Discussion 7

Author name

Affiliations

Organizations should not have the sole objective of profitability. They are also required to be engaged in socially responsible practices and avoid unfair practices for the larger return of society. Starbucks is one such principal organization that has been engaged in different socially responsible practices. Recently it has taken a good decision of assisting Crenshaw in the Los Angeles Urban League and Harlem in New York City in their collection of funds. The federal deficit and budget cuts are not allowing Urban League to raise money that it uses for education, health services, and the homeless in its areas. Starbucks has always strived to become superior corporate agents in socially and economically dejected localities. Thus, Starbucks is assisting the organization by sharing its profits from a local store (Brzezinski & Geist, & Scarborough, 2011). Moreover, it is also working for the Jobs for the U.S.A and this it asks each its customer to donate five dollars. On the other hand, Wal-Mart has been accused of using bribery in expanding its business. Walmart is pursuing aggressive international expansion and for this, it has paid big bribes and violated US law. The organization should not set the profitability its only objective but also avoid unfair practices while conducting business. In this way, it will enjoy the long term profits.

Organizations are also affected by technologies that may result in disruptive innovations (Christensen, Raynor, & McDonald, 2015). For example, the use of the internet by businesses is resulting in disruptive innovations. Moreover, this is mostly the feature of small markets that instead of improving the current products offer new products and services (Tidd, 2001). Clayton Christenson was a person who first discussed this concept. There are numerous examples of disruptive innovations such as the manufacturing of computer disks. These products require continuous improvements but have fewer prices (King &Baatartogtokh, 2015).

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