Week 4: Stakeholder Analysis
February 1, 2023
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.
"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 "abolish" millions more, and the...
Over the last century, the world has experienced unprecedented economic growth, primarily driven by energy use.

GDP growth:
- CO2 emissions
- Energy (terawatt-hours)
- GDP
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)
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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Milton Friedman

American Economist

- 1976 Nobel in Economics


- The book focuses on the connection between economic freedom, political freedom, and the important impact this connection has on an economy
“The social responsibility of business is to increase its profits.”
Percent of “Informed Public” Who “Strongly/Somewhat Agree” with Milton Friedman

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
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

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
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?