://assignbuster.com/managing-corporate-responsibility-in-a-wider-business-environment-business-essay/>

lead to deterioration in the economic and financial performance of a company. Corporate governance under combined code in TESCO plc, can be summarised by dividing into sub-categories.

No

Sub-categories:

1. Effective board
 2. Chairman and executive having their own responsibilities
 3. Balance and Independence of directors
 4. Appointments of directors
 5. Committees
 6. Nomination committee
 7. Audit Committee
 9. Board performance evaluation
 10. Risk management and Internal Controls

Effective board of any company forms the backbone towards good performance and stability of company. Consistent growth and success of Tesco plc, during recent years shows that company has potentially qualified and highly experienced board of directors. Moreover taking consideration into Tesco plc, annual report it is also clearly visible that board of directors are aware of goals and objectives related with the company. Chairman and chief executive officer form as two main pillars of the company. Vital activities necessary in smooth progress of the company depends on the shoulders of chairman and chief executive officers. The Committee structure provides company to perform in parts and give out united results by concentrating on key areas considering Tesco plc, it is divided into three important

No.

Committees namely

1. Nominations Committee
 2. Remuneration Committee
 3. Audit Committee

Nomination committee

The Committee's purpose is to mould the approach of TESCO to concerns of corporate governance and, from time to time, to review such approach and make recommendations to the Board of TESCO in respect of such matters. In addition, the Committee shall advise the Board on corporate governance and related matters

Audit committee

The Committee's purpose is to represent and assist the Board of Directors with oversight of the integrity of TESCO's accounting and financial reporting processes (including related internal controls) and the audits of the financial statements of TESCO. Management is responsible for the TESCO's accounting and financial reporting processes.

Remuneration Committee

Remuneration committee is basically designed for remuneration of directors, employees or staff in a proper and efficient way. An independent remuneration committee approves rewards, linking them to challenging long-term performance targets. If these targets are not met, the rewards diminish." Finally, company is creating good jobs and prospective career for the peoples through training and development, communication, health and safety and rewards and benefits.

2. 2. Regulatory Obligation for Corporate Governance:

Corporate governance relates to the structure of rights and responsibilities among the parties with a stake in the firm (Aoki 2001). In order to make the company accountability of the shareholders and regulatory obligation Tesco

Plc is committed to be clear and honest. Therefore, company provide their report to be viewed on their website. Apart from that company is liable to do this by the laws of United Kingdom, European Union and other state where company operates their business. The UK Corporate Governance Code sets out for the guideline on how companies should be directed and followed good governance practice. The company is also liable to disclose in relation to the code of practice that how they are operating to The Financial Service Authority of UK. If the company is failure to comply with any rule and regulations then they need to explain for this. According to the provision B. 1. 2. Of Corporate Governance Code the company is required to comprise Non-executive directors determinate by the board to be independent excluding the chairman. The provision B. 6. 3 guided that the Non-executive led by the Senior Independent director to evaluate the performance of the Chairman. Tesco has act in accordance with the provision.

3. 1. Environmental Awareness Policy in Tesco Plc:

As a part of the corporate responsibility the Tesco takes following initiatives:
Tesco reduces carbon emissions: Tesco has successfully implemented to reduce their carbon emissions per square foot of net sales area from 2006 to 2007 by 4. 7%. By understanding how refrigeration systems in store and during transportation cause 19% of Tesco's carbon footprint has show the way to alternative technologies for refrigeration need to be developed. As a part of this, company has successfully installed CO2 refrigeration system in their store to reduce carbon emissions. Sustainable technology funds: To prevent our environment from future threats and Tesco have established a £100 million Sustainable Technology Fund. It would be used to install of wind

turbines, low down carbon energy, land source heat pumps, photovoltaic cells to power the tills, rainwater collection and automated recycling units for customers. As a part of this Tesco work directly with the UN Environment Programme (UNEP) in south Korea and Thailand. In 2007, Tesco also committed to fund £25 million over a 5 year period to fund a new Sustainable Consumption Institute (SCI) based at Manchester University, UK. Tesco reduce waste by removing packaging in store by workers. Work being carried out with suppliers will reduce the amount of distribution packaging and Tesco's have reusable transit trays which in 2007 replaced the use of 130, 000 tonnes of cardboard. Tesco's product packaging reduces 25% less packaging by 2010 on own brand products and branded items. Tesco opened automated recycling facilities for their customers which will contribute to reduce approximately 200, 000 tonnes of waste each year. Tesco is the first UK supermarket to install automated recycling units. Tesco started research into bio fuel which will introduce them to developed genetically modified food by their own brands. It will help to invent environmentally friendly fuel.

3. 2. Required Actions to Maintain Environment:

Though Tesco plc has gained significant improvement in protecting many areas of environmental issues but still they need to improve in some areas. According to the company's corporate responsibilities the following areas challenging are been identified: Bringing about positive change in responsible sourcing where company do not have a strong own brand image. Engaging more responsible steps to confront global climate change. Accelerate company's carbon foot printing programme to labelled number of products printed and labelled. Involving international suppliers in company's

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target to reduce supply chain emissions by 30% by 2020. Better solutions for the company where carbon reduction is in conflict with wider sustainability issues.

3. 3. Existing Measures in Tesco to Improve Workplace Health and Safety:

Tesco is committed to give the highest priority about the protection of health and safety of all employees. Tesco maintained to have adopted policies and procedures which ensured to protect and promote the health and safety laws and regulation. Company prioritize the highest standards awareness for their employees. This will enable them to comply safety policies apply to the company and conduct their duties and responsibility in compliance with different policies. The company also affirmed to continue to attract and retain the best staff based on our core value, 'treat people how we like to be treated', by making Tesco a rewarding place to work([www. tescocorporate. com](http://www.tescocorporate.com)).

THE TESCO POLICIES OF ENVIRONMENTAL AWARENESS AND HEALTH AND SAFETY PRACTICES:

The policies adopted by Tesco on the environmental awareness and the actions to maintain the environment:

Climate Change

Tesco supports the government's commitments to the Kyoto protocol on climate change. It is among of the Tesco targets to reducing its energy consumption and emissions of greenhouse gasses responsible for climate change. .([http/www. tesco. ie/csr/ndex. html](http://www.tesco.ie/csr/ndex.html) access on 20th nov. 2009)

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Waste Management and Recycling

In order to reduce the waste in their operation Tesco is committed to reduce level of waste and to encourage recycling programme as much as possible.

(<http://www.tesco.ie/csr/ndex.html> access on 20th nov. 2009). The

supermarkets also have an effective recycling programme in place for its operations which board, and plastic balers in the stores and depots. These balers enable our staff to segregate packaging waste from other waste and mean that Tesco stores send no packaging waste to landfill sites. .(

<http://www.tesco.ie/csr/ndex.html> access on 20th nov. 2009). the company also make sure that all the waste contractor used are EPA licence

Disposal of used products

Tesco have put arrangements in place with specialist contractors to ensure the environmentally compliant disposal of the fluorescent light tubes, tires, batteries and engine oils that Tesco use in its business.(<http://www.tesco.ie/csr/ndex.html>)

Plastic Bag

Schemes Tesco has been working hand in hand with government in supporting the government since it has introduced levels in March 2002.

Tesco help in collection the fees and encourage the reuse of the bags.

(<http://www.tesco.ie/csr/ndex.html> access on 20th nov. 2009)

Customer recycling schemes

in order to assist the public to play their own part on the environmental issues Tesco also lunched in store recycling scheme for customer to disposed their mobile phone. Where they can also make charity donation or collect

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club card point on their accounts(<http://www. tesco. ie/csr/ndex. html> access on 20th nov. 2009)

Revolution in green consumption

Tesco have made strides towards a revolution in green consumption - incentivising the environmental option and making it more affordable.

Through their unique Green Club card scheme, we have reduced carrier bag use by over one billion, more than any other retailer, and we are on track to save an extra billion bags in the next year.

Reduction

In a bid to contribute to the reduction of CO₂ the company has established a target to sell 10 million of energy efficiency light bulbs per annum, to reduce energy consumption by half per each square foot right from 2001 which could be said to be two years ahead of target, carbon intensive in the Tesco stores has been reduced to 22% since 2007.

Contribution to the Community

Tesco has claimed that their staffs have achieved more successful " Charity of the Year" ever, by raising £4. 4 million for the British Red Cross. it was also claimed that they have donating £100, 000 to the British Red Cross flood appeal last summer, they also make provision for hygiene, foods and bottle water for the affected communities in important part of the south west.(<http://www. advfn. com/news>).

Contribution to health research programmes

Tesco has been contributing to health through sponsoring of games and events. It has help over i. 5m people to get active this year through which it has been able to get about 665000 people to take part in 5km running through cancer research UK's Race for life plus 21000 Tesco staff. Tesco also runs partnership relationship with football association as way to get 2million people to run up to the London olympic2012. Tesco also run programme in supporting football at the local level as a way of encouraging children to participate in sport events. <http://www.advfn.com/news>).

Policies adopted to improve Health and safety practises at the work place in Tesco:

In the Tesco health and safety policies, Tesco is foremost concern about the protection of health and safety of all employee, Tesco claimed to have adopted policies and procedures which are aimed at ensuring that the company meet or exceed all applicable health and safety laws and regulation as well as prevailing industry standardsFor these reasons employees are expected to be aware of how the company's health and safety policies apply to them and conduct their duties and responsibility in compliance with these policies. In 2006 TESCO set a three-year target to reduce the rate of reportable accidents in our UK workplace by 10%. At the end of the first two years we have already comfortably beaten the target, with a reduction of 14%. Reportable customer accidents on premises are also significantly down, by 15% since 2006.

Health & safety rules:

In TESCO, the management personally takes care of the Health and safety policies for employee. Thou it is done with the help of the HR team. Currently TESCO follows the following Health and safety policies and rules. The canteen needs to provide hygienic food to employee and the hygiene of the cafeteria is on high priority. There is a department holding for the health and safety. The second is the drinking water which is made user that it is mineral water or is purified before employee use. There is always a doctor or Nurse in the office premise for the employees. Also the company provides employees with health and medical insurance along with a life insurance policy. There are fire extinguishers places in reachable places for safety.

Training and Development:

Training is an ongoing process in any company which needs to be upgraded from time to time for the improvement of employee's performance and is also needed in the competitive market. Training directly relates to an individual's performance and his or her productivity. As per Ashton, D. and Felstead, A. (2001) Training is defined as " a planned process to modify attitude, knowledge or skill behaviour through learning experience to achieve effective performance in an activity or range of activities. Its' purpose, in the work situation, is to develop the abilities of the individual and to satisfy the current and future needs of the organization". As per Stewart, G. L., & Barrick, M. R. (2004) an employee is one who knows himself better than anyone else, about his skill, knowledge and ability and performance. For a company it is very necessary to identify employee training needs for development. As per Barrick, M. R., Mount, M. K., & Judge, T. A. (2001)

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training is defined as a combination of many aspects like modifying the attitude of the employees or individuals, enhancing skills of the individuals, developing knowledge and ability of employees. In TESCO, the training is given a great importance. They have pre defined training and training on demand. Predefined training is those which are schedule as per rules like the induction training and new orientation training for new hires. At regular intervals training is given to keep the employees fresh and updated with product knowledge and information on new products and garments introduced. Then there is training for the promotions to understand better the next level of responsibility. The training on demand is those trainings which the managers feel should be attended by the employee for his development of skill. This is a ongoing process as well due to the managers in TESCO keeping a close relationship with the employees.

4. 1. Responsibilities of Organizations to Improve Workforce Welfare:

Every organization has some sort of responsibilities to ensure workforce welfare in the organization as it is required to comply with legal with legislative obligations, governmental accountabilities. It promotes a physically powerful thoughtful representation for any organisation and benefits its internal culture by heartening staff retention and facilitating better people recruitment in an organization an enable employees ' best practice' people management skills. It offers a perfect ' Win-Win' situation which is equally valuable to both employer and employee. It is a long time investment for an organization which helps to reduce organisational costs associated with employee's sickness and absenteeism. In order to make the

workplace more enjoyable, pleasuring and vibrant employees should invest long term basis in order to improve following sectors: Make a suitable organizational structure. Offering an equal opportunity for employment in the organization. Ensure diversity of people. Practicing a good communication channel in the organization from top to bottom. Job design according to the role of the employee considering the competence and aptitude of that individual. Reduce stress and offering more flexible pro rota. Everyone should be treated equally in the organization.

4. 2. Comparative Approaches to Manage Diversity in an Organization:

Tesco tried to recruit people from all background in order to meet full diversities regardless of age, gender, disability, ethnicity or sexual orientation. According to the company's corporate responsibility report (2011) Tesco have got 4, 94, 753 employees worldwide from more than 200 countries. According to Borg and Gall (1989), using the key-informant approach has many advantages. Key-informants can " provide insights that no amount of observation would reveal. They can also provide insights into processes, sensitize the researcher to value dilemmas, and help the researcher see the implications of specific findings" (p. 399). The major obstacles that have repressed the service, growth, retention, and encouragement of diverse groups in the workplace can be categorized into two types. The primary type of obstacle is organizational in nature and comes from the workplace environment and the second type of barrier is individual and comes from the employees themselves. The following six organizational barriers are most likely to inhibit the advancement of diverse

groups in the workplace. These are (1) negative attitudes and disquiet toward people who are different, (2) discrimination, (3) prejudice, (4) stereotyping, (5) racism, and (6) biasness which should be avoided in the interest of managing diversity in an organization.

EXAMPLE OF WORKFORCE DIVERSITY AND EMPLOYEE WELFARE IN TESCO AND THE APPROACHES IT HAS USED IN MANAGING AND EXPLOITING THE WORKFORCE DIVERSITY FOR ITS COMPETITIVE ADVANTAGE:

Steps that has been taken in ensuring Workforce Diversity and Employee Welfare in Tesco plc

Introduction of diversity strategy and policies

Tesco want everyone at Tesco to meet their full potential regardless of age, gender, disability, ethnicity or sexual orientation. Tesco diversity strategy and policies aims for a workforce at all levels that mirrors the communities we serve. The priorities reflect those of the countries in which we operate. Tesco focus on employing local people and developing local leaders wherever we operate. Of the 180, 000 people employed in their international business, fewer than 200 are from our UK business. http://www.tescoreports.com/crreview08/downloads/tesco_valuing_our_people.pdf access on 20th nov. 2009)

Ethnic and cultural diversity

TESCO diversity policies do not discriminate on the basis of ethnic origin. and it also promote understanding of different cultures to help employees work effectively together . inter religion approach is encourage by the company as

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the store in UK celebrate cultural festivals with the British festivals. In other word, it promote . In 2007, this toolkit was updated to cover the growing range of cultures and countries our employees and customers come from, including Bangladesh, the Caribbean, China, Ghana, India, Pakistan, Poland and Somalia. http://www.tescoreports.com/crreview08/downloads/tesco_valuing_our_people.pdf

Employees to different people of cultural background

Introduction of the workforce diversity practices in Tesco has allow the company to enjoy multicultural business advantages , an approach which has made him to capture more market supermarket sector especially in united kingdom where there is full presence of people of different cultural background. Employees of different background are brought together to work in the same company, this facilitate motivation among the workers and therefore lead to hi retentions of the workers in Tesco. (<http://www.tescocorporate.com/plc> access on 20th nov. 2009)

No discrimination on Age ground

There is no retirement age in any of the countries where we operate and employ people in their 70s and 80s. In 2007, we launched apprenticeships in the UK for people of all ages to help them develop their careers.

Gender and sexual Orientation

In 2007 the Tesco Women's Network, was launched which aims to help female managers and directors progress. Around 150 women from across the Group attended the launch event. We are in the process of forming a

similar network for sexual orientation. <http://www.tescocorporate.com/plc>
access on 20th nov. 2009

Flexible working

TESCO support flexible hours whenever possible. In the UK this includes family-friendly shifts, opportunities for full- and part-time workers, childcare vouchers and career breaks. TESCO also encourage job sharing, flexi-time and compressed hours, shift swaps, home working and part-time working when practical. This has given Tesco the advantage of high commitment and reduces employees turn over.

Human rights

Tesco is committed to upholding basic Human Rights and supports in full the United Nations Universal Declaration of Human Rights and the International Labour Organization Core Conventions. Tesco provide a safe working environment for our employees by minimizing foreseeable risks in the workplace. Employees have the right to freedom of association and collective bargaining.

4. 3. Comparative Organizational Approaches in Order to Ensure Positive Policies:

In order to formulate employee oriented policy and ensure diversity in an organization Tesco plc should consider the state law regarding discrimination, racial issues, disability and diversity act in every state where they are operational. For example for the UK Company should follow the following act in order to respect and ensure positive policies in the organization. These are as follows: Sex Discrimination Act (SDA)

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(1975)Race Relations Act (RRA) (1976)Disability Discrimination Act (DDA)
(1995)Code of Practice for Age Diversity in Employment (1998)Code of
Practice for Age Diversity in Employment (1998)

Types of employees' participation on policy formulation:

Informative participation:-

It refer to sharing of information with worker regarding economic position of the farm state of the market production and sales programmed work method balance sheet, expansion plans , etc. Here the workers have no right scrutinize the information provided by management.

Consultative participation:-

The involves a higher degree of sharing of views of the workers and giving them a chance to express their views on various issues concerning work, working conditions, market standing, financial status, etc here joint council of workers and management on advisers body only management may not accept the suggestions.

Administrative participation

Here these is greater degree of sharing authority and responsibility of managerial work , allowing workers a little more autonomy is excising administrative and supervisory powers in respect of welfare , safety benefits and rewards etc.

Decisive participation

This is the highest form of participation where decision is taken jointly and matters relating to production and welfare safety etc.

Literature Review

Managers who hold Human relation theory of participation belief simply in involvement for the sake of involvement, arguing that as long as subordinates feel that they are participating and are consulted, their ego needs will be satisfied and they will be more cooperative (Richie and Miles, 1970). Job satisfaction and employee commitment receive considerable attention from industrial and organizational psychologists, management scientists, and sociologists. Three thousand studies had been done on job satisfaction alone by the time Locke prepared his study nearly 20 years ago (Locke, 1976).

The implementations of workers, participation in management have been summarized by the international level organization thus:

Workers have ideas which can be useful. Upward communication facilities sound decision making. Workers may accept decisions better if they participate in them. Workers may work more intelligently if they are informed about the reason for and the intention of decisions that are taken participative atmosphere. Workers may work harder if they share in decision that affects them. Workers participation may foster more cooperative attitude amongst workers and management thus raising efficiency by improving team spirit and reducing the loss of efficiency arising from industrial disputes. Workers participation may act as a spur to managerial efficiency.

Customer fair complaints procedure:

Every business has to deal with situations in which things go wrong from a customer's point of view if you handle the complaint successfully; your customer is likely to prove more loyal than if nothing had gone wrong. Tesco's has got a customer service department to resolve all kind of complaints as soon as possible because they know that customer satisfaction and trust is the key of success. In the big stores of Tesco's they have got a customer service desk with staff who always listen the customer complaints politely and sympathetically. People willing to complain are rare - your complaining customer may be alerting you to a problem experienced by many others who silently took their custom elsewhere Complaints should be handled courteously, sympathetically and - above all - swiftly. Make sure that your business has an established procedure for dealing with customer complaints and that it is known to all your employees.

How to complaint in Tesco:

Call our online information directory service to obtain the Customer Services Phone Number for: Tesco Customer Services: 0903 471 1062

Calls cost £1. 53 per call plus network charges (if applicable).

This is a directory enquiry service. Please read the service description before dialling. Our service provides you with the telephone number you require by reading out a recorded message once the number is dialled. Please have a pen & paper to hand. You will not be connected directly to an operator. This directory service has no affiliation of any kind with Tesco. To visit the official Tesco website, please go to www.tesco.com. Contact number <https://assignbuster.com/managing-corporate-responsibility-in-a-wider-business-environment-business-essay/>

directory is a convenient directory service for those people who do not have the time or the inclination to search for telephone numbers. Contact Information service is also useful for people who would otherwise find it difficult to navigate the internet.

Customer service plan:

Understanding and knowing the customer needs is at the centre of every business in Tesco we discuss that Tesco's aim is to acquire new customers, improve retention or develop sales team efficiency, also Tesco management using the SWOT, PEST and SMART analysis to improve their customers also they have a customer service desk if any customer had a complaint about their product they are treating our customer very politely and give the customer money back as refund. As a critically Tesco has an exceptionally good financial performance and efficiencies, Tesco has a different value people as well natural environment. Tesco design their products and stores to attract the customer also Tesco has the card scheme.

5. Conclusion:

Multinational companies find themselves in volatile and conflicting zone of the great corporate social responsibilities. The business organization is getting some sort of legislative, trade union and political pressure groups are in place to make sure that organisation are made to attend to the social responsibility as one of the company's objectives . This is happening a lot due to the environmental changes in different countries and continents. It is therefore considered that business organisation and the environment could not be isolated from any sort of adverse situation as they are doing business

by the dint of nature. This sense makes the multinational companies obligation in the area of responsibilities. Tesco plc should perform in accordance to it.