

Management Ethic report

This essay will talk about ethical things in companies, and he will deal with real examples of unethical practices in a compagny. This compagny is Victoria's secret a american retailer of women's lingerie. This company has been scandalous in recent year because of they unethical practices about they employees. This article will look if the compagny Victoria's secret respect rules of CSR and also which part of Stakeholder or Stockholder is favour. Firstly it's necessary to definite what is the CSR. The CSR (Corporate Social Responsibility) is about how companies manage the business processes to produce an overall positive impact on society (<http://mallenbaker.net/article/clear-reflection/definitions-of-corporate-social-responsibility-what-is-csr>) the CSR is devide into 4 parts, economic, legal, ethical and philanthropic. Those 4 parts are used by compagnies for evaluate and create they own business. They permit to compagnies to evaluate their impact on the environnement who surround them. It is also necessary to definite what are Stakeholder and Stockholder. Stakeholder is a person, group or organization that has interest or concern in an organization. Stakeholders can affect or be affected by the organization's actions, objectives and policies (<http://www.businessdictionary.com/definition/stakeholder.html>). Stockholder is An individual, group, or organization that holds one or more shares in a company, and in whose name the share certificate is issued. Also called shareholder (<http://www.businessdictionary.com/definition/stockholder.html>). This report will look in a first part, the argument for the CSR illustrate by examples of Victoria's Secret compagny and in a second part the argument against the CSR, also illustrate by examples of the same compagny.

In this first part of this report the subject is the different arguments for the CSR. People who are for the CSR are more regularly Stakeholder, because they are more exposed to the social things in the compagny and they can be impact by compagny decisions.

Compagny like they are made today are creating a lot of social problems, so it's their duty to solve all this problems with the CSR.

Today if a compagny can manage well himself on the field of social responsibility she can avoid gouvernement intervention and be more free to do what she want.

Because of their size big compagny of today have to take care about social responsibility, they decision can impact a lot of people. In the case of Victoria's Secret we can see a counter-example because of their politics of communication, in fact this compagny promote the perfect body going so far as to change the body of their manes insanelly, for example in one of their last communicayion campaign the compagny have changed the body of one of their manes by making her disappear a buttock, they show here they way of thinking who is unethical because they judge all womens who can have shapes.

CSR permit to companies to have a critical point of view on it's own components and so to be more aware of the possibility they have for their next decisions.

CSR show to companies the good way to do business with which quality and which product, it's the honnest way to do business.

CSR give to compagnies a long term vision, by this way they can invented new strategie for prevent all the problems they can have for the futur.

In this second part of this report the subject is the different arguments against the CSR. Here people who are more against the CSR are usually the Shareholder, because they are focusing their mind on the profit of the company and only on that. Usually they can't be impact by social thing in the compagny that's why they prefeere to look at the economic dimension, it's the only part of the CSR which interest them.

Shareholders are thinking that CSR look for the social and the moral aspect of companies by this way there is not to much interest to practice CSR because it don't take care about economical aspect so it's in the favour of shareholders. The example of Victorias secret is that it doesn't matter of the ethical things, they just want to do profit even if it's necessary to completly transform the truth by photoshop.

Apply the CSR in big companies can be a disadvantage because it can make companies less competitives.

For shareholder business don't have to carry about social problems but they just have to focus on economic field.

The argument against the CSR is usually assimilate to the american economist Friedman he said that "main responsibility of business it to make profit for its owners within the law"

If the free market can't solve the social problems it's not the role of companies to take care of that but more to the governement.

Apply the CSR have a cost for companies, and this cost can be unfavorable on the field of competitiveness, this argument take more importance when a company apply the CSR and the other don't, if something like that happend the gap between some companies can became huge. In the case of Victoria's secret we can see clearly that they don't apply all the rules of CSR and they make the choice of competitiveness even if it's with child labour. In fact Victoria's secret used in their product some ingredient who came's from child labour in Burkina Fasso (Foster School of Business, University of Washington Seattle)

Shareholders are thinking that business is not armed to face to take care about social problems. Managers are good in their field of competence like finance or marketing but they are not usual with social problems that why they can't solves them.

The last argument against the CSR is that companies can be useful for society if they practice in their field of competence and not in a field where they have a lack of knowledge.

To conclude, this report show that ethical way to do business is to apply CSR to is own company and try to use it for solving all social problems and also to give to you'r employees a good work life. But CSR is yet not used enought by big companies like Victoria's Secret who prefer to maximise their profits at the expense of ethical way of thinking. Those companies think in short term and to there imediat profit, but not in long term, it could be unfavourable for them in the futur in our socity that is destined to become more and more ethic, due to the problems that will arise in our future society.

References:

- Foster School of Business, University of Washington Seattle
(https://digitalcommons.tacoma.uw.edu/miccsr_presentations/9/?utm_source=digitalcommons.tacoma.uw.edu%2Fmiccsr_presentations%2F9&utm_medium=PDF&utm_campaign=PDFCoverPages)
- <http://www.businessdictionary.com/definition/stockholder.html>

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- <http://mallenbaker.net/article/clear-reflection/definitions-of-corporate-social-responsibility-what-is-csr>
- Caroline Jawad lesson (2017)

Feed-back on assignement.

This assignement gave me the opportunity to try to explain my point of view on an unethical thing by different way, I think that is a good thing to permit us to developp our way of thinking by 3 part in the assignement. First with the poster it's a unusual way to do an assignement but it permit me to explain a subject by an other than writting and I found this really interessant. The report can give us the means to developp my ideas and to explain them more clearly than in the poster. I found that the report is a complementary thing with the poster. I think taht doing a feed-back is a good thing for giving my way of thinking on the assignement, it show also a wish to be aware about what students think, it's a radical change for me compared to France. I found that the report was a little bit hard to do because of the lack of a typical step to do and to organize my text, this may be due to the fact that I am french and I'm not totally aware about the welsh way to do report.