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.

Ethical and social responsibility refer to a business going beyond legal requirements to improve their interaction with the environment and community at large. When an operations manager acts ethically and responsibly in the operations process, for example, minimising waste or implementing the use of safe or unharmed products, this will reflect well on the company's reputation and may attract more customers. For example, customers are more likely to choose companies that are socially responsible. The company's positive reputation can also attract customers as they see the benefits of ethical company practices.

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

Corporate social responsibilities involve going beyond the minimum legal requirements so a business can be perceived in a more positive way. A business might be resistant to meeting corporate social responsibilities as it often requires significant financial commitment, as well as the commitment of time and may require a business to overhaul an aspect of its activities.