Discussion 5

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Business ethics refers to adoption of practices that protect the society and the environment. It suggests making an organization socially responsible such as by forming its corporate social responsibility strategy. Accenture is an Ireland based company that has strong ethical values. The company is meeting its goals of being socially responsible by defining the code of ethics. The company is refraining from engaging in any business practices that could threaten the society or the environment (Kauflin, 2017). Information security and intellectual property rights are two areas which receive great attention. The company exhibits its responsibility towards society by assuring that no confidential information of clients is disclosed.

Accenture has adopted solid ethical practices such as by designing the code of ethics. Every employee is told to follow the code of ethics such as complying with the laws. They are restricted from accepting any kind of gifts or favors. These practices are used for removing corruption from the company. Strict anti-money laundering laws and policy also depicts solid ethical practices. The employees at the organization are encouraged to share suspicious activities. The company is acting ethically by maintaining a fair competition that suggests price fixing and market allocation (Kauflin, 2017).

Accenture is socially responsible because the company’s policy is focused on three main areas of corporate social responsibility. The company has a strong commitment for human rights which means treating all employees equally and without any discrimination (Kauflin, 2017). The company is also environmentally responsible for which it has adopted sustainable growth practices. It is focused on minimizing negative environmental impacts and promoting an awareness for environment conservation. The corporate citizenship initiative is also identified as social responsible behavior because the company is involved in the global giving program. It is focused on volunteering time and skills such as by offering learning opportunities to employees.

Reference

Kauflin, J. (2017). *The World's Most Ethical Companies 2017* . Retrieved 01 22, 2020, from https://www.forbes.com/sites/jeffkauflin/2017/03/14/the-worlds-most-ethical-companies-2017/#18424e757bc3