

Phase 5 Individual Project

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Management and Ethics

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Introduction

The business world in high technology has come a long way since the days of mainframe computers and limited foreign corporate involvement. Companies are now spread out through the global community as product suppliers, resource investors and national participation with foreign governments and the people they serve. Partnerships have grown to include product safety, corporate responsibility, resource, management and disposal. These characteristics of a company define how they do business. The moral obligations of the personnel who run a multinational company should reflect sound business practices that involve everyone from the bottommost task to the highest levels of visions and goals (Shah, & Ramamoorthy, 2014).

Background

The company has grown from 100 to 15,000 people worldwide in the past 20 years. The growth of the business has principally been driven by an extreme global expansion which includes the Internet and recently the smart phone market. This expansion of our core markets has also grown into second and third world countries.

Our main products include hardware, software, and broadcastings infrastructures that involve satellites, and receiving stations. Included in manufacturing affiliates is a significant percentage of the company's labor force that is devoted to the service sector. This group encompasses customer sales, product assurance registration and accompanying services from intra-organization through mid-level management. We must remember that our products are used domestically and internationally, and ethical considerations should be the framework of our business relationships.

The company's growth has outpaced our current ability to implement an established ethical and compliance strategy. Within the company there have been allegations of both incongruous structural and specific behaviors. They range from misappropriated intellectual property to ecological destruction in countries where we have established previously good relations with our partners. Although not proven, the company legal department is presently involved in lawsuits and hearings in numerous state and federal courts. There is also litigation in several worldwide jurisdictions.

Several years ago the company developed an Ethics Guideline as part of the updated employee handbook that concerned the company's domestic and global business opportunities. This was a good start to an ever changing and demanding ethical market place. The company's rapid expansion has given us an opportunity to enhance these guidelines through the office of Vice President for Ethics and Regulatory Compliance. This office has been charged with the reengagement of the company's technology and telecommunications industry, legal and governing strategies in the national and global communities of which the company does business. It will also address good consumer sentiment that is appropriate in all levels of the organization's behavior. The employees of the company are the lifeblood of continued growth (Jondle, Ardichvili, & Mitchell, 2014).

Ethical Factors in a Multicultural Organization

The shifting of multi-ethnic and multicultural labor forces has indicated that both company administrators must evolve to adapt to the needs of a changing corporate environment. Globalization and technology are bringing the nations the company does business with closer together (Castaneda & Bateh, 2013). Many of this company's developing countries have begun to play a significant part in ethical treatments in transnational organizations. All countries bear

the responsibility of treating their workforce ethically at all times. The handling of workers must always be fair and humane.

Corporate Social Responsibility (CSR) can be defined as actions on the part of the company that appears to develop, or comply in the promotion of some social moral, beyond the immediate interests of a company and its stockholders and also beyond that which is required by regulation (Waldman, Siegel, & Javidan, 2006). Ethics must also encompass the resource management and disposal of outdated products. This includes the ethical factors that concern the integration of business economics, environment and society, and green supply chain management (Shi, Koh, Baldwin, & Cucchiella, 2012). All employees must take into consideration environmental elements when managing the company's domestic and international supply chains. These supply chains are changing all the time and are dependent on customer demands.

Ethical business practices must also include internal practices (Myers, 2013). Non-compliant behavior that is not within the corporate guidelines can be minimized through immediate actions and educating the workforce. This must include all business departments both domestic and foreign. Ethical issues will change over the next 10 years, the company will put into place additional recommendations as those issues emerge.

Recommendations

The newly appointed Vice President for Ethics and Regulatory Compliance and staff members has evaluated many recommendations from stockholders, management and the rank & file. The following list is considered best practices:

Personnel:

- All employees will read and understand the company's Ethics and Moral policies.
- All employees will be under obligation to report any direct actions that involve any aspect of the company's business practices to their immediate supervisors in writing.
- All supervisors will investigate in a timely manner all reports of misconduct within 72 hours.
- A quarterly report of misconducts will be prepared by department managers; those reports will go to the office Vice President for Ethics and Regulatory Compliance.
- Appropriate actions will take place immediately.

International Resource Management:

- Departments responsible for resource management domestically will begin to scrutinize the disposal of materials with fair and ethical considerations in mind.
- Departments that purchase materials that make up our products will investigate and change vendors that do not have the same basic resource management ethics.
- The Company will establish a watchdog group made up of international supervisors that will oversee resources and disposal activities.
- Each group will report to the Vice President for Ethics and Regulatory Compliance offices.

The above recommendations may seem harsh to some people, however, in order to construct an appropriate ethical and moral image to our customers, it is necessary. Each employee is expected to undertake their business practices in an ethical and moral manner (Kline, 2010)

Conclusions

The company has experienced rapid growth over the past 20 years. With this growth come business issues that we did not face before. Senior management appreciates the goodwill and exemplary actions by the majority of our employees. In order for the company to exist through the next decade, specific emphases on our corporate social responsibility must take into consideration our domestic and international relationships. Recommendations are vital from all areas of the company. This relationship between domestic and international employees and partners will approach those ethical issues that will emerge in the next 10 years. The above recommendations are only a start, further recommendations will be forthcoming.

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