

**BUSINESS ETHICS  
&  
SOCIAL RESPONSIBILITY**



«We make a living by what we get, but we make a life by what we give», – Winston Churchill.



# WHAT IS SOCIAL RESPONSIBILITY?

- Being Socially Responsible means that people and organisations must behave ethically and with sensitivity toward social, cultural, economic and environmental issues.



# TYPES OF SOCIAL RESPONSIBILITY

**Individual  
Social  
Responsibility  
(ISR)**

to  
achieve

**Corporate  
Social  
Responsibility  
(CSR)**





- Social responsibility is the idea that business should balance profit-making activities with activities that benefit society.



# CSR









# TOMS CRS MODEL



TOMS

Customer  
Buys  
Shoes



Child in  
Need  
Receives  
Shoes

10 Million



10 Million



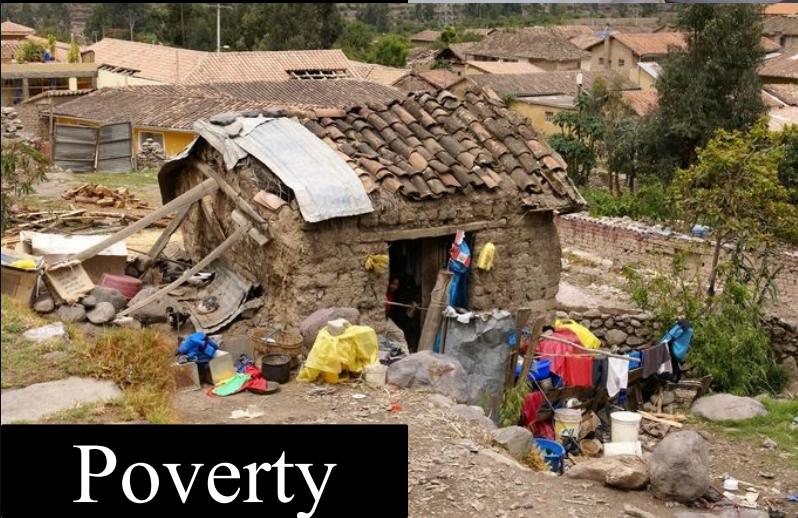
# THE CONSEQUENCES OF SOCIAL IRRESPONSIBILITY



War



Hunger



Poverty



Pollution



LET'S THINK..



CASE STUDY



“The one and only social responsibility of business is to **increase its profits.**”

Milton Friedman (1912)  
Nobel Laureate in economics

“The business of business is **serving society**, not just making money.”

Dayton Hudson corporate constitution

# QUESTIONS

- 1. Which point of you do you agree with? Why?
- 2. Do entrepreneurs in Kazakhstan have to practice social responsibility regarding country? in which forms?
- 3. Will it be profitable for business?



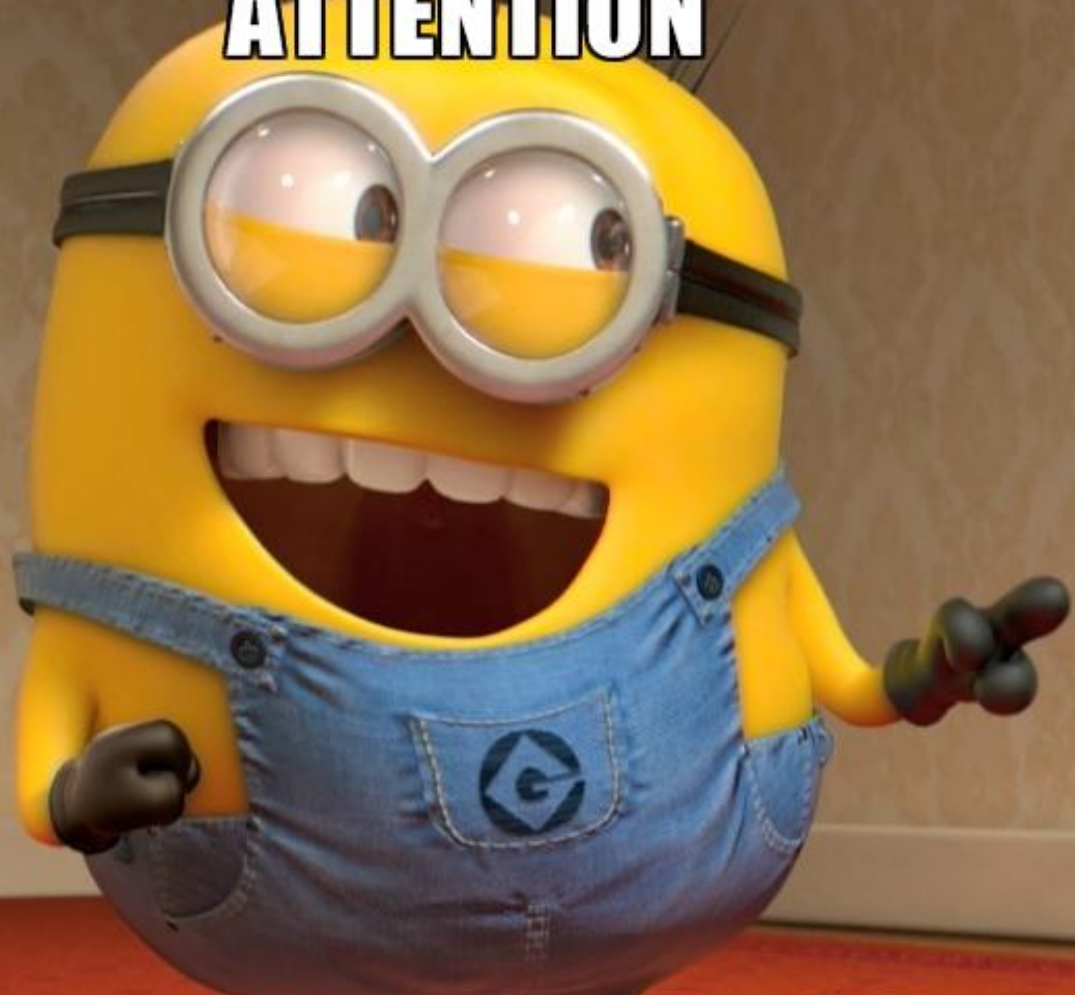




**It's Quiz Time!**



**THANKS FOR YOUR  
ATTENTION**



**ANY QUESTIONS?**