

Business ethics, social responsibility assignment

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**ASSIGN
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Ralph Ender proclaims that organizations have tremendous social obligations
0 Milton Friedman asserts that have no obligation to do any more for society
than is legally required 10-12 Social Policy 0 Social policy 0 concerns what
responsibilities the firm has to employees, consumers, environmentalists,
minorities, communities, shareholders, and other groups 0 Firms should
strive to engage in social activities that have economic benefits Employees,
consumers, governments, Ana society are especially resentful of firms that
harm rather than protect the natural Conversely people today are especially
appreciative of firms that conduct operations in a way that mends,
conserves, and preserves the natural environment 10-14 10-15 Lack of
Standards Changing Uniform standards defining environmentally responsible
company actions are rapidly being incorporated into our legal landscape It
has become more and more difficult for firms to make “ green” claims when
their actions are not substantive, comprehensive, or even true Managing
Environmental Affairs in the Firm 0 Environmental strategies can include: 0
developing or acquiring green businesses 0 divesting or altering
environment-damaging businesses 0 striving to become a low-cost producer
through waste minimization and energy conservation 0 pursuing a
differentiation strategy through green-product features 10-17 Reasons Why
Firms Should “ Be Green” 1 .

Consumer demand for environmentally safe reduces and packages is high. 2.
Public opinion demanding that firms conduct Dustless In ways Tanat
preserve ten natural environment is strong. 3. Environmental advocacy
groups now have over 20 million Americans as members. 4. Federal and
state environmental regulations are changing rapidly and becoming more

complex. 10-18 5. More lenders are examining the environmental liabilities of businesses seeking loans. 6. Many consumers, suppliers, distributors, and investors shun doing business with environmentally weak firms. 7. Liability suits and fines against firms having environmental problems are on the rise.

Be Proactive, Not Reactive 0 A proactive policy views environmental pressures as opportunities and includes such actions as developing green products and packages, conserving energy, reducing waste, recycling, and creating a corporate culture that is environmentally sensitive.