Ethics, Technology, Sustainability and Social Issues in Business

Name

Institutional Affiliation

Abstract

Many businesses have developed the ambition to manage Corporate Social Responsibility (CSR) in their operations. Customers are becoming more selective with services and due to the higher disposable level of income. Therefore, for businesses to enjoy the economy of scale, formulating new policies is necessary to meet customer demands. For small enterprises, laying down strategies to implement social responsibility is important to improving performance by participating in cooperative projects. The use of the current technology exposes business activities to threats. Implementing stronger networks of security is necessary to stakeholders and partners, especially in the supply chain system. Therefore, having their confidence enables management to restore trust in protecting their interest in the company. Protecting people from unscrupulous individuals is what involves corporate social responsibility. The technology used in businesses improves CSR in the firm, which leads to provisions of sustainability. Businesses require policies that focus on implementing the operations of CSR. It involves partners and stakeholders. Businesses need to choose the right path in marketing through social media and online network platforms to achieve sustainability.

Keywords: businesses, corporate social responsibility.

Ethics, Technology, Sustainability and Social Issues of Business

Sustainability and corporate social responsibility (CSR) are standard terms in commerce nowadays. Notably, Peter Drucker, commonly known as the "father of modern management", researched what social responsibility entails in the 1930s. He explored the idea that any business is responsible for societal affairs, which are expressed in the field by the stakeholders. The primary focus pointed out the lack of government involvement to take part in the case of the corporate responsibility in society. Drucker rejected this idea.There were also developments in the corporate world after the remarks of Drucker; however, corporations are using workers and their clients' ideas mainly for profits. Alternatively, the movement of social entrepreneurship is a system of profit and nonprofit agencies. Their role is to determine the difficulties experienced in the social welfare of the societies involved. They include the creation of jobs using green products and educating the community on their civil rights, coupled with sustainability, among other environmental concerns due to technological innovations. Technology has helped businesses speed up efficiency in operations; however, firms should understand the benefits and the challenges of technology, especially in this contemporary world in which the use of technology is embedded in our daily activities. Accordingly, the requirements on the use of technology have a concern on ethical factors, especially regarding applications. For instance, each country and industry has different standards in ethics, depending on the proper regulation. There are cases of uncertainty like the spending and lending that opened a free-for-all that triggered the 2008 recession with firms like HealthSouth and Lehman Brothers, among others.

Social Responsibility Initiative

Many businesses have managed to express Corporate Social Responsibility (CSR) in their operations. The outsourcing of global information technology is one of the business methods that has gained the economies of scale in the venture of CSR (Singh, 2016). Furthermore, this can lead to improvements in economic, social and political activities that may be useful to organizations and their customers (Babin et al., 2011). Therefore, CSR helps to evaluate how a company performs, according to the benefits it offers. Moreover, practicing corporate social responsibility is important to meeting international standards and employee expectations. The current business systems in operation experience an increased level of income than in the past. As a result, management should provide services and products to the expectation of customers' demand to survive any competition (Bellow, 2012). According to Persons (2012), the public views the responsibility of organizations to be affecting business environments, both internal and external. Therefore, it is important for small businesses to copy and implement the social responsibility to improve their performance.

Information Security

The level of technology has changed the operation of business activities compared to the past. With companies adopting new technology systems, such as e-commerce and other approaches in the development of new applications, their main target is to satisfy customers. However, the main issue is the security of technology and the rights of the patent (Brooks, 2010). Therefore, standards should be set to meet CSR ethics by implementing ways to check data usage stored and shared. The information should not be accessed by unscrupulous individuals with bad intentions in order to maintain security. As a result, all stakeholders are to consider the safety of technology by securing their information (Babin et al. 2011). According to Brooks

(2010), social responsibility involves acting justly within the society. Therefore, companies should be strict with the security of their information by updating their systems regularly to avoid hackers capitalizing on stolen information.

Using artificial intelligence to take the role of human beings in the organization is one of the biggest challenges in using technology. Moreover, employees cannot be responsible for the actions of machines. This is because the integration of the applications is vulnerable to external hackers, and if they fail to function, management is to be blamed. Therefore, setting up security is necessary to avoid those who interfere with the improvement of the system's efficiency (Johnson, 2015). The company can reduce such risks by upgrading the security network both on the technical and physical level. Management may introduce training to users on ethical policies on the safety of information. These plans may include training to detect suspicious emails, the frequency of changing the passwords in the systems, and the right time to take data out of the workplace. Similarly, it is necessary to protect the devices by using programming software against the attempts of hackers. Unauthorized people should not be allowed to access information without permission and use of security pass codes and locks. The business stores information about their operations and the involvement of their partners, which needs to be confidential, as it can be used against them by competitors. It is, therefore, imperative to safeguard the information from attackers to prevent any leaks.

<center>Sustainability Initiative</center>

The operation of corporate social responsibility policies is vital in predicting the progress that will occur in future. Therefore, technology is crucial to ensure business operations are continuous. For companies to be successful, they should be able to bring relevant stakeholders and their partners together. In the past, the generation of the technological applications had been

useful to provide the platform to market and communicate online with the clients and suppliers (Hopkins, 2016). As a result, social networking sites provide a platform where a company can establish itself by identifying a target market. Therefore, creating awareness within the community that a company serves is essential to meet the societal expectation on social responsibilities.

Social media

It is an online network that assists in bringing people from different backgrounds and cultures together. Moreover, it is a platform that enables both businesses and customers to meet, sell and buy their goods respectively. This includes sites such as the Facebook, Twitter and LinkedIn, among others. One of the advantages of social media is that marketing products is affordable and reaches many people. Similarly, it helps build a brand image with the products that a company offers to clients. As a result, a business can customize their goods to the specifications and requirements of customers. Alternatively, these platforms enhance a company to expand their visibility in social media, thereby enabling potential clients to connect and have repeat purchases from the enterprise. However, these networks have challenges dealing with comments made about the product. Therefore, it is necessary to observe a polite and friendly reply to attract customers' attention. What's more, a company may provide a platform for the suggestion to improve the relationship. It is important to regularly update customers about new products to maintain relationships. Hence, it helps to build the reputation and the image of the company.

Conclusion

Companies should, therefore, support policies that enhance sustainability. Using technology to improve the efficiency and operation of the organization is necessary; however,

the business should be prepared to face numerous challenges with the advancement of technology. The difficulties encountered should be addressed accordingly to avoid external attacks from those who hack computers either for personal gain or fun. Thus, implementing strategies that reduce the level of hacking risk need to be considered by management in both the technological and physical sectors. Enhancing sustainability should also be a priority, and it should be a joint responsibility among everybody involved, stakeholders included. Additionally, companies should identify the right channels to market their products, which have positive feedback and impacts in building the reputation and the image of the organization. Therefore, it is crucial for a company to embrace marketing online to have a competitive advantage against rivals to achieve objectives.

References

Babin, R., Briggs, S., & Nicholson, B. (2011). Corporate social responsibility and global IT outsourcing. *Communications of the ACM*, *54*(9), 1-28.

Bellow, E. (2012). Ethical corporate marketing and societal expectations. *Journal of Marketing Development and Competitiveness*, *6*(5), 1-16.

Brooks, R. (2010). The Development of a Code of Ethics: An Online Classroom Approach to Making Connections between Ethical Foundations and the Challenges Presented By Information Technology. *American Journal of Business Education (AJBE)*, *3*(10), 1-14.

Hopkins, M. (2016). *The planetary bargain: corporate social responsibility comes of age*. New York: Springer.

Johnson, D. (2014). The Technology with No Human Responsibility?. *Journal of Business Ethics*, *127*(4), 707-715.

Persons, O. (2012). Incorporating Corporate Social Responsibility and Sustainability in a Business Course: A Shared Experience. *Journal Of Education For Business*, *87*(2), 63-72.

Singh, B. J. R. (2016). Corporate social responsibility in India. *International Journal of Higher Education Research & Development*, *1*(1), 1-8.