

MBA英文写作工具箱节选自英文原著（3）PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/108/2021\\_2022\\_MBA\\_E8\\_8B\\_B1\\_E6\\_96\\_87\\_E5\\_c70\\_108091.htm](https://www.100test.com/kao_ti2020/108/2021_2022_MBA_E8_8B_B1_E6_96_87_E5_c70_108091.htm) 理论2: Social responsibility 社会责任

1) EXPLAIN THE CONCEPT OF SOCIAL RESPONSIBILITY AS AN ACCEPTED BUSINESS POLICY. Social

responsibility refers to management ' s consideration of the social as well as the economic effects of its decisions. It is accepted policy in contemporary business affairs. Business ethics refers to a business person ' s standards of conduct and moral values. It involves the right and wrong actions that arise in any work environment, as well as a knowledge of the framework within which the decision must be made. Some firms spell out their ethical parameters in formal codes of conduct. Other organizations allow managers to explore the ethical dimensions of decision making through workshops and seminars.

2) DESCRIBE THE RELATIONSHIP BETWEEN SELF-REGULATION AND GOVERNMENT

REGULATION. History shows that when business fails to respond to social or ethical issues, government may step in. Therefore, self-regulation is in the interest of the business community.

3) EXPLAIN HOW GOVERNMENT REGULATES

BUSINESS. Government regulates competition and competitor as well as specific business practices. Government regulation of competition became necessary in the late 1800s, when mergers and monopolies began to cause problems in certain industries. This regulation took two broad forms: regulation of industry and

enactment of laws concerning competition. The first act regulating competition was the Sherman Antitrust Act of 1890. Since then, other laws have been drafted to further regulate this area. Specific business practices are also regulated by government. The law affects nearly all facets of business, including forms of business ownership, small business, human resource management, labor-management relations, marketing, production and operations management, computers and information systems, accounting, banking, financial management, securities markets, international management, business transactions, competitive practices, and the environment.4)

**DISCUSS THE IMPACT OF DEREGULATION.** Deregulation, or the elimination of legal restraints on competition, began with the Airline Deregulation Act of 1978. Since then, the railroad, trucking, banking, and other industries have also experienced deregulation. This trend has had a significant impact on both the legal and economic setting for business. In the air travel industry, for example, it has led to the consolidation of many major carriers, as well as the growth of commuter lines designed to serve small markets.5)

**UNDERSTAND HOW SOCIAL PERFORMANCE CAN BE EVALUATED.** Social performance was traditionally measured by such factors as the firm ' s contribution to national output and employment opportunities. Today social performance is measured on a broader basis. While no generally accepted format has emerged, many companies and industries have developed their own measures of social responsibility such as social audits. In addition, outside groups may evaluate firms on their social performance. The social

responsibilities of business can be classified according to its relationships to the general public, customers, employees, business associates, and investors and the financial community. These relationships often stretch beyond national boundaries.

## 6) OUTLINE BUSINESS ' S RESPONSIBILITIES TO THE GENERAL PUBLIC.

The responsibilities of business to the general public include: dealing with public health issues, protecting the environment, and developing the quality of the work force. Public health issues include smoking, alcohol abuse, and educating employees about AIDS. Businesses should also take steps to reduce their impact on the environment (working to minimize pollution, acid rain, the greenhouse effect, and the destruction of tropical rain forests. supporting recycling. and conserving and developing our energy resources). Companies must remain alert to changes in environmental regulations, since the laws can change quickly. It is also important to business to develop the quality of its work force, since a well-educated, skilled work force is a country ' s most valuable asset.

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