

# 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<sub>AM</sub> to 10:20<sub>AM</sub>.

**Final Exam:** Thursday, 2 May from 8:30<sub>AM</sub> to 11:30<sub>AM</sub>.

Gird your loins, and start planning accordingly!

# Final Exam

The final exam is scheduled for Thursday, 2 May from 8:30<sub>AM</sub> to 11:30<sub>AM</sub> 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

Education

Human Rights

SOCIO-  
ENVIRONMENTAL

Global Climate Change

Crisis Management

Diversity

Job Creation

Skills Enhancement

SOCIO-ECONOMIC

Local Economic Impact

Social Investments

Risk Management

Growth Enhancement

PROFITS  
ECONOMIC GROWTH

Innovation

Capital Efficiency

SUSTAINABLE

PLANET  
ENVIRONMENTAL  
STEWARDSHIP

Resource Efficiency

Product Stewardship

ECO-EFFICIENCY

Life-Cycle Management

Regional Materials

Emission Reduction

Minimize Waste

# Strategic CSR



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

## 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 may vary.



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](http://campaignforrealbeauty.co.uk)  | Dove



- ☐ flawed?
- ☐ flawless?

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

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



- ☐ grey?
- ☐ gorgeous?

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

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



- ☐ half empty?
- ☐ half full?

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

[campaignforrealbeauty.co.uk](http://campaignforrealbeauty.co.uk)  | Dove



- ☐ fat?
- ☐ fit?

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

[campaignforrealbeauty.co.uk](http://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](http://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

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# 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 (2014<sub>A</sub>) ad.