Question 21 (8 marks)

(a) How might a business benefit when an operations manager acts in an ethically and socially responsible manner? Support your answer with relevant examples.

Acting in an ethically and socially responsible way attracts respect from a business's customers, therefore increasing sales, therefore profit for the business. For example, the modern contemporary approach for businesses to become environmentally friendly throughout their operations processes is thought highly of among consumers.

(b) Why might a business be resistant to meeting its corporate social responsibilities?

In order to comply with its corporate and social responsibilities, a business may be required to spend their profit on community projects, such as new sporting gear for a local sports team. However, by doing this, the business' money invested into the community gains respect and appreciation, possibly turning into higher profit in sales for the business.