

Ethics & Social Responsibility

- Ethics is the study of morality and standards of conduct. In Int. Mngt ethical behavior varies from country to another.
- Ethics is clear in the ways societies and companies address issues such as employment, human rights and corruption.
- Ethical relativism trap / "when in Rome, do as the Romans do";
CSR
- Social Resp. is becoming more crucial to MNCs.
- NGOs forcing the Social Resp. issue.
- Countries passing laws to regulate ethical practices and governance rules for MNCs.
- MNCs became proactive (bcz it made good Biz sense) in making social contributions in the regions they operate in and developing codes of conduct to govern ethics and social resp.
- Companies focus on strategies that blend env. Sustainability and Biz objectives.
- MNCs, Govs and NGOs contributing to int. development assistance and working to ensure that corporate governance practices are sound and effective.
- Ethics (must, Right-wrong, lawful) CSR (taking action)

