Sustainability and Organizational Environment

DQ1

Operating in so many countries affects the ability to attain sustainability for Mondelez in a negative manner. In 2013, Mondelez reported to have been outsourcing more than 10% of the cocoa supply sustainability. At the same time, the firm has an agreement with so many partners to enable the attainment of the sustainability goal. Working with so many parties spoils the main goal of the firm as each of the parties concentrate on their own goals rather than the group goals. There are so many demands from the company from the various parties in the supply chain, making it difficult to concentrate on the real sustainability issues.

DQ2

The firm’s internal environment is readily changeable by the firm. On the other hand, the external environment is least amenable by the firm. The internal environment offers issues that are under the control of the firm and thus the management can change them at wish. The external environment offers factors that are beyond the control of the management, and thus the firm can only work to fit in them or avoid their negative effect.

Socially responsible companies need to support the general social welfare of the stakeholders, such as the employees. Such organizations also need to cater for the natural environment and thus engage in conservations efforts (Busse et al, 2016). A socially responsible organization also needs to cater for the general social responsibility of the community, such as participating in community sports. All the areas are of concern to the firm, and it is the role of such a company to participate and give a reason why it stands out of the rest.

Wal-Mart faces various environmental challenges in its globalization efforts. For instance, it faces the diversity problem as it needs to employ people from across the board. There have been allegations that the firm employs more of the white majority in its branches that other races, creating some tension. Cultural environment is a problem as people expect the firm to match to their respective cultural backgrounds. This creates some differences among the employees as well as the customers from different regions.

References

Busse, C., Schleper, M. C., Niu, M., & Wagner, S. M. (2016). Supplier development for sustainability: contextual barriers in global supply chains. *International Journal of Physical Distribution & Logistics Management*, *46*(5), 442-468.