

# Business, Society & Ethics

2 April, 2019 | Lecture #27



## *Philanthropy &* Social Responsibility



# UNIT #1 RECAP

BUSINESS ETHICS FROM A  
PHILOSOPHICAL PERSPECTIVE





Business ethics is not  
*psychology*



Nor is it *OB*



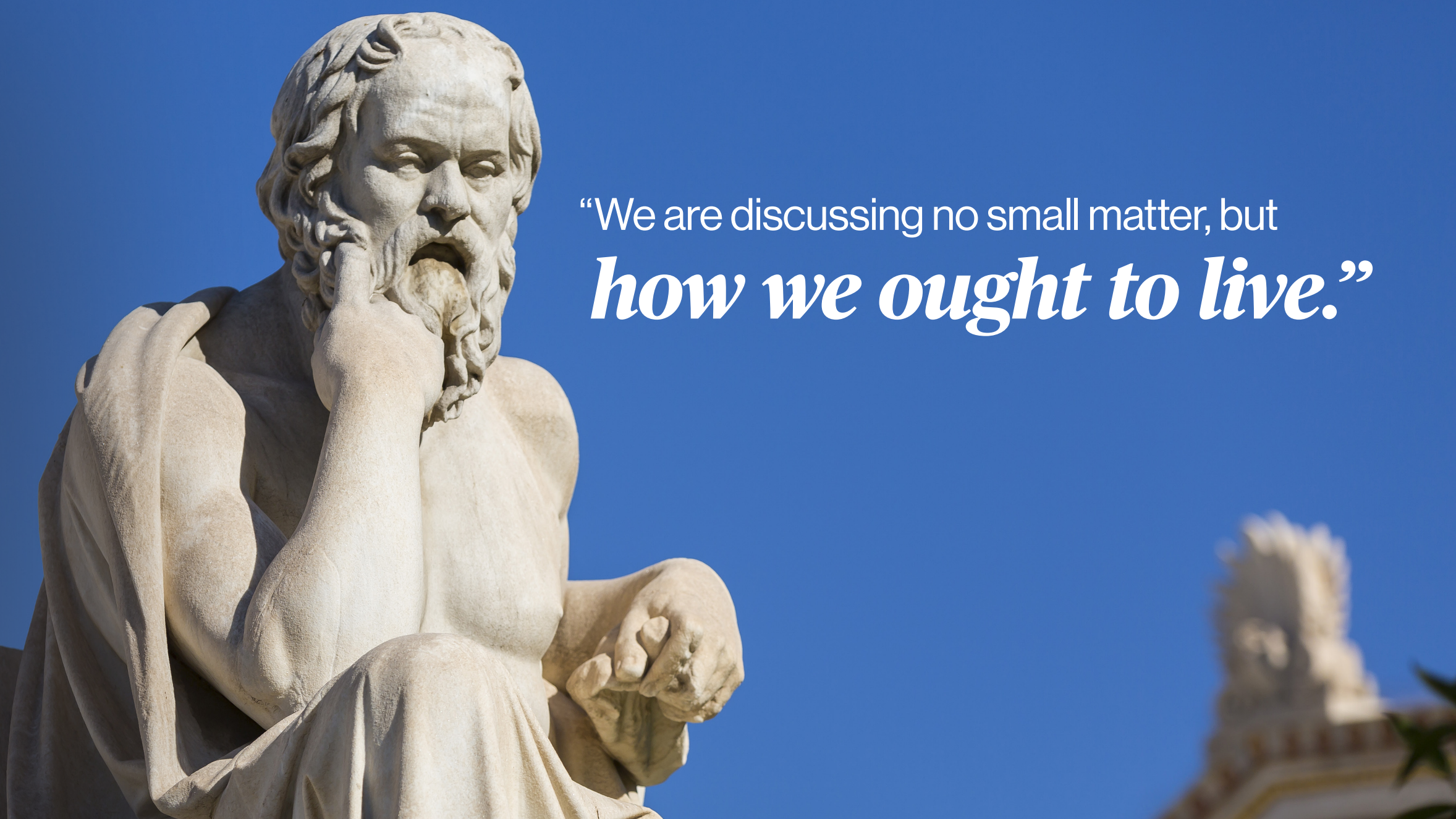
Not even *anthropology*



*Law?*  
Not quite...



CLOCKWISE FROM TOP LEFT: ANASTASIOS71, N.D.; UNFINISHED BUSINESS, 2015; EAKINS, 1875/2012; OKAMOTO, 1968/N.D. QUOTE: PLATO, AS QUOTED IN RACHELS & RACHELS, 2012, P1



“We are discussing no small matter, but  
*how we ought to live.*”



What ought I do?



Business ethics is about *action*  
It is *practical* It is *strategic*



Distancing Ourselves from  
Prejudice & Blindness



# SECURE LEGITIMATE COOPERATION





# AUTONOMY



UNIT #2 RECAP

WHAT'S THE POINT  
OF BUSINESS

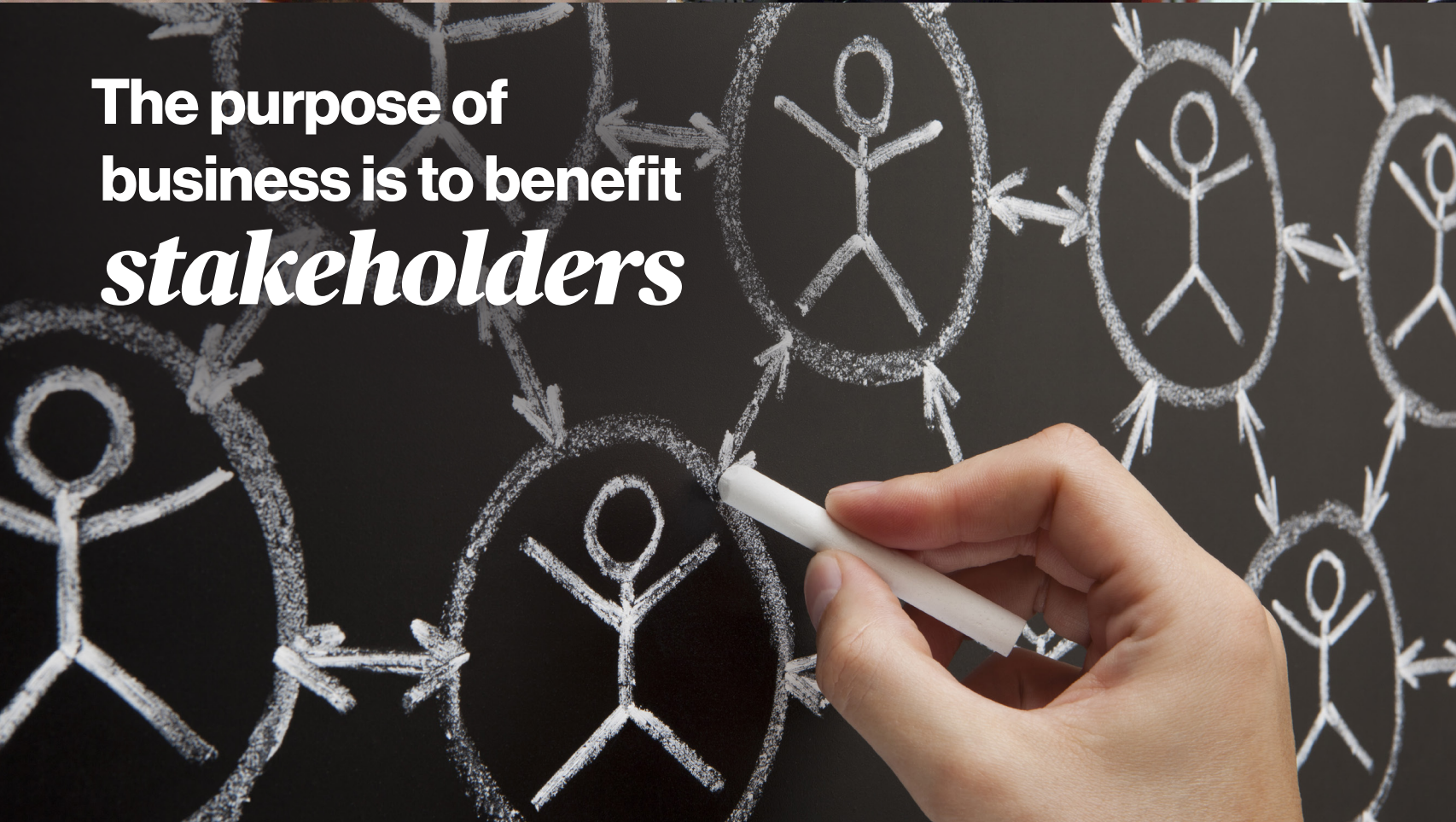


# THE PURPOSE-BASED APPROACH TO BUSINESS

HOW DO WE ENCOURAGE GOOD BUSINESS?

WHAT IS GOOD BUSINESS?

WHAT IS THE PURPOSE OF BUSINESS?





Is ethics *externally*  
imposed on business?



Or may it be found *within*  
business itself?





# UNIT #3 RECAP

OBLIGATIONS TO  
PARTNERS, EMPLOYEES,  
CLIENTS & CONSUMERS



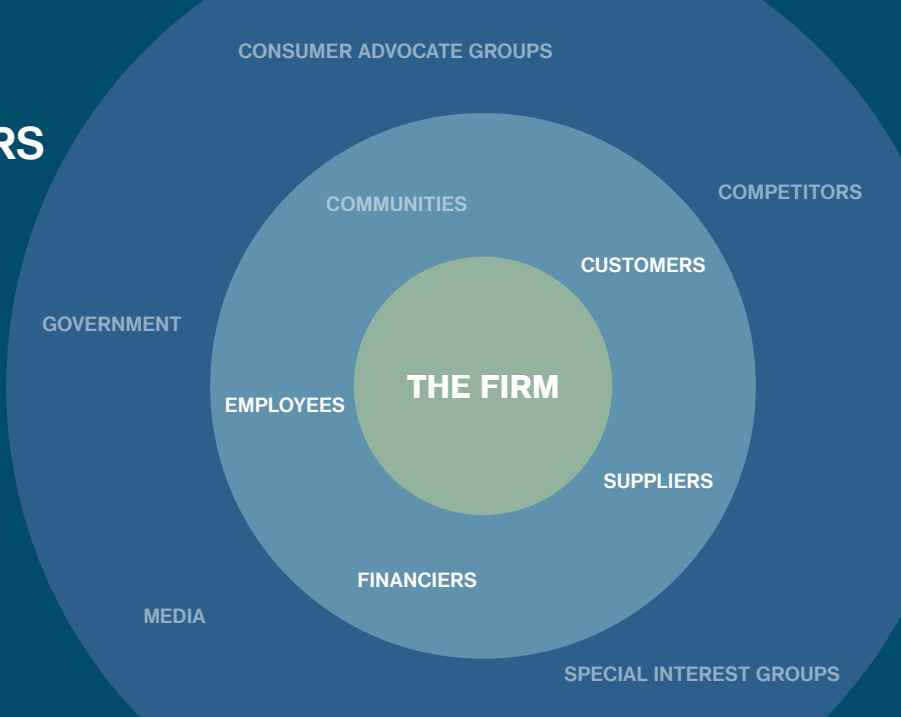
THE PURPOSE-  
BASED APPROACH  
TO BUSINESS

HOW DO WE ENCOURAGE  
GOOD BUSINESS?

WHAT IS GOOD BUSINESS?

WHAT IS THE PURPOSE OF BUSINESS?

STAKES &  
STAKEHOLDERS  
IN BUSINESS



COERCION



EXPLOITATION



REFERENCES ON PENULTIMATE SLIDE

FAIRNESS



AUTONOMY



WELL-BEING



RESPECT



INFORMED  
CONSENT



PROFITABLE OFFERS



INSULTING  
OFFERS



MUTUAL  
BENEFIT



JOB SECURITY



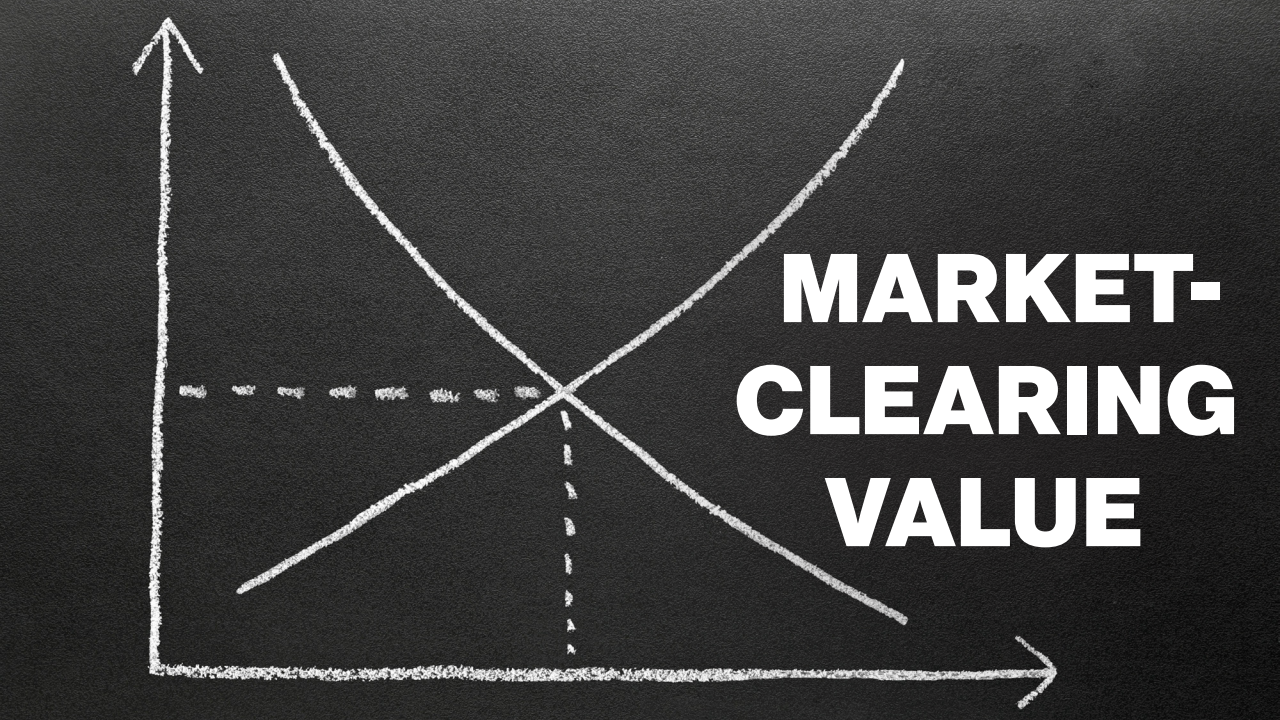
Freedom of  
CONTRACT



Business is  
*optional*



MARKET-  
CLEARING  
VALUE





# **THE PURPOSE- BASED APPROACH TO BUSINESS**

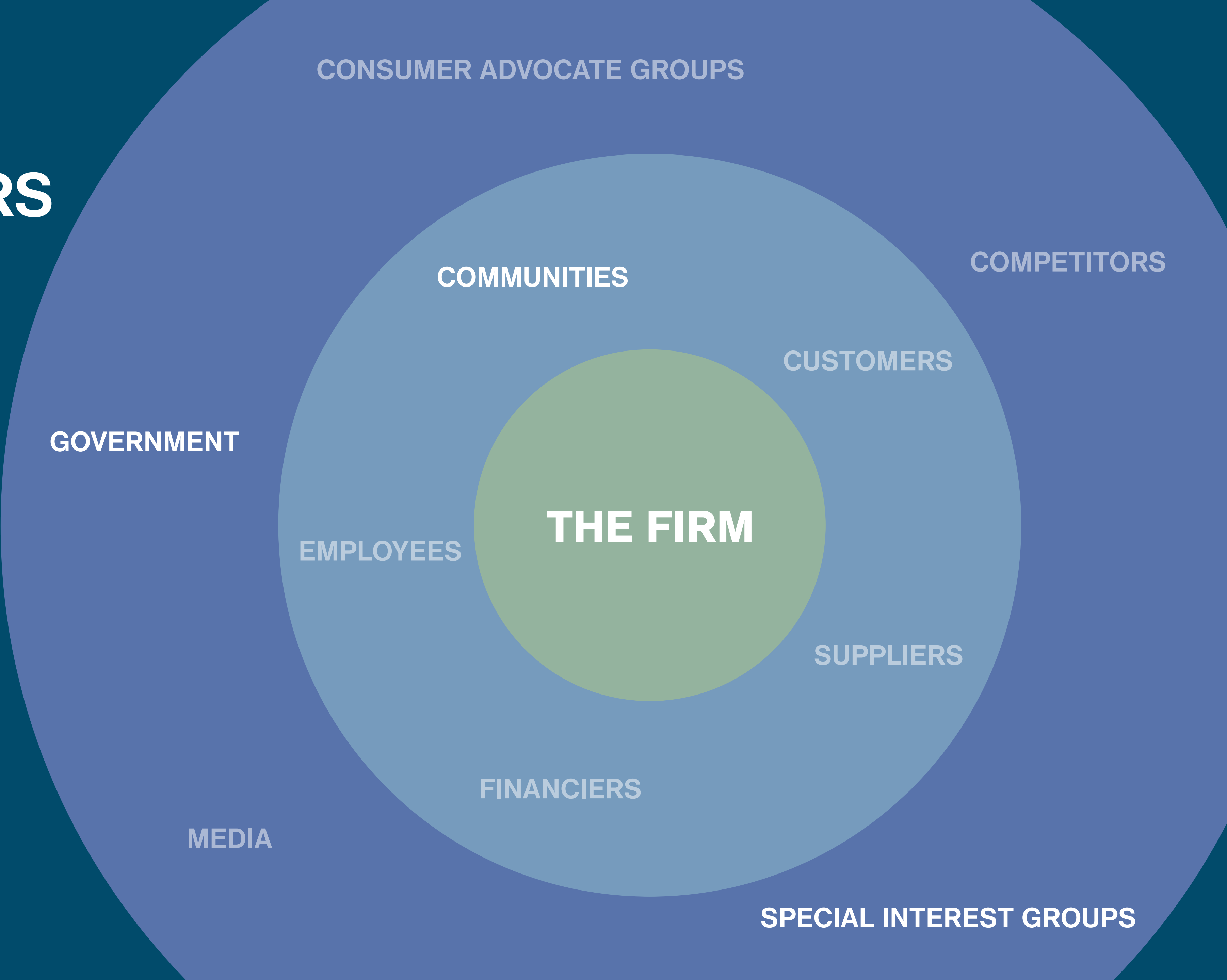
**HOW DO WE ENCOURAGE  
GOOD BUSINESS?**

**WHAT IS GOOD BUSINESS?**

**WHAT IS THE PURPOSE OF BUSINESS?**



# STAKES & STAKEHOLDERS IN BUSINESS







# CORPORATE SOCIAL RESPONSIBILITY

## THE TRIPLE BOTTOM LINE





Enjoy

*Capitalism*



# THREE LAWS

I. PRIVATE PROPERTY

II. ACCUMULATION OF WEALTH

III. COMPETITION



# REVOLUTION







*“There remains, then, only one mode of using great fortunes; but in this we have the true antidote for the temporary unequal distribution of wealth, the reconciliation of the rich and the poor—a reign of harmony. Under its sway we shall have an ideal state, in which the surplus wealth of the few will become, in the best sense, the property of the many, because administered for the common good. ‘The man who dies rich dies disgraced.’”*





# PHILANTHROPY



# MUNIFICENCE





# MUNIFICENCE







# CSR



تجنب الذبح خارج  
المقصب

المقصب

مغلق



برعاية:



قطر غاز  
QATARGAS



كلنا نشوفك  
أنت لست لوحده  
44266666

WE ALL SEE YOU  
YOU ARE NOT ALONE

كلنا نشوفك  
أنت لست لوحده

# Responsive CSR

كلنا نشوفك  
أنت لست لوحده

WE ALL SEE YOU  
YOU ARE NOT ALONE

WE ALL SEE YOU  
YOU ARE NOT ALONE







# PATRIOTISM



# Strategic CSR

Contemporary approaches to CSR have begun to move away from a narrow focus on philanthropy. Instead, Michael Porter and Mark Kramer (2011) advocate an approach that integrates CSR into the core business strategy. They argue that—when compared to philanthropy—this is far better for *both* business *and* society.

(By now, you should have heard of Michael Porter in your other business classes, and so his focus on strategy should not be too surprising.)



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# Acknowledgements

Introductory slide photograph by Photo 12 (1903/n.d.). My purpose-based approach to business is heavily influenced by my reading of Duska (1997). The figure of “Stakes & Stakeholders in Business” is adapted from Freeman (2009, p. 61, fig. 1). My depiction of the triple bottom line is based on Lyngaas (n.d.). My use of “responsive CSR” is influenced by Porter & Kramer (2006).