

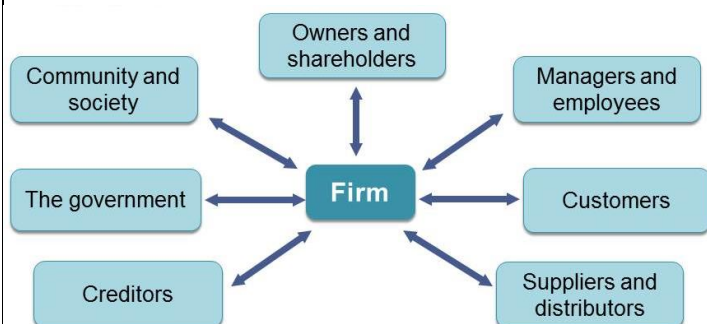
# Chapter 3

## Business Ethics and Social Responsibilities

### Social Responsibility

What is social responsibility?

- As a member of society, a firm has to accept its social **responsibility**.
- Social responsibility is often used to describe a firm's responsibility to all **stakeholders**.
- A stakeholder is a person or a party who affects, and can be affected by the firm's **decisions** and **behaviour**.
- Who are the stakeholders of a firm?



- A firm should socially responsible to its stakeholders
  - A firm's continuing operation needs the **support** of the community.
  - Enhance the firm's **image** and **reputation** as a good employer or responsible corporate citizen, which may help the firm attract more customer purchases.
  - If a firm implements policies that improve the staff's welfare and work environment, staff **morale** and **loyalty** can be enhanced. The firm's and its staff's **productivity** may increase.
  - If most firms are willing to adopt policies to protect workers and the environment, the government will not impose more stringent **laws** and regulations.
  - If a firm do not take up social responsibilities, the environment will deteriorate and people's health may be harmed. In the long run, investors and talent may leave for other countries with a better environment.

### Owners or shareholders

- Why are owners and shareholders stakeholders?
  - The owners or shareholders have invested their **money** in the business and bear the financial **risks**.
- How can a firm be socially responsible to them?
  - They have to make decisions in the interests of making a profit of the owners and shareholders.

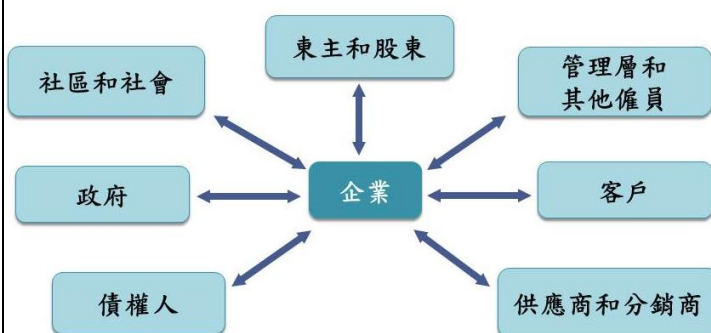
# 第 3 章

## 商業道德與社會責任

### 社會責任

甚麼是社會責任？

- 作為社會的一分子，企業須履行一定程度的社會責任。
- 社會責任一般指企業對所有持份者的責任。
- 持份者是指可以影響企業的**決策**和**行為**，同時受它們影響的人士和團體
- 誰是企業的持份者？



- 企業應對持份者履行社會責任
  - 企業能否持續經營，有賴社區的**支持**。
  - 塑造良好僱主和負責任的企業公民的**形象**，吸引更多顧客光顧。
  - 假如企業的政策能夠提升僱員的**士氣**和對公司的**忠誠度**，將有助增強員工和企業的**生產力**。
  - 假如企業自願推行保障員工權益和保護環境的政策，或可避免政府訂立和實施更嚴厲的**法規**。
  - 如果企業不履行社會企業責任，社區環境便會惡化，而且人們的健康也會受損。長遠而言，投資者和人才或會轉到其他環境較佳的國家 投資和發展。

### 東主和股東

- 為甚麼東主和股東是企業的持份者？
  - 因為他們向企業投入**資金**，並承擔營商的財務**風險**。
- 企業如何對東主和股東履行社會責任？
  - 管理層在作出決策時，以為東主和股東賺取利潤為依歸。

## Managers and other employees

- Why are managers and employees also stakeholders?
  - Managers are responsible for using a firm's resources to earn profits for its owners or shareholders.
- How can a firm be socially responsible to them?
  - A firm should provide a safe and healthy working environment for its staff.
  - To ensure that all employees are treated fairly and equitably, a good staff recruitment, development and appraisal system should be put in place.
  - Equal opportunities and no discrimination.
  - If a firm is not socially responsible to its employees,
    - ✧ high staff turnover and low morale
    - ✧ The performance and productivity of the firm will be adversely affected.

## Customers

- Why are customers stakeholders?
  - A firm has a basic responsibility to produce products or services to satisfy the needs of customers.
- How can a firm be socially responsible to customers?
  - It should provide good quality and reasonable prices products or services to the customers.
  - Assure the products or services have good and safety quality.
  - Provide good after-sales service

## Suppliers and distributors

- Why are suppliers and distributors stakeholders?
  - Supplier: supply inputs (e.g. raw materials or semi-finished products) to firm
  - Distributors (e.g., wholesalers and retailers): distribute the firm's products to customers.
- How can a firm be socially responsible to ?
  - Honour its contracts with suppliers and distributors
  - Supplying good quality products to its distributors.
  - Make the payment to the suppliers on time.

## 管理層和其他僱員

- 為甚麼管理層和其他僱員是企業的持份者？
  - 他們負責運用企業的資源，為東主或股東賺取利潤。
- 企業如何對管理層和其他僱員履行社會責任？
  - 企業應為員工提供安全和健康的工作環境
  - 要做到公平公正，企業應建立良好的員工招聘、專業發展和評核制度。
  - 確保所有員工得到平等的機會，不被歧視。
  - 如果企業不能對僱員履行社會責任，便會引致
    - ✧ 員工流失率偏高及工作士氣低落
    - ✧ 對企業表現和生產力造成不良影響

## 客戶

- 為甚麼客戶是企業的持份者？
  - 企業的基本責任是生產產品或提供服務，以滿足客戶的需要。
- 企業如何對客戶履行社會責任？
  - 企業應為客戶提供質素好，價格合理的產品或服務。
  - 確保產品或服務具有良好及安全的質素。。
  - 提供良好的售後服務

## 供應商和分銷商

- 為甚麼供應商和分銷商是企業的持份者？
  - 供應商：提供投入，如原材料、組件或半製成品
  - 分銷商（例如批發商和零售商）：把產品分銷到客戶手中
- 企業如何對供應商和分銷商履行社會責任？
  - 企業應履行與供應商和分銷商簽訂的契約
  - 向分銷商提供質量好的產品。
  - 準時付款給供應商。

## Creditors

### ○ Why are creditors stakeholders?

- A firm may borrow money from **banks** or issue **bonds** on the market. Banks and bondholders then become **creditors** of the firm.

### ○ How can a firm be socially responsible to creditors?

- Pay **interest** and principal to creditors on time
- Provide **accurate** financial information to creditors because this helps them assess **risk**
- Not **exaggerate** its financial position and its ability to repay debts

## The government

### ○ Why is the government a stakeholder?

- The government can introduce **policies** that affect business operations.
- The government's finances are affected by **tax** payments that firms make.

### ○ How can a firm be socially responsible to them?

- Comply with the **laws** and **regulations** imposed by the government
- Pay **taxes** promptly and honestly

## Community and society

### ○ Why are the community and society stakeholders?

- A firm provides **employment opportunities** and supplies **goods and services** to a community.
- A firm may cause **pollution** and **traffic congestion** during the production process.

### ○ How can a firm be socially responsible to them?

- Adopt production methods that **minimise** damage to the environment and implement policies to protect the environment
- Pay **compensations** to those adversely affected by their operation, even though this may not be required by law.
- Organising and supporting a wide range of **charitable** activities and **volunteer** work  
Examples include:
  - ✧ implementing tree planting programmes
  - ✧ providing free meals for poor families
  - ✧ sponsoring educational programmes

## 債權人

### ○ 為甚麼債權人是企業的持份者？

- 企業向**銀行**借款或在市場上發行**債券**，所以銀行和債券持有人便成為企業的**債權人**。

### ○ 企業如何向債權人履行社會責任？

- 企業準時支付利息和清還本金給債權人
- 企業應向債權人提供**準確**的財務資料，這有助債權人準確地評估貸款**風險**。
- 不應**誇大**企業的財務狀況和還款能力

## 政府

### ○ 為甚麼政府是企業的持份者？

- 政府推行的**政策**可影響企業的營運
- 企業繳付的**稅款**也會影響政府的財政狀況

### ○ 企業如何向政府履行社會責任？

- 企業有責任遵守政府訂立的**法規**
- 按時和誠實地繳交**稅款**

## 社區和社會

### ○ 為甚麼社區和社會是企業的持份者？

- 為普羅大眾創造**就業機會**及提供所需的**商品和服務**。
- 企業在生產過程中，可能會產生**污染物**和引致**交通堵塞**，破壞環境。

### ○ 企業如何對社區和社會履行社會責任？

- 企業應採用恰當的生產方法，盡量**減輕**對環境的破壞，並實行保護環境的措施。
- 若有人因企業的營運和生產活動受到負面影響，即使法律沒有相關規定，企業亦應向受影響人士作出**賠償**。
- 組織並支持各種**慈善**活動及**義務**工作  
例子：
  - ✧ 舉辦植樹計劃
  - ✧ 向貧窮家庭提供免費膳食
  - ✧ 贊助教育活動

## Business ethics

- Business ethics involve a set of **moral** principles and **social rules** which guide a firm in making business decisions.
- Business ethics are the rules or standards that govern the **conduct** of a firm.
- A socially-responsible firm should not just obey the law, but also follow the **ethical** standards of society when making business decisions.

## Importance of business ethics

- If a firm is involved in illegal or unethical actions,
  - this may damage the **image** and **reputation** of a firm.
  - it may lose **credibility** and the **trust** of other stakeholders, including customers, employees and creditors.
  - In the worst scenario, **customers** may stop buying from the unethical firm.
  - The government may impose **fines** or **penalties** against the firm.
  - It may face business **suspension** if its stock price drops and banks are not willing to offer loans to the firm.

## Ways of enhancing awareness of business ethics

- Emphasising the importance of business ethics when recruiting
- Compiling a **code of ethics** for all staff to follow
- Providing education and training courses on business ethics
- **Rewarding** ethical practices and **punishing** unethical practices
- Senior management demonstrating commitment to ethical practices
- Taking part in activities organised by the **Hong Kong Ethics Development Centre**, which is an organisation under the ICAC.

## 商業道德

- 商業道德是企業作出商業決策時要參照和遵守的一套**道德**原則和**社會規範**。
- 商業道德是規管一個企業行為的規則或標準。
- 一家履行社會責任的企業在作出商業決策時，除了要守法外，還應遵從社會的**道德**標準。

## 商業道德的重要性

- 假如管理層參與非法或不道德的行為，
  - 會令企業的**形象**和**聲譽**受損
  - 企業因**公信力**受損而失去持份者（包括客戶、僱員和債權人）的**信任**和支持。
  - 在最壞的情況下，**客戶**會拒絕光顧這些企業
  - 政府則向企業施以**罰款**或其他**懲罰**
  - 它的股價或會下跌，銀行也可能不願向企業提供商業貸款，令企業須要**停業**。

## 如何提高員工的商業道德意識

- 在招聘員工時以商業道德作為重要的考慮和評核準則
- 就**專業操守**編製守則，讓所有員工遵守
- 提供有關商業道德的教育和培訓
- **獎勵**員工的道德行為，**懲罰**員工的不道德行為
- 高級管理層以身作則，重視商業道德
- 參加廉政公署轄下的**香港道德發展中心**舉辦的活動