BUSINESS VALUES & ETHICS

Table of Contents

Question 1 a

Discussion

1. Background of business values and ethics

In this analysis of pursuit *values* and *ethics* about business,structure is related to code of conduct and means principles for operations. Values about work management are a part of busy standards, strategies and plans. Therefore, it is seen that professional work values are related to *core values* of understanding about work modules (Craft, 2018). The core value of professional work is primarily related to researching ideas and new products developments in aspects of occupation management. Professional competitions are a primary issue that reflects on the operational process of work management. Values in the pursuit are related to core retaining of work and growth of professional work customer base.

Ethics on professional process is effectively based on marketing ethics, ethics of HR departments in an organisation. An ethical aspect of pursuit is related to technical, social and legal operations for growth of pursuit. Accordingly, it is seen that latest approach of business ethics is based on existence and functionality operations of occupation. Working Values and ethics are a critical part of management for occupation. It consists of two types of ethics, such as *management* ethics and *business* ethics.

Management ethics are consistent of social responsibility in terms of occupation management. Discipline is another part of management ethics about formation of work obligation and moral formation of duty. Owing to this management ethics, it has consisted of individual behaviours and performances on work.

Business ethics is a practice of policies for workplace and its corporate governance on potentially controversial subject management about corporate governance (Ferrell*et al.* 2019). This form of professional work ethics has consisted of accurate observation about employee's performances and misconduct in job areas. A fundamental law is a part of this pursuit of ethics that resulted in less risk consideration and more profitability for work management.

Ethical issues on ethics are a consideration in fundamental issues about trust and integrity of occupation. Accordingly, it is observed that fundamental issues are also having complex issues rooted with diversity issues, governance aspects and decision making on a term of professional work. Ethical risk is overcome with process of value promotion, providence of

ethical training, implementation of advanced systems and organisational structure used for determination of unethical activity.

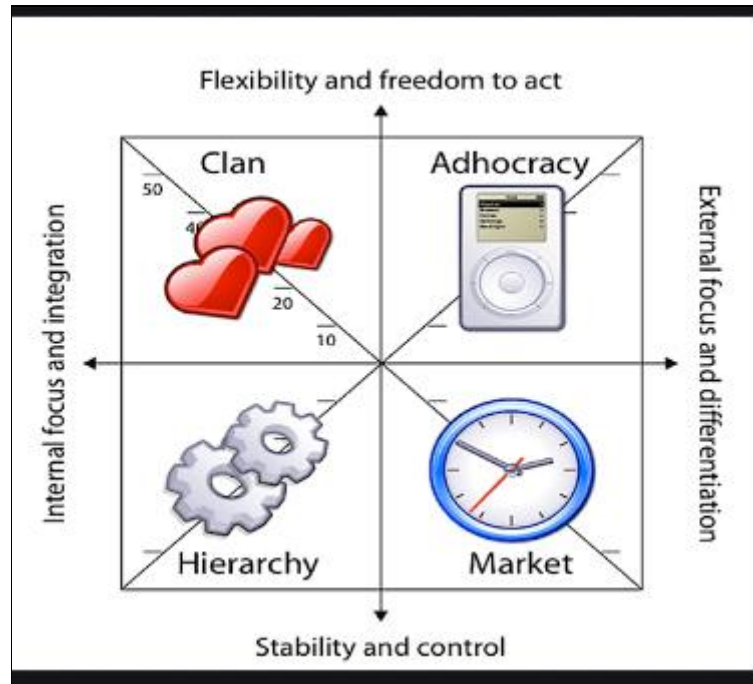2. **Four types of organisational culture**

Figure 1: Types of organisational culture

In this approach of four types of organisational culture are discussed as *clan culture*, *adhocracy culture*, *market culture* and *hierarchy culture*. In these facts of four diverse types of organisation culture, *clan culture* is directly related to the concept of collaboration (Fryer, 2016). As collaboration are a vital part of work in management, employees and staff members professionals based on sharing commodities on a pursuit and its active part of involvement. Thus, it is seen that effective communication, teamwork and consensus are a primary part of this organisation culture.

Adhocracy culture of a company is majority rooted with creativity and ideas of practical working skills. An organisation that falls under this adhocracy culture primarily prefers in risk analysis and innovative analysis for pursuit growth. Depth experimentation and respective ingenuity of employees are preferred.

Market culture of organisation primarily focuses on competition factors and different outcomes connected with an active approach in markets (Hechavarria*et al.* 2017). It is a perfect goal precise approach of work, and it is connected with share of markets and profitability from pursuit.

5

Hierarchy culture of a company is depended on strategic tools, structures, and controlling functionality. It is rooted with a formal approach and institutional guidance from an upper hierarchy of work. Leadership is a vital part of this hierarchy culture of occupation and observation with efficiency.

3. Innovation

It is a part of a professional working protocol for better understanding and effective outcome of working management. This innovation part of occupation has consisted of three parts such as *product innovation*, *process innovation* and *business model innovation*. *Product innovation* in work has consisted of diverse technical ideas for development in occupation (Macklinand Mathison, 2018). A regular and most common form of occupation is an enhancement of products feature, the establishment of camera feature and bitcoin currency.

In terms of *process innovation*, it consists of ways for delivery of services with products to customers and clients. It consists of adaptive strategies, technologies and methods for supporting and delivery of products. An improved process is processed in terms of meeting regular demands for customer needs.

Business innovation model is another critical part of pursuit organisation and transformation to a more developed one. Pursuit innovation model also a critical part of new products formation with innovative ideas for growth. A marketing channel of operation is a critical part of well-established company workings in markets. Thus, work ethics and values are primarily related to resources and base of customer models.

4. Family-owned business aspects

Family-owned pursuit protocols are having advantages and disadvantages to this occupation process analysis. Primary *advantages* of family work consist of universal values of pursuit, loyalty for work, stability in work approach and decision costing (McMurrianand Matulich, 2016). A family-owned professional work consisted of firm commitments that have an outcome of extra working hours and more flexibility for working structures.

In this family-owned pursuit, major disadvantages have consisted of lack of skills and experiences. Conflict in terms of family outcome is having turmoils among family occupation. It is having several disadvantages of working styles and risks based on family work.

5. Executive Summary with background analysis

In this discussion, it is analysed with definite values and ethics of business modules and discussed with management ethics. A definite business ethics are analysed in this process of analysis. Ethical issues are also discussed in this discussion with values and ethics of business management. Lastly, definite aspects of risk management are incorporated with values and ethics.

Question 1 b

Overview of practice and management

This overview of management and practices on management in the workplace with failed ethics are consisted impact about *performance of an employee*, *affected relation of an employee*, *damages on the credibility of company* and *occurrence of unethical behaviour*.

Performance of employee has definite approaches as of negative impacts on less performance of an employee (Nygaard*et al.* 2017). Adverse effects are analytical results that are related to this unethical performance. Employees are related to performance and ignorance of protocols and proceduresare results in less productivity. Employee performances are deliberately connected to working performance structures based on the failure of ethics in the workplace. A lack of motivation is another attribute of unethical working formats in an organisation.

A failed ethics in working formats are connected with relationship failure of an employee on business perspectives (Pedersen, Gwozdzand Hvass, 2018). Behaviour is also affected in context of less ethical mind-set in business modules. A lack of leaders is another critical con about absence of work ethics. Thus, improper ethical behaviour is a prime outcome for *affected relation of employees*. Tensions, less productivity and improper time management is a part of failed professional ethics in the workplace.

Damages on credibility of a company are a foremost outcome for lacking ethical ideas and knowledge on a pursuit. Loss of credibility and business surviving ideas and understanding is a crucial form of damages on organisational credibility. It is a result of less understanding about work ethics. Thus, lack of working formats is a significant part of losing customers and business loss. Losses of ethics about business are consisted of loss of time management, loss of customer base and abandon for process about working structures.

Occurrence of unethical behaviour is a first affected part of professional workings; it is a result of inferior planning and faults in management of pursuit. Employees that are unable to meet goals, daily deadlines and time management is a primitive part of unethical prospects and considering performance on employees. Unethical behaviour in pursuit is a primary part of left unnoticed on employee performances and left credibility of completing tasks. Improper training is a daily outcome for unethical behaviour in professional field of working structures and requirements of business necessity.

Operational model in business

Owing to this operational model of business, it is followed by two steps of the operational model on business (Randlesand Laasch, 2016). This operational business process consists of *stages of development* and *process of production sections*. In this models of business process it is consisted of other subpart of development for business processes such as follows

- **Workflow production**

In this mode of working structures, it is connected with systematic description for occupation services and workflow. Along with this, diverse aspects of issues are analysed with workflow procedures of productions, process and mitigation of risk. A process of production for employees are consisted of hazardous steps, hence a necessary safety steps are to be implemented in production workflow structures.

- **Association of industry memberships**

Aspects of industrial association membership are connected with regulation, protocols and local regulation based on organisational aspects. It is also consisted of definite outline about opportunity that is taken with aspects of respective laws and regulations. Supply chain process and its explanation are primarily connected with industry suppliers, prices, conditions and terms.

- **Control of quality**

It is a most critical part of business growth on measurement of controlling quality and set up about established quality control procedures (Roy*et al.* 2018). Apparently, it is seen that an organisation needs to be implemented with controlling quality certificates.

Process of production subpart has consisted such as follows:

- **Physical planting**

Physical plantingis a part of planting physical location of a business that involves different types of site and type of working formats of business. All forms of real estate appraisal, operations are connected with the operation of a business worth process, building and importance of the growth of a business.

- **Special requirements of the production process**

In the context of this special requirements process for business are consisted of innovative equipment on needs for professional work. An estate of agreements leases with management operations and proposal for pursuit formations.

- **Process of production**

Production is a part of a products manufacturing system that is consisted of services and ability of production. In this production process, it is having several services and time of production framework and its descriptions.

Focus on organisational culture

In this process, four types of organisational cultures are discussed such as hierarchy culture, adhocracy culture, clan culture and market culture. Along with these different innovative processes are implemented, such as product innovation, process innovation and business innovation model.

Recommendations

It can be recommended in terms of ethics and business perspectives such as:

- Providence of equal opportunity about participation on long term work projects and its exploration for completion (Spence, 2016). A respective variance is to be incorporated on risk estimation and operation about mission.
- A specific application of policies and sufficiency for protection about privacy ison personal data. Along with this definite amount of protection and privacy of data are provided with sufficient approach on business modules.
- Decision-makingprocess is needed to be more precise in order to overcome ethical issues in management of professional work. Thus, decision-making process results in active observation on consequences in pursuit.

Conclusion

Hence, it can be concluded that business value and management of ethics and work value management consist of definite core values and good ethics for works.

Question 2

Executive summary

In this report, analysis it is incorporated with effective analysis is incorporated with Cisco environmental ethics. A respective criterion for CSR is also analysed in this report perspective and CSR respective approaches analysed with annual report. Lastly, different cyber-attacks are discussed in this report analysis about with sustainability aspect.

Environmental ethics

Environmental ethics in terms of an organisation *Cisco* are discussed with such as follows:

● **Care of planet**

Environmental ethics on taking care of planet is related to ideas and sustainability criteria of environment for economic growth and development. Global citizens are mostly benefited with environmental ethics on steps of reduction of greenhouse gases emissions, perseverance of biodiversity and different natural resources (Wang, Cheneyand Roper, 2016). At Cisco, renewable and user-friendly products are designed for overcoming generation of wastes. Thus, it is a very significant part of environmental ethics and needs for business ethics.

● **Global issue solving in planet**

In this global aspect of saving planet is connected with different opportunities and impacts on environmental markets about supply chain. The latest technology is a vital part for the accomplishment of global issues in planet. It involves a diverse process of reduction on 45% greenhouse emissions. Annually it is observed that nearly 13, 946 tonnes of products are recycled, reused and refurbished.

Criteria for CSR

Accordingly, it is seen that in chosen organisation of *Cisco*, definite criteria for CSR (Corporate Social Responsibility) mainly focused, such as follows:
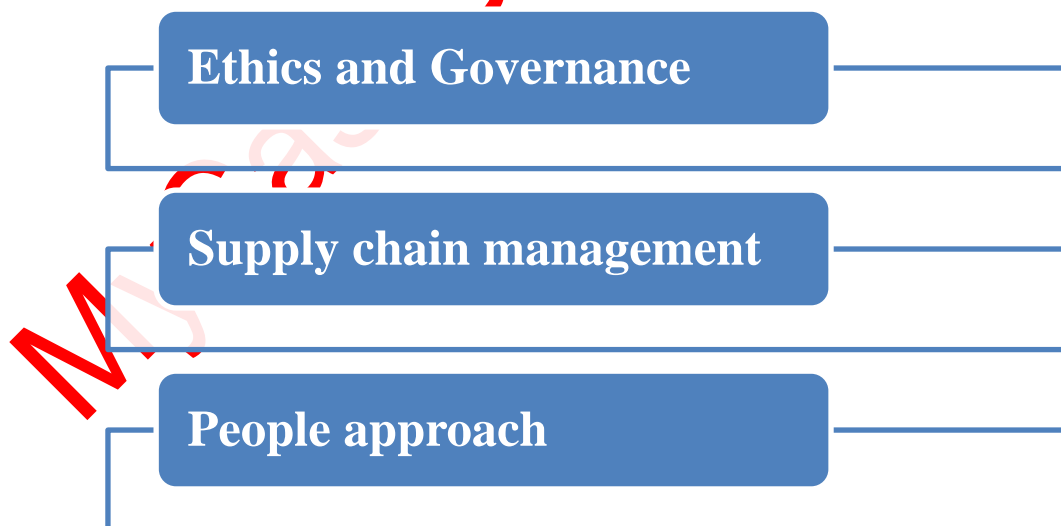
Ethics and Governance

Supply chain management

People approach

Figure 2: Corporate social responsibility of cisco

● **Ethics and Governance**

Governance and ethics are effectively related to a firm commitment to strong governance of practices about ethics and different levels of business. In connected with CSR, Cisco empowers expertise of good ethical advice and innovative aspects of technology.

- **Supply chain management**

Governance and ethics are effectively related to a firm commitment to strong governance of practices about ethics and different levels of business (Grant, Arjoon and McGhee, 2017). In connected with CSR, Cisco empowers expertise of good ethical advice and innovative aspects of technology.

- **People approach**

This part of supply chain analysis is incorporated with different higher standards of technology, ethics, and rights of labour and environmental safety. In this supply chain management, it has consisted of a massive spectrum of customer's base and requirements of fulfilled operation of Cisco. Process of production is followed by a systematic model such as *CTO (Configure to Order)*. Services and model of production is configured with cost benefits structures and sourcing strategy. In addition to this chain management system, it is having 1000 suppliers with logistics providers.

- **Society**

In context of people approach about Cisco, it is having a right working environment and highly advanced culture with innovative employees (Herschel and Miori, 2017). Accordingly, it is seen that people in this company is connected with data and internet. People approach in this above organisation consists of several fresh possibilities and ideas. *B2C (Business to Customer)* is a primary goal in this organisation of Cisco.

- **Environment**

Technologies are majorly a part of development for sustainability and helping customers in terms of business demands. In aspects of Cisco environment, it is primarily connected with information gathering for overcoming challenges for management (Latif *et al.* 2017). In terms of materiality environment, it is seen that a definite amount of *LCA (Life Cycle Assessments)* are analysed respective to products, and it has environmental impacts. *GRI (Global Reporting Initiative)* is used by Cisco for performance indicator and significant impacts on environmental assessments.

Usage of the annual report of any organisation

Annual report of mentioned pursuit ventures with annual meetings with shareholders and with *CSR (Corporate Social Responsibility)*. In this discussion on a specific company, it primarily consists of *CSR (Corporate Social Responsibility)* perspectives. Different core, culture and invest are primarily related to CSR. Most significant potential impact on diversity and inclusion are connected with local programs of community.

Relatively it is seen that cumulative people number and CSR signatures and programmes are announced with goal of 469 million in 2016 (McMurrian and Matulich, 2016). It is also assumed by year of 2025, CSR investment and goals are expected to increase by 47%. Accordingly, it is observed that with implementation of environmental impacts, operations of Cisco have extended with products and necessary service management.

Figure 3: Culture of integrity with sustainability

(Source: Sulphey and George, 2017)

Organisation Cisco

CSR of Cisco is majorly focused on three necessary culture of integrity with *people*, *society* and *planet*. Accordingly, it is observed in this process of critical cultural integrity is consisted of 80% of engagement of employees. These key factors of people donation are obtained from volunteering. *CCF (Conscious Cultural Framework)* of Fiscal 2019 is primarily related to

information and interactions with one another (Mili, Gharbi and Teulon, 2019). In the year of 2020, fiscal policy has been implemented with updating of code context cultural aspects.

Society of Cisco is primarily related to one billion positively affects people by 2025 and reached 2 million of Cisco networking development with 10.9 million people. In perspective of planet, energy and *GHG (Greenhouse Gas)* is connected with a 60% reduction of total scope. Fiscal policy has invested 45million dollars in terms of energy efficiency maintenances on planet.

In terms of business model on *Gas Emission Reduction* is related to better automation, analytics and security. Strategic approach on pace of innovation is efficiently related to pace of innovation, network and transformation. As on year of 2007 to 2012, nearly 25% reduction has proceeded. It is a process contains 4.1% per year decrement, and it is idealised for more reduction as of 2050.

Usage of a sustainability index

Sustainability index of an above-specified organisation has consisted of internal and external stakeholders and its implementation with CSR (Raman, Garg and Thapliyal, 2019). Owing to this index sustainability, key accomplishment in year of 2012 is described such as

- Sustainability climate change strategy with goals in reduction of greenhouse gases and scope on 25% emission worldwide.
- Accordingly, it is seen that in above business venture, it consists of 100% eligibility on completed Code of Conduct on business. In terms of reduction goal, it is related with separate goals and clear intentions as per revenue data about 15%.
- This amount of fund is related with necessary cash in a contribution for greenhouse gas reduction. In this process of sustainability index approaches, it is consisted of good amount key accomplishment in Cisco.

Non-financial Metrix KPI

It is a part of non-financial metrics analysis on this specific company that resulted in contribution and reflection on success factors about this organisation. In this non-financial metrics observation, it is seen that *KPI (Key performance indicator)* on services and

management process (Rutti *et al.* 2016). A diverse outcome with KPI services management process consists of *design of service*, a *transition of service* and *operation services*.

It is seen that KPI of above company is primarily based on *environmental management*, *greenhouse management* and *energy usage*. Environmental management of fiscal year 2009 is 68%, greenhouse emission has met with 39%, and energy usage is about 90% on electricity-related energy usage.

Giving back to community

In this context of giving back to the community is a part of community culture in this organisation(Tantalo and Priem, 2016). Raising money and aiding local people, collaborating with a non-profit organisation is an active part of this company (Sulphey and George, 2017). Employees of Cisco have definite five-day time in a year for volunteering job with unique concept with *Time2Give*.

Training to staff

Training of staff and employees consist of prestigious certification about this company. Certificates on this company type of *classroom training*, *electronic learning*, *library learning* and *self-study learning network*. In these training aspects, is implemented with technology and an array of product training.

Safety incidences

Safety is a biggest priority for this specific company, and these forms of safety are primarily related to a public agency and optimum costing solution (Tantalo and Priem, 2016). A network of this organisation is primarily related to converged network and security of environmental governance on agency. A digital form of safety is anexcellent way of providing safety with IOT (Internet of things) and AI (Artificial Security).

Complaints from staff and customer

Owing to this necessary understanding of customer and staff services, Cisco ranking is 603 among thousands of companies. Accordingly, it is seen that rating of customer services and staff service score is terrible among 134 ratings.

SWOT analysis

Strength	Weakness
● It has diverse, sophisticated market segments and solutions ● In this specified organisation, it has definite better long term values	● It is having less storage of network market ● An inferior presence of outsourcing technology
Opportunity	**Threat**
● A massive expansion of the strategic alliance ● Data application process is more innovative	● Usage of cloud servers sales in low ● Huge competition in the open-source market

Table 1: SWOT analysis of Cisco

Question 3

Fundamental data ethics

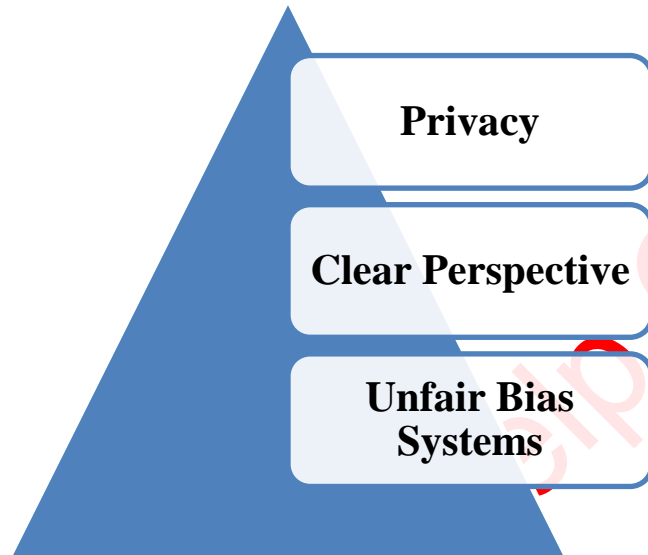Fundamental data ethics for an organisation is described, such as follows:

Figure 4: Fundamental data ethics of organisation

- In an organisation *privacy* of identity and necessary data of customers, need to be secured. This privacy process about data security needs to be required with legal aspects and audited data.
- Customer needs to be incorporated with *a clear* perspective of data usage and its privacy (Vazquez, 2018). Any forms of private data acquiring process and third party systems of analytics must be present.
- Use of big data in terms of *unfair* bias systems is preferred in many organisations. Algorithm and machine learning software must be coded with intelligence of discrimination on unfair bias.

Steps taken in organisation of rights and security department

Different steps of *rights and security* of people are analysed, such as follows:

- Identification of risks is a primary part of overcoming malicious data and misuse of personal data(Walker, Russel and Kurz, 2017).

- A security policy is the best step to protect people's rights and integrity of private data. Viable policy is a primary part of mitigating security breach.

Challenges of data is mitigated and discussed, such as:

- *Real-time analysis of data* input and output is an efficient way to overcome a data breach. Global security with automated extraction, load and transformation is incorporated with a higher layer of protection.
- *Resistance of organisational* is present in a company, and it is based on innovative methods for overcoming data challenges. A high-integrated software is used in this protection of challenges on data.

Analysis of data protection act

Latest act of data protection is described as *Data protection act 2018* is an act that is used for necessary personal controlling of data in an organisation. It is used in a fair, transparent and lawful way for protection principle (Walker, Russel and Kurz, 2017). An act needs to be accurate and is always in formats of update.

Cyberattacks

Owing to this aspect of cyberattacks, it can be described, such as:

- *Dos (Denial of service attack)* are a form of attack that results in unresponsiveness of services from sources.
- *Man in middle attack* occurs on a server connected with clients and hacker has full potential to gain control of a server and leads to disconnection of a computer.

Question 4

Q1. Benefits of community and business management

Role of business in society is based on a critical analysis of issues that are present in society. In several years of *Walmart* business, it has achieved sustainability agenda and new commitments for development of society. Walmart has chosen *a renewable source* of energy for designing of low emission plan in society. A futuristic plan for the year of 2025, *zero waste* to landfill is a significant contribution by Walmart in society.

Since introducing sustainability program, Walmart is trying for positioning itself to be a leader in responsibility of corporate environmental issue. However, management is facing dilemma in addressing short-lived products' challenge that increases landfill waste. As a result, though sustainability campaign of concerned company has proved wonders for public image, this company has done little contribution for environment.

Q2. Business responsibility for earning profit and ethical suppliers

It can be assumed that *suppliers* are the most crucial part of business management in *Walmart*. Owing to this particular importance of business susceptibility, suppliers are provided with vast amounts of goods for the community (Walmart.com, 2020).

Ethical standards

In context of ethics' code, Walmart follows three fundamental principles-

- Respect for individual
- Service to customers
- Striving for excellence

Walmart adheres guiding principles regarding ethics' code that involve abiding by law, information reporting about honest practices of company (Bizfluent.com, 2017).

Q3. Analysis of Walmart business and ethics

Walmart ethics are described with behaviours and conducts for employees in terms of *honest*, *fair* and *effective objectives* for operating laws and policies. In terms of ethical approach of Walmart, it is seen that ethics are represented, followed with global policy. It is

seen that Walmart global ethics is culturally a part with stakeholders, and it results in effective management of right decision for an organisation. *Walmart business* approach is primarily a vast responsibility from customers, employees, stockholders and suppliers (Vazquez, 2018).

Responsibilities of Walmart to suppliers

Concerned company has arranged funding for training purposes of 1 million farmers (Walmart.com, 2020). This organisation is holding seafood suppliers regarding sustainability standards. Furthermore, it is working in order to eliminate practices of unethical labour at supplier level. According to 2018 Global Report of Responsibility, Walmart has considered its commitment to meet customer expectations along with eliminating abuse in supply chain.

Responsibilities of Walmart to employees

In financial year 2018, Walmart has invested around £96.7 million in helping employees for advancement of career in the retail industry (Supplychaindive.com, 2018). On other hand, this retail firm has stated its commitment to address "**significant risks to workers' dignity**" in supply chain within financial year 2025.

Responsibilities of Walmart to stakeholders

Based on Walmart's report in 2018, specified organisation is collaborating effectively with its stakeholders such as NGOs (non-governmental organisations), suppliers and industry experts. Furthermore, this retail firm has applied its own research for addressing risks to pertain social issues in supply chain.

Ultimate pays of low price for Walmart

This context of low price structures of Walmart are paid from consumers and consumers are primarily benefited. Low price structures come with great rewards, and it is allocated for consumers. Thus, customers are benefited with offers of low price every day, and it affects economic growth rate and business rate for Walmart.

Conclusion

Hence, it concludes that Walmart is facing dilemma in implementation of sustainability strategies so that environmental responsibilities can be performed. In ethical standards, this company is adhering guiding principles of its ethics' code. Concerned company is performing its responsibilities to suppliers, employees and stakeholders with effective collaboration. Besides, company is focusing on low price for benefit of consumers, however, it is affecting growth rate of business.

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