

SAMPLE 1 CUEGIS ESSAY

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Section C

With reference to an organization of your choice, examine the impact of ethics on organizational strategy.

Ethics is a ~~moral~~ ~~principle~~ moral concept, which identifies what people might deem morally right or wrong, and often, organisations, like Google, might have to consider the ethical impact on their organizational strategy. Strategy refers to long-term plans or decisions made to suit the organisation, whether it is for financial benefits or brand image or even Corporate Social Responsibility.

Google, a corporation in the technological industry often weighs the ethical consideration to develop a strategy, and sometimes, unethical considerations are not to develop a strategy for financial gain. Google offers mostly free services to consumers, and get most of their income from advertisers, last year, it was found that Google tracks users internet searches of traffic, to apply internet searches to show customers suitable advertisement, like in YouTube, form of below the line promotion.

This strategy was criticised by BBC, as they said it was unethical and violates users privacy, users may be affected that Google used their internet searches to generate advertisement. However, advertisement companies are satisfied because



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Although unethical, it still impacted their strategy to generate higher revenues.

Sometimes, choices must be also made, either to uphold organisational values or increase sales revenue.

China, a growing market was a good opportunity for Google, however, the Chinese government wanted Google to censor some searches, but due to Google's ethical belief of freedom of search & uncensorship, they pulled out from China to uphold their beliefs, which was instructed by Larry Page, founder of Google, to never undermine Google's values, and brand image.

This ethical impact did affect their ~~org~~ organisational value of entering Chinese markets. This ~~is~~ ~~an~~ ~~IT~~ could have been an opportunity for market penetration.

Part of ethics is to have integrity, thus ~~cont~~ contradictory ethical choices of different strategies might not could show the opposite.

One of Google's organisational strategy is to have motivated & comfortable employees, for Google, it is ethical to satisfy your employees. It is after found that Google managers adopt a laissez-faire leadership, this ~~could~~ was impacted by the organisation's strategy. Employees are ~~with~~ motivated and satisfied due to the ethical impact on HR strategies.





In conclusion, ethical choices ^{as seen by Google} could impact organisational strategies in many ways, whether it is to increase sales revenue, uphold brand image & corporate social responsibility. Ethics also impact motivation of employees, as unethical strategies are demotivating.

