

CS 3001-C: Computing, Society, and Professionalism

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Week 4: Stakeholder Analysis
February 2, 2022



INA Psychological
Theory
and Women's
Development

DIFFERENT

VOICE

Carol Gilligan

Who are stakeholders?

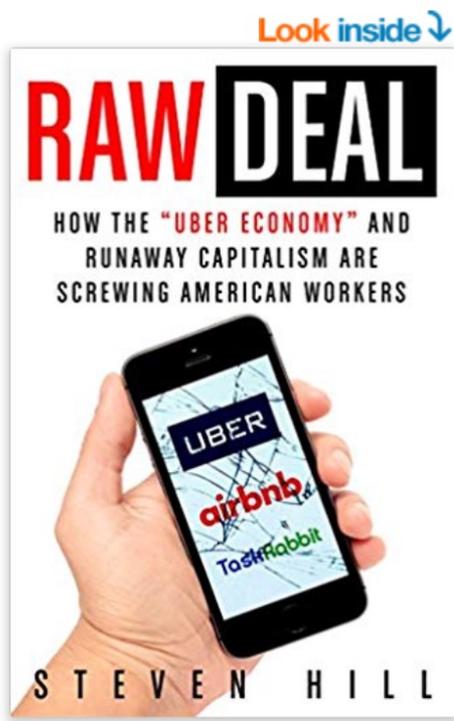
- Mostly discussed in the context of business ethics.

Ethical dilemma and stakeholders

- E.g., Profit vs. low wage
- E.g., Production vs. pollution

- Uber is one of Silicon Valley's biggest success stories.
- The company is valued at close to \$70 billion by private investors and now operates in more than 70 countries.

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"What's going to happen to my job?"

That's what an increasing number of anxious Americans are asking themselves.

The US workforce, which has been one of the most productive and wealthiest in the world, is undergoing an alarming transformation. Increasing numbers of workers find themselves on shaky ground, turned into freelancers, temps and contractors. Even many full-time and professional jobs are experiencing this precarious shift. Within a decade, a near-majority of the 145 million employed Americans will be impacted. Add to that the steamroller of automation, robots and artificial intelligence already replacing millions of workers and projected to "obsolesce" millions more, and the

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Over the last century, the world has experienced unprecedented economic growth, primarily driven by energy use

GDP growth

..... CO2 emissions

- - - Energy (terawatt-hours)

— GDP

9.3T
28.0K
13.5B

1950

1960

1970

1980

1990

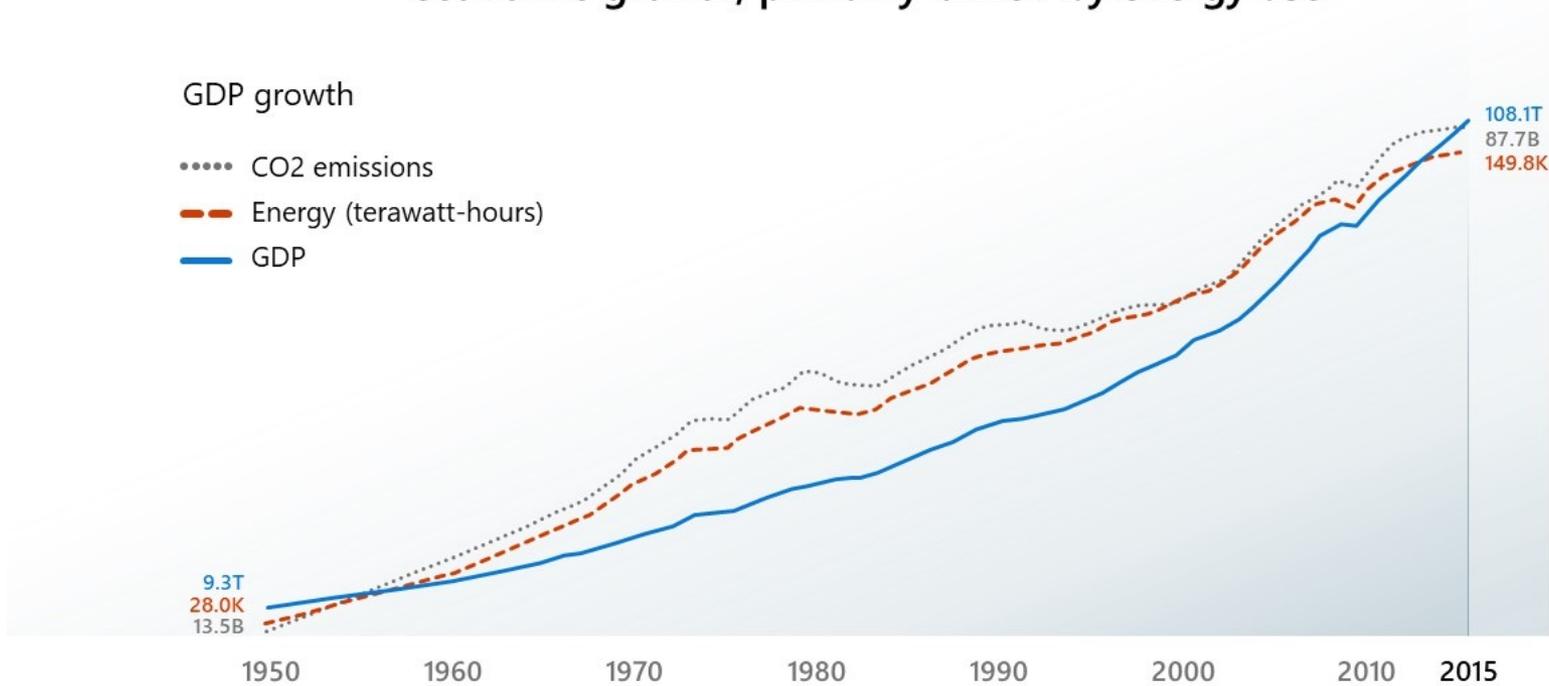
2000

2010

2015

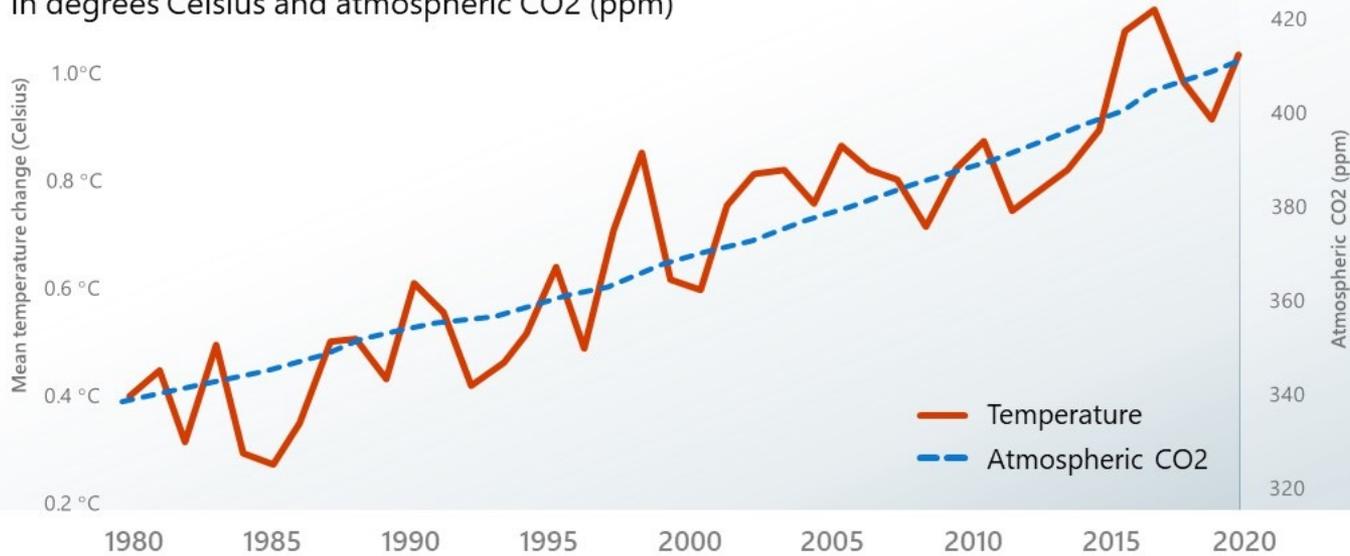
108.1T
87.7B
149.8K

Source: ourworldindata.org



Increase in carbon dioxide emissions is the primary driver of rising global temperatures

Mean temperature change relative to 1850–1900 in degrees Celsius and atmospheric CO₂ (ppm)



Source: HadCRUT4.6 and NOAA

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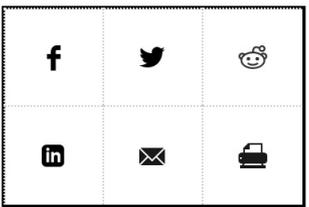
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Plastics Plants Are Poised to Be the Next Big Carbon Superpolluters

A boom in petrochemical plants driven by cheap natural gas could lock in greenhouse emissions for decades to come

By Benjamin Storrow, E&E News on January 24, 2020

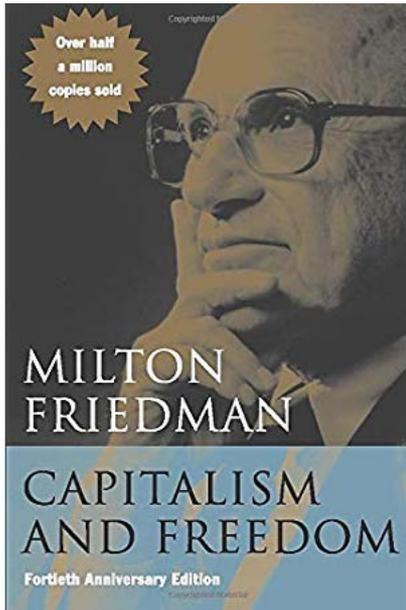


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4 hours ago — Bev Banks and ClimateWire

Milton Friedman



American Economist

- 1976 Nobel in Economics

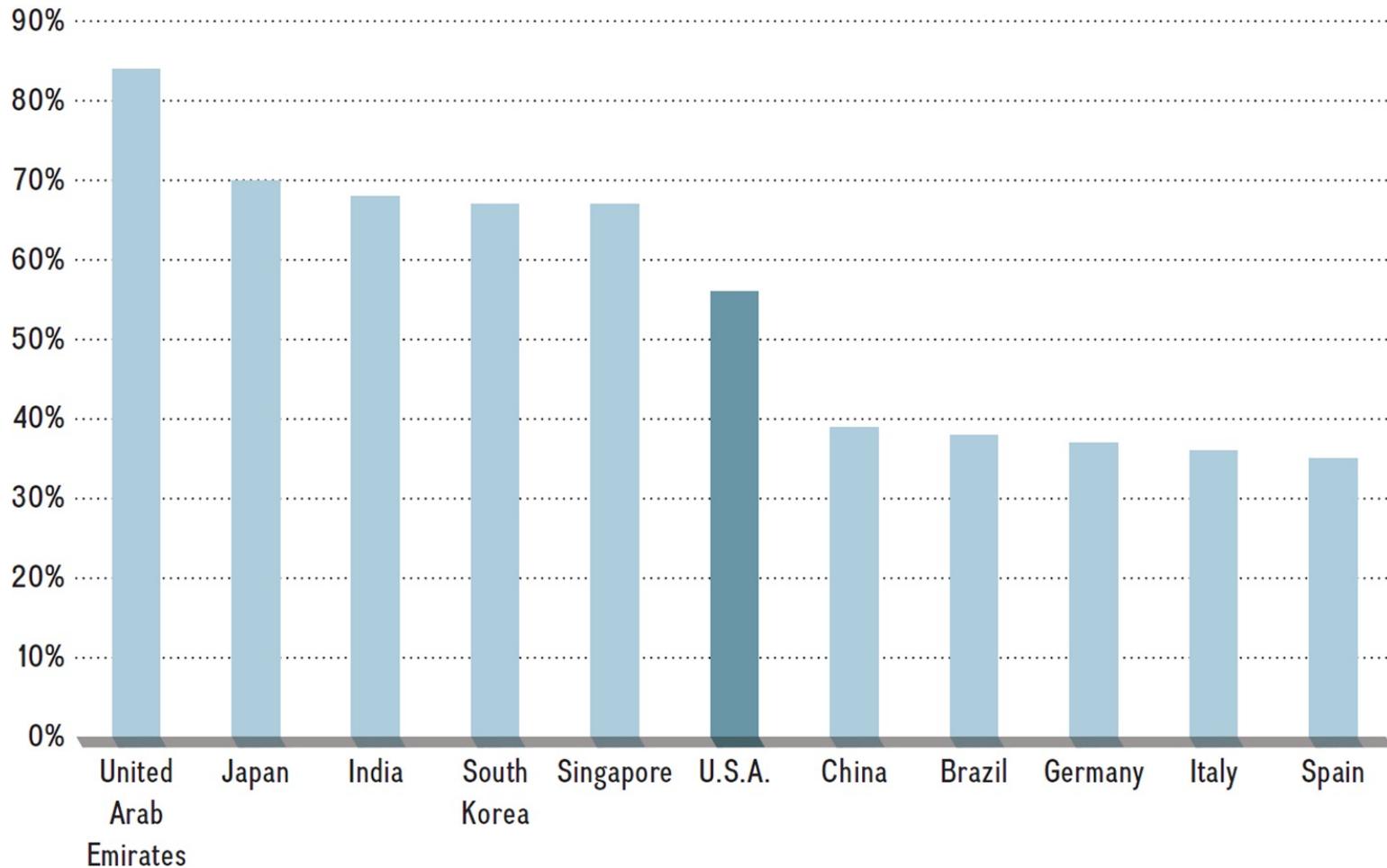
1962 book: “Capitalism and Freedom”

- The book focuses on the connection between economic freedom, political freedom, and the important impact this connection has on an economy

Milton Friedman's Philosophy

➤ “The social responsibility of business is to increase its profits.”

Percent of “Informed Public” Who “Strongly/Somewhat Agree” with Milton Friedman



SOURCE: Author’s depiction of data from Edelman’s (2011) Trust Barometer as included in “Milton Friedman goes on tour,” The Economist, January 27, 2011.

[Jump to Appendix 3 long image description](#)



The Shared Value Creation Framework

- Michael Porter argues that executives should not concentrate exclusively on increasing firm profits.
- Rather, the strategist should focus on creating shared value, a concept that involves:
 - Creating economic value for shareholders
 - Creating social value by addressing society's needs and challenges

Microsoft will be carbon negative by 2030

Jan 16, 2020 | [Brad Smith - President](#)



Michael Porter's Recommendations to Reconnect Economic & Societal Needs

1. Expand the customer base
2. Expand traditional internal firm value chains
3. Focus on creating new regional clusters



Strategy and Business Ethics



When Facing an Ethical Dilemma...



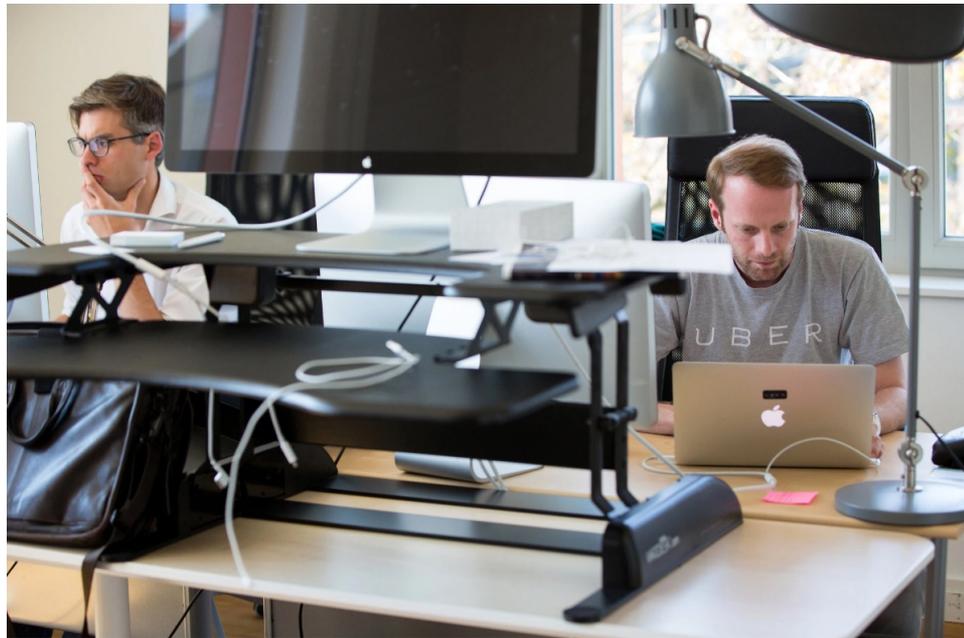
Ethical Leadership is Critical

nytimes.com/2017/02/22/technology/uber-workplace-culture.html

TECHNOLOGY

The New York Times

Inside Uber's Aggressive, Unrestrained Workplace Culture



Uber offices in Berlin last year. Some current and former Uber employees describe a largely unrestrained workplace culture. *Krisztian Bocsi/Bloomberg*

Ethical Leadership Is Critical

- CEOs of Fortune 500 companies are under constant public scrutiny.

- Does Facebook have an ethical responsibility to curb the spread of misinformation and disinformation and provide corrections when people do share these type of content?