

SAMPLE 2 CUEGIS ESSAY

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Section C:

Google is an American organization, which ~~specialized~~ specializes in provision of online advertising services, search engine, and drive. Google dominates the search engine market at around 77% market share as of 2017. The company's Ethics describes the collective agreement on what is morally accepted and what is a right thing to do and what is wrong. An organizational strategy, describes the organization and planning put in place on the different activities and techniques an organization will carry out over the long-term in order to meet its organizational objectives. Through ~~the~~ its years of operation, Google has succeeded in utilizing a business-model, or strategy, which is traditionally ~~or~~ unlike non-electronic-network companies, which has been, for the most part, impacted heavily by ethical considerations.

The main strategy used by Google to generate revenue would be to provide services to the online community & free-of-charge



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like its search engine or drive, and thus building up a community of users, which can be referred to as a Google community. This community then attracts advertisers to pay Google to advertise their goods and services to ~~consumers~~ ^{the user} community. Google then uses this incoming revenue to invest back into its free-services to enhance them and attract more users. This form of strategy has lead Google to making ~~ethic~~ and being affected by a range of ethical considerations.

For example, in 2010, when entering China as a search engine for local Chinese users, China forced Google to censor searches made by the community that are viewed upon as not appropriate. For this reason, Google decided not to continue its services in China, as it believed that this would cause its free-services to have its quality negatively impacted. In other words, Google decided not to enter a very large marketplace with a huge amount of ~~revenue~~ ^{significant amount} of ~~revenue~~ potential revenue for their ~~no~~ moral stance on ~~§~~ censorship.



~~Another~~ An exam

In terms of stakeholders, Google decided to act in favor of those who do not actually pay Google so that they receive better services. Another example of an ethical decision made by Google would be the decision to

start ~~to~~ google.org, an organization that spreads awareness of climate change and global health, to cause an increase in its Google Community.

An example where Google has made a decision strategically that was viewed as unethical would be the when BBC reported in 2012 that Google had been tracking emails and other Google-based activities to provide relevant advertisement for its users. This was criticized as it was unethical due to breach of privacy.

To conclude, Google operates in an organizational strategy that drives it to consider all its stakeholders when making decisions. This is especially true when making ethical decisions as it



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Example
Exemple
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Example
Exemple
Ejemplo

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can impact different stakeholders differently based on their interests. As shown, ethical considerations took place when Google launched Google.org and when it did not enter China positively and impacted negatively when Google seemed to breach the privacy of its users.



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