



Contemporary Challenges: Making a Difference

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Blog post 1 – Global Team Leading

This blog is going to be about the responsible Stewardship

Responsible stewardship refers to the ethical and efficient management of resources, whether they be financial, human, cultural, or environmental, in a way that assures their sustainability and well-being for present and future generations (Gladwin et al., 1995). It entails acting with integrity, responsibility, and respect for the resources and the systems they are part of, as well as weighing the short- and long-term effects of decisions while keeping all stakeholder's wellbeing in mind (Basile et al., 2023).

Relationship between Stewardship and CSR

In terms of how Stewardship is wider than Corporate social responsibility, here is how responsible stewardship lengthens beyond the area of CSR.

In the first aspect we will look at the scope and application.

CSR is primarily concerned with corporations and their social obligations. It entails business action to evaluate and accept accountability for the company's impacts on social and environmental well-being. Ethical company conduct, community involvement, environmental sustainability, and charity are often at the core of CSR activities (Matten & Moon, 2008).

While stewardship pertains to a wider variety of situations, such as community leadership, environmental management, governance, and personal accountability (Berger et al., 2007). In addition to enterprises, it covers people, governments, and all forms of organizations. It emphasizes the responsible use of resources for the benefit of present and future generations.

In Malaysia, ethical and sustainable management resource management is achieved through a variety of sector-specific initiatives. This is known as responsible stewardship (Engel et al., 2008).

There are few ways that responsible stewardships can make leaders go through a revelation and conscious of their obligations to take sustainable actions.

Commitment to sustainability

This can be achieved in two ways. Firstly, long term planning. Long-term sustainability should take precedence above immediate profits for leaders, who should include sustainability in the organization's main goals and objectives. Other than that, Sustainable Practices. It is essential to put into practice eco-friendly measures including cutting back on waste, preserving natural resources, and lowering carbon footprints.

An example that we could include is companies like Unilever and Patagonia that have incorporated sustainability into the business models, with an emphasis on mitigating environmental effect and advancing social welfare.

Other than that, companies that frequently release sustainability reports, such as Tesla and IKEA, describe their social and environmental implications as well as the steps they are taking to rectify them.

STEWARDSHIP IN MALAYSIA

First, we are looking at the Environmental aspect of Stewardship in Malaysia. Some of the oldest tropical rainforests in the world can be found in Malaysia. Through reforestation initiatives, sustainable logging methods, and national parks and reserves, efforts are undertaken to preserve these woods. To protect biodiversity, the Central Forest Spine program, for instance, seeks to establish a network of forest corridors.

Malaysia possesses an abundant marine biodiversity, particularly in regions such as the Coral Triangle. The creation of maritime parks, environmentally friendly fishing methods, and coral reef conservation initiatives are all part of the efforts to save marine ecosystems.

A few obstacles may make it difficult for Malaysians to exercise responsible stewardship. These difficulties include social, political, environmental, cultural, and economic aspects.

First, we can look at the Economic constraint. Implementing sustainable practices and conservation projects might be hampered by a lack of funding, particularly in rural areas. In the past, Malaysia's economy has been mostly dependent on extraction of natural resources including timber, rubber, and palm oil. Conflicts between environmental preservation and economic growth may arise from this reliance.

Secondly, Environmental Issues. Malaysia is confronted with substantial deforestation problems because of urbanization, agriculture and logging. Both biodiversity and climate change are threatened by this (Islam & Jolley, 1996).

Rising sea levels, harsh weather, and changes in biodiversity are just a few of the effects of climate change that Malaysia is susceptible to. Considerable mitigation and adaptation work is needed to address these issues.

“Sitting is the new smoking” refers to the growing awareness of the growing awareness of the harmful effects of prolonged inactivity on one's health which are comparable to those of smoking. Long stretches of time spent sitting have been connected to several health concerns, such as musculoskeletal disorders, diabetes, obesity, and cardiovascular disease. Organizational leaders have an obligation to protect their employees' health as responsible stewards, and part of that responsibility is to address the health concerns associated with extended sitting.

As a responsible steward, they should promote physical activity through programs like standing workstations, regular breaks, walking meetings, and fitness regiments, promote regular movement and physical activity. Other than that, Creating a healthy work environment. Create work environments with features that enhance well-being, like availability of nutritious food options, sufficient lighting, and ergonomic features (Fox et al., 2022).

Equality, Diversion, and Inclusion

Equality means guaranteeing that all people, regardless of their circumstances, history or traits, have equal access to opportunities and resources. It entails treating anyone equally and taking down obstacles that might keep someone from contributing their full potential at work.

Diversity is acknowledging, appreciating individual differences, such as those pertaining to color, ethnicity, gender, age, religion, disability, and sexual orientation, among others. The many viewpoints and experiences of a larger society are reflected in a diverse workplace.

Inclusion is establishing an atmosphere at work where everyone is treated with respect, feels appreciated, and can participate completely. To be inclusive, a company must actively involve and engage every employee, making sure that each person's voice is heard, and their contributions are valued.

Benefits of a Diverse Team

There are lots of benefits for a diverse team, here are a few. Diverse teams can provide more original ideas and creative solutions because they bring a wide range of viewpoints and ideas to the table (Van De Ven & Poole, 1995).

Other than that, Diverse teams are less prone to give in to groupthink, which can result in more in-depth analysis and better decision making.

Lastly, increased market reach and customer satisfaction can be achieved by having a diversified workforce that is better able to comprehend and serve the needs of a varied customer base.

Disadvantages:

Due to variations in language, cultural norms, and communication methods, diversity can occasionally result in communication difficulties.

Because of their different points of view, diverse teams may engage in more confrontations, which, if not handled appropriately, can result in misunderstandings.

It takes time and work to create an inclusive culture, and people used to the status quo may be resistant to change

In conclusion the key issues for leaders in promoting responsible stewardship include two points.

“Sitting is new smoking”: A look at Sedentary Behaviour

- Health risks have been associated with sitting too long. Sitting for too long can lead to leg cramps in general and various health diseases such as cardiovascular diseases.
- The solution to this matter is put in place standing desks, push for walking meetings, encourage frequent breaks, and create fitness regiments

Promoting employee Well-Being

- Provide opportunities for physical activity and ergonomic furnishings to create an supportive work environment.
- Offer resources for mental health, help with stress management, encourage a work-life balance.

Blog Post: Advantages,disadvantages and ethics involving new technologies

New technology has revolutionized many industries, bringing opportunities and challenges. Artificial Intelligence is one of those that stands out as a transformative force. I will describe artificial intelligence, look at its advantages and disadvantages, and analyze the moral decisions that executives need to make before implementing this technology in their business.

Definiton Of Artificial Intelligence (AI)

Technology known as artificial intelligence, or AI, makes it possible for computers and other devices to mimic human intelligence and problem-solving skills AI can carry out tasks that would normally require human intelligence or assistance, either on its own or in conjunction with other technologies (such as sensors, geolocation, and robotics). A few instances of AI in the news and in our daily lives are digital assistants, GPS navigation, driverless cars and generative AI tools (Dwivedi et al., 2021)

Artificial Intelligence (AI) in Marketing and its advantages

AI is currently a tool to increase production and efficiency as it has developed and gained recognition across numerous sectors. As a Bachelor of Business Administration student, I have to comprehend how AI may help me in my future job and currently as a student. Firstly, from the student aspect, it enhances my learning experience. AI-powered systems have the capacity to adjust course material to each student's unique learning preferences and speed, which improves their understanding of challenging marketing ideas. AI also can help me practice marketing strategies and observe real time outcomes without having to worry about repercussions in the real world (Newman et al., 2015). In the job world, AI has many uses. For example, Data analysis. AI systems examine enormous volumes of data to spot patterns and trends that give advertisers insight into the tastes and actions of their target audience (Dwivedi et al., 2021). AI also can help analyze consumer data to generate tailored marketing, campaigns and communications, resulting in more pertinent and efficient communication. Most companies also use AI chatbots to enhance the overall client experience by offering prompt customer service, responding to questions, and helping customers through the purchasing process (Dwivedi et al., 2021).

Definition of Ethics and Disadvantages of AI in Marketing

While artificial intelligence has many benefits for marketing, there are drawbacks as well. Here are some main disadvantages. The cost of implementing AI technologies can be high, involving hefty initial expenditure for hardware, software, and training (Singh et al., 2021). Other than that, individuals who are not tech-savvy will find it difficult to use AI. AI tools require certain knowledge and abilities to be used effectively, which could mean hiring or training new staff members and raising operating expenses (Tseng et al., 2021). In terms of security, AI systems frequently collect large amounts of data, which raises questions about data privacy and adherence to laws like the CCPA and GDPR (Ahmad, 2024).

Ethical issues in implementing AI in marketing

Ethics are the most precepts that guide what is deemed just and unjust, fair and unfair, and wrong and wrong for an individual or group. Applying these values to guarantee that businesses behave ethically and equitably while upholding accountability, openness, and integrity in their operations is what it means to practice ethics in the business world (Van Nes et al., 2022).

AI implementation in marketing may provide several moral dilemmas. These are a few of the main concerns. Firstly, Privacy concern. For AI systems to work well, large amounts of data are frequently needed, which raises questions regarding how this data is gathered, kept, and used (Dwivedi, Hughes, et al., 2021). AI also can provide convincing marketing communications that could unethically influence consumer behavior. AI also can affect the data security of users. For example, Since AI requires vast volume of data, it also can be breached which then can endanger the privacy of customers (Dwivedi et al., 2023).

Impact on marketing leaders

Firstly, it helps with their strategic decision making. Marketing executives can now make more informed strategic decision thanks to artificial intelligence, which offers greater insights into consumer behavior, market trends, and campaign performance (Gupta et al., 2021). In terms of increasing efficiency and productivity. Repetitive jobs like data entry, email marketing, and social media administration are automated by AI, giving marketing executives more time to concentrate on major projects. Furthermore, AI tools can assist in brainstorming and generating new marketing ideas, helping leaders to foster innovation (Seeber et al., 2020). To make sure that AI is used effectively and safely, marketing leaders need to be responsible in ensuring that Artificial Intelligence is used with ethical and with responsibility, weighing the advantages against any potential drawbacks and moral consideration.

Conclusion

In conclusion, marketing executives are greatly impacted using AI in marketing since it improves personalization, efficiency, and decision making, while artificial intelligence has many benefits, like as automation, data-driven insights, and enhanced consumer experiences, it also has drawbacks, including the requirement for new skill sets, ethical concerns, and data Protection risks

Blog Post: Skills required to lead a global team

The foundation of any successful organization is its leadership. It is the art and science of directing people, groups, and organizations toward shared objectives. Proficient leaders propel innovation, expansion, and constructive transformation, motivating people in their vicinity to realize their utmost capabilities. This study explores the characteristics and functions that characterize effective leaders and global leaders in marketing.

Definition of a leader and global leader

A leader is a person who directs, motivates, and persuades a group of people to pursue shared objectives. They can formulate a vision, convey it clearly, and inspire others to focus their energies on the same goals (Partee, 2008).

A global leader is someone who not only embodies the fundamental traits of a traditional leader, but also has the knowledge and abilities required to function well in a variety of cross-cultural and cross-national settings. Global leaders are skilled at negotiating the intricacies of international trade, geopolitical situations, and cross-cultural relationships (Unachukwu et al., 2023).

Key skills for Global Leaders

- **Effective Communication skills**

Communication skills are the methods for information transfer, reception, and processing via spoken and nonverbal channels. We refer to them as communication abilities. It involves understanding emotions, body language, and gestures in addition to having effective speaking and listening skills (Tang, 2006).

Global leaders must be able to practice active listening which is understanding the emotions behind certain words, which is important in diverse teams. Other than that, with effective communication, leaders can generate their thoughts and feelings respectfully without being offensive to the other party.

- **Emotional intelligence**

The term Emotional Intelligence (EI) describes the capacity to recognize, regulate, and communicate one's own feelings and to comprehend, analyze, and react to others' (Macnamara, 2016). High emotional intelligence leaders can properly and clearly express their opinions and feelings, which helps to foster trust and minimize misunderstandings.

Emotional intelligence in a global leader includes self-awareness which is acknowledging and comprehending one's own feelings and their consequences. Other than that, establishing and preserving wholesome, fruitful connections. This is important to build relationships and make sure productivity is stable.

- **Strategic Thinking**

The capacity to foresee, visualize, remain adaptable, and collaborate with others to drive changes that will establish a sustainable future for the company. A global leader must be able to articulate a compelling future vision that is obvious (Szegedy et al., 2016). Other than that, creating plans that align with long-term objectives and worldwide trends and recognize and reduce hazards in a global setting.

Conclusion

A different set of talents are needed for the complicated and multidimensional function of a global leader compared to a typical leader. To successfully manage the difficulties of leading diverse, multinational teams, global leaders need to possess effective communication, emotional intelligence, strategic thinking abilities. These abilities are essential for efficiently managing a worldwide workforce, guaranteeing good communication, creating an inclusive atmosphere and creating cohesive teams

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