Zur Begründung einer Übernahme ethischer Verantwortung in Unternehmen

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ZUR BEGR&UUML;NDUNG EINER &UUML;BERNAHME ETHISCHER VERANTWORTUNG IN UNTERNEHMEN

GRIN Verlag Okt 2008, 2008. Taschenbuch. Book Condition: Neu. 226x156x23 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 2,3, Friedrich-Alexander University Erlangen-Nuremberg, course: Unternehmensethik, 42 entries in the bibliography, language: English, abstract: In the past few years, business ethics has emerged as a broad and important concept, universities are offering seminars, corporations are sending their managers on trainings, and an enormous literature body seems to be emerging out of nowhere. In contrast to this movement, the 'globalization bible', the novel NoLogo written by journalist Naomi Klein draws a different picture: it accuses companies and CEOs of antisocial behaviour. Consumer capitalism on the one hand and at the same time articles about sweatshops, bad working conditions, and 'famous' names like the Brent Spar platform, Sao Wiwa and Shell, and Nike sweatshops support the negative image of MNCs. In the following I would therefore like to examine why certain corporations seem to take on corporate responsibility while others, as stated in Klein's novel, act as 'the big brand bullies'. I seek to answer in this paper why business ethics as a concept is not an oxymoron (cp. Collins 1994) per se and why in the words of John L. Campbell 'given the incentives for maximizing profit and shareholder value, let alone acting opportunistically, why would a corporation ever act in socially responsible ways, even at the most minimal level' (947). In general, there are three main approaches to the grounds of acting socially responsible: there are moral reasons, economic reasons and institutional reasons. First of all I would like to start by giving some theoretical basics. Subsequently moral, economic and institutional theories as an explanation for the implementation of business...

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