

BUSINESS, SOCIETY & ETHICS

Vodafone Qatar's Amazon Adventurers

As you read the material for our next class, keep the questions below in mind. To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages. Keep in mind that there are two basic kinds of information that you need to look for in the reading:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, *it is information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible conclusion about an issue, rather than another.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.

Reading

- Gray, D. E. (Ed.). (2015). Vodafone Qatar's Amazon Adventurers [unpublished course material].

Comment

This reading comes from various English sources. However, if you find an article or blog post in Arabic (or any other language) that you believe offers an important perspective not contained in this reading, please send it to me! I will get a translation and include it.

Questions

1. Why is the controversy surrounding Vodafone Qatar's Amazon Adventurers a topic in business, society, and ethics?
2. What was the purpose of Vodafone Qatar's "My #First Amazon Adventure" program?
3. What cultural debate amongst Qataris did the program spark?
4. How did Vodafone Qatar respond to this debate?
5. Ultimately, did this response achieve Vodafone Qatar's goals?