

**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

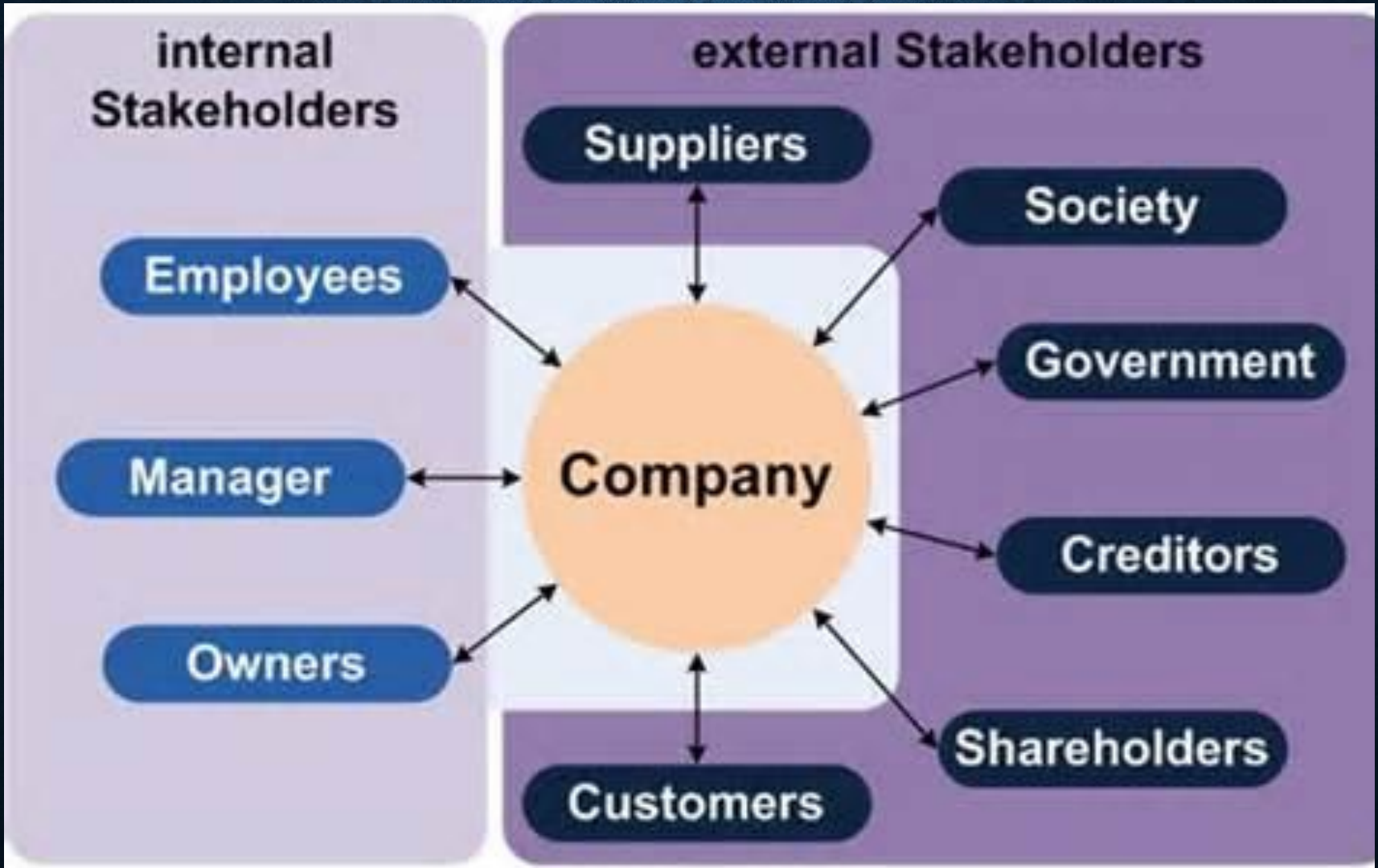
**Corporate
Social
Responsibility
(CSR)**



- 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

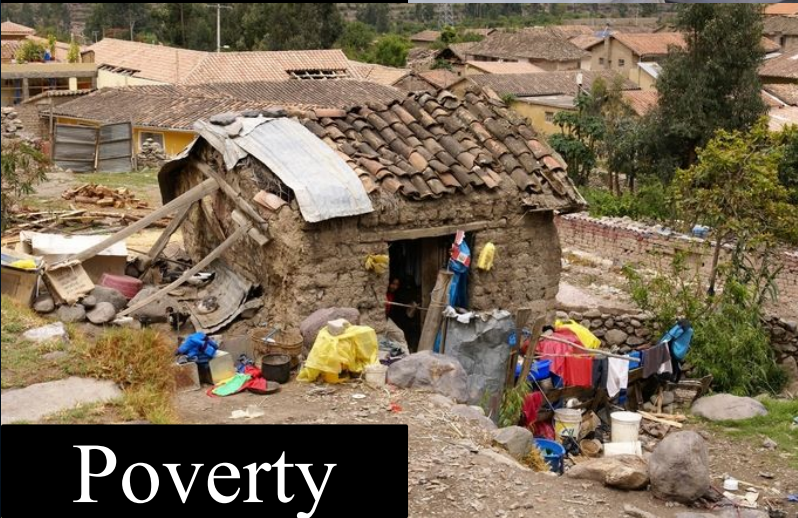
THE CONSEQUENCES OF SOCIAL IRRESPONSIBILITY



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?

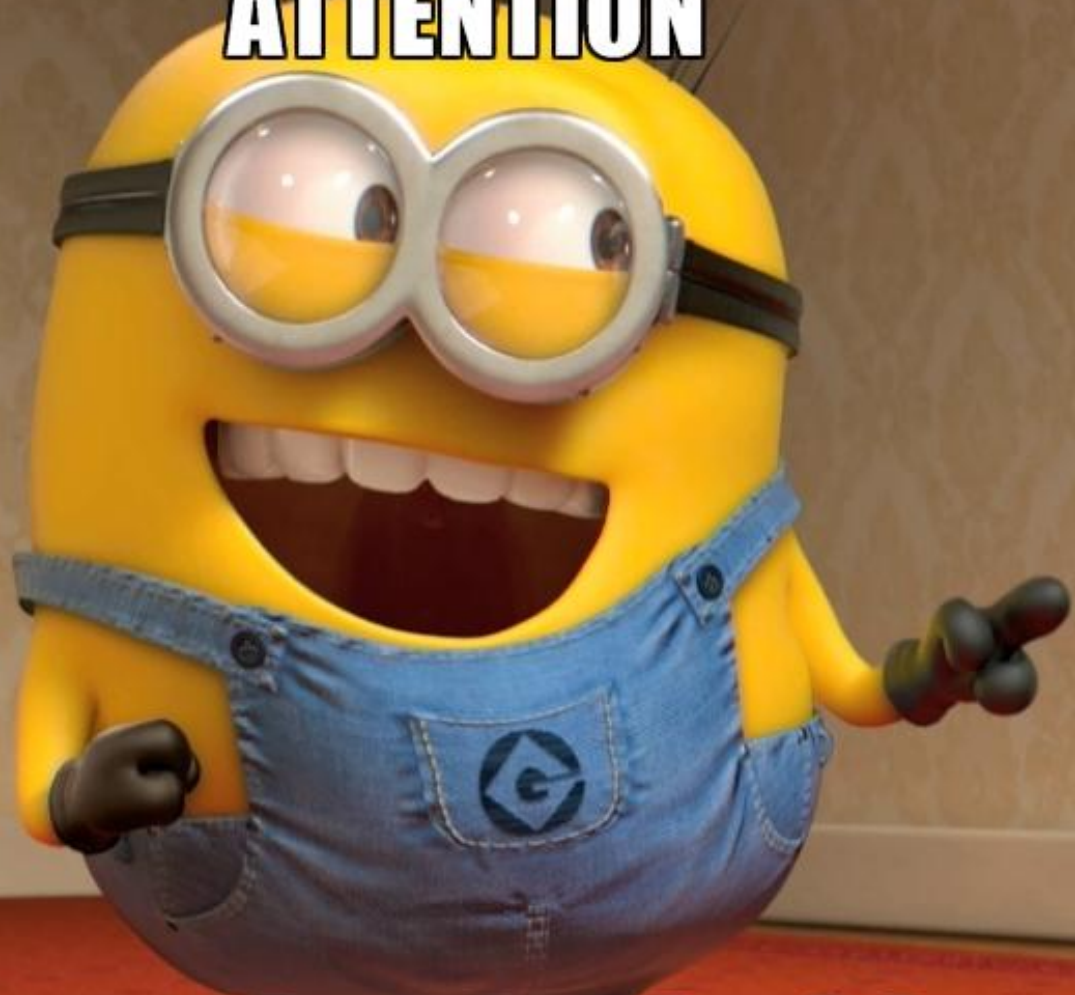




It's Quiz Time!



**THANKS FOR YOUR
ATTENTION**



ANY QUESTIONS?