

Business, Society & Ethics

9 April, 2019 | Lecture #30

Fair & Lovely | winter
FAIRNESS™

ट्रीटमेंट जैसा निखार और
मॉइस्चराइज़र की नमी.

ऑयली
विंटर
क्रीम

Moral Challenges
at the Base of the Pyramid

The Upcoming Storm

Unit #4 Exam: Tuesday, 23 April from 9:30_{AM} to 10:20_{AM}.

Final Exam: Thursday, 2 May from 8:30_{AM} to 11:30_{AM}.

Gird your loins, and start planning accordingly!

Final Exam

The final exam is scheduled for Thursday, 2 May from 8:30_{AM} to 11:30_{AM} in **lecture hall 2152** (this room). The exam is structured as follows:

Part A: 40 Multiple-choice questions and 10 fill-in-the-blank problems (60 minutes; 60% of the final exam grade).

60-Minute Break: Distribution of case study. (Once you sit to read the case, you cannot talk or leave until after you have finished part B. Plan accordingly.)

Part B: Essay questions responding to the case study (60 minutes); 40% of the final exam grade).

Both parts of the final exam are open book and open notes, but closed technology.

This final exam is *comprehensive*, covering material from the entire course.



PEOPLE
SOCIAL PROGRESS

Community Outreach
Environmental Policy
Biodiversity
Environment Health & Safety
Clear Air - Water - Land

SOCIO-ENVIRONMENTAL

Education
Human Rights

Global Climate Change

Diversity

Job Creation

Crisis Management

Skills Enhancement

SUSTAINABLE

PLANET

ENVIRONMENTAL STEWARDSHIP

SOCIO-ECONOMIC

Local Economic Impact

Resource Efficiency

Risk Management

Social Investments

Product Stewardship

Emission Reduction

Growth Enhancement

Innovation

ECO-EFFICIENCY

PROFITS

ECONOMIC GROWTH

Capital Efficiency

Life-Cycle Management

Regional Materials

Minimize Waste

Strategic CSR



CLOCKWISE FROM TOP RIGHT: SYDA PRODUCTIONS, N.D.; STONEHOUSE, 2010; MANGOSTOCK, 2011; RBBAIRD, 2010; VILA, 2014

CORPORATE SOCIAL RESPONSIBILITY
THE TRIPLE BOTTOM LINE

THE MARKET AT THE BASE OF THE PYRAMID



Affordable

Accessible

Available









NEW *Fair & Lovely*

Our Best Ever Formula
for Our Best Ever Fairness Treatment

Before

After

Creative Visualization. Refers to treatment in the cosmetic domain. Results r

Meanwhile, in Western markets, Unilever's Dove brand has its own "Campaign for Real Beauty".



- wrinkled?
- wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- flawed?
- flawless?

Is beautiful skin only ever spotless? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- grey?
- gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- half empty?
- half full?

Does sexiness depend on how full your cups are? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- fat?
- fit?

Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- 44 and hot?
- 44 and not?

Can women be hotter at 40 than 20? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove

poverty & DECISION MAKING





extreme
CONSEQUENCES



Business



The State

Purpose-Based CSR

In response to the dichotomy between responsive and strategic forms of CSR, Kasturi Rangan, Lisa Chase, and Sohel Karim (2015) advocate a more holistic understanding. We will examine how they try to integrate responsive and strategic CSR together into a purpose-driven approach.

References

- Belachew, D. (2013, September 16). [The African Union Commission headquarters building in Addis Ababa, Ethiopia]. [Online image]. iStock by Getty Images. Retrieved November 10, 2016 from <https://www.istockphoto.com/photo/african-union-headquarters-gm180957062-26498948>.
- Dove. (c.2004A). Campaign for Real Beauty [advertisement]. [44 and hot or 44 and not?]. [Online image]. Retrieved November 13, 2017 from <https://i1.wp.com/www.adverbox.com/media/campaigns/2007/01/dove21.jpg>.
- Dove. (c.2004B). Campaign for Real Beauty [advertisement: fat or fit?]. [Online image]. Retrieved November 13, 2017 from <https://i1.wp.com/www.adverbox.com/media/campaigns/2007/01/dove31.jpg>.
- Dove. (c.2004c). Campaign for Real Beauty [advertisement : flawed or flawless?]. [Online image]. Retrieved November 13, 2017 from <https://i2.wp.com/www.adverbox.com/media/campaigns/2007/01/dove41.jpg>.
- Dove. (c.2004D). Campaign for Real Beauty [advertisement: grey or gorgeous?]. [Online image]. Retrieved November 13, 2017 from <https://i1.wp.com/www.adverbox.com/media/campaigns/2007/01/dove31.jpg>.
- Dove. (c.2004E). Campaign for Real Beauty [advertisement: half empty or half full?]. [Online image]. Retrieved November 13, 2017 from <https://i0.wp.com/www.adverbox.com/media/campaigns/2007/01/dove61.jpg>.
- Dove. (c.2004F). Campaign for Real Beauty [advertisement: wrinkled or wonderful?]. [Online image]. Retrieved November 13, 2017 from <https://i1.wp.com/www.adverbox.com/media/campaigns/2007/01/dove11.jpg>.
- Hindustan Unilever. (2007, April 9). [Fair & Lovely advertisement: four is my lucky number]. [Online video]. YouTube. Retrieved November 8, 2016 from <https://www.youtube.com/watch?v=KIUQ5hbRHXk>.
- Hindustan Unilever. (2014A, February 11). [Fair & Lovely advertisement: dance audition]. [Online video]. YouTube. Retrieved November 8, 2016 from <https://www.youtube.com/watch?v=sg91bayJ13U>.
- Hindustan Unilever. (2014B, December 1). [Fair & Lovely advertisement: ancient secrets of ayurveda]. [Online video]. YouTube. Retrieved November 8, 2016 from https://www.youtube.com/watch?v=DBNbc_T9Go.
- Jones, A. (2014A, March 11) [Oil for sale in Chittagong, Bangladesh]. [Online image]. Flickr. Retrieved November 8, 2016 from https://www.flickr.com/photos/adam_jones/13080991414/.
- Jones, A. (2014B, March 12) [Fair & Lovely billboard for skin-whitening cream in Chittagong, Bangladesh]. [Online image]. Flickr. Retrieved November 8, 2016 from https://www.flickr.com/photos/adam_jones/13103725423.
- Lyngaas, K. (n.d.). [Triple bottom line]. [Online image]. Buddha Jeans [blog]. Retrieved November 3, 2016 from <http://buddhajeans.com/encyclopedia/the-triple-bottom-line/>.
- Mangostock. (2011, February 1). [Owner of a cafe showing open sign]. [Online image]. iStock by Getty Images. Retrieved November 6, 2016 from <http://www.istockphoto.com/photo/owner-of-a-cafe-showing-open-sign-gm108681998-14587143>.
- Matthews, J. (2014). [Billboard advertising Fair and Lovely skin lightener in Patna, India]. [Online image]. Alamy. Retrieved November 7, 2017 from <http://www.alamy.com/stock-photo-india-2014-bihar-patnabillboard-advertising-fair-and-lovely-skin-lightener-77177251.html>.
- Nagree, H. [hnagree]. (2014, April 20). @ProfessorDEG This one depicts it very well... #BSE14 <http://t.co/yHKX5fjgzz>. [Tweet]. Retrieved May 2, 2014, from <https://twitter.com/hnagree/status/457778072075661312>.
- Perera, A. (2014, August 3). [A man sits in his makeshift kitchen in the village of Dharmapuram, Sri Lanka, after returning home drunk]. [Online image]. Inter Press Service. Retrieved November 8, 2016 from <http://www.ipsnews.net/2014/08/former-war-zone-drinking-its-troubles-away/>.
- Porter, M. E., & Kramer, M. R. (2006, December). Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility. *Harvard Business Review*, 84(12), 78-92.
- Rangan, K., Chase, L., & Karim, S. (2015, January/February). The Truth About CSR. *Harvard Business Review*, 93(1/2), 40-49.
- Rbbaird. (2010, October 26). [Handful of change]. [Online image]. Flickr. Retrieved November 6, 2016 from <https://www.flickr.com/photos/rbbaird/5120800430/>.
- [Roundtable discussion]. (n.d.). [Online image]. Retrieved November 10, 2016 from http://www.technoserve.org/files/images/content/about-us_work-with-us-hero.jpg.
- Stonehouse, R. (2010, August 10). [Supermarket aisle]. [Online image]. WWF-Canon. Retrieved November 6, 2016 from http://www.wwf.fr/vous_informer/actualites/?5960/International-Food-Waste-Coalition-la-premiere-approche-collaborative-du-champ-a-l-assiette-pour-lutter-contre-le-gaspillage-alimentaire.
- Syda Productions. (n.d.). [Business team with marker and stickers working in office]. [Online image]. Shutterstock. Retrieved November 4, 2016 from <https://www.shutterstock.com/image-photo/smiling-business-people-marker-stickers-372485731>.
- Villa, F. G. (2014, March 23). [Great Pyramid of Khafra at Giza]. [Online image]. Flickr. Retrieved November 6, 2016 from <https://www.flickr.com/photos/felixvila/13876754053>.
- Zali, H. [HaiderZali]. (2014, April 20). An english fair n lovely ad <http://t.co/ILTf5xayEa> #BSE14. [Tweet]. Retrieved May 2, 2014, from <https://twitter.com/HaiderZali/status/457790746720862208>.

Acknowledgements

Introductory slide photograph by Matthews (2014). My depiction of the triple bottom line is based on Lyngaas (n.d.). My use of “responsive CSR” and “strategic CSR” is influenced by Porter & Kramer (2006). Special thanks to H. Zali (2014) for sharing the Hindustan Unilever (2007) ad with me and also to H. Nagree (2014) for sharing the Hindustan Unilever (2014A) ad.