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.

Businesses who operate in an ethically and socially responsible manner will save material and expenses on products, will be recycled. Furthermore, most importantly, consumers will see that the business values its environment and this will appeal customers and consequently sales. This also prevents Government from applying penalties for the damages.

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

Businesses would be resistant to meeting its corporate social responsibilities as it might mean changing the orientation of its operation which can be a cost of time and money. Also, the fear of meeting its responsibilities could lead to lost of customers and potential profit and contribute to a downfall of a business operations.