

Pharmacare

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Introduction

Ethics and corporate social responsibility is gaining much more importance and becoming a center of attention as the world is moving towards the business centric era. Due to this importance, the business ethics emerged as the distinct sub-field within main ethical studies. Business ethics teaches moral principles and guides the way in which the business should be conducted. The same values and principles that determine actions of an individual also apply to a business. The purpose of this paper is to study the case presented on Pharmacare Company and analyze its actions in the light of ethical framework.

Discussion

Virtue Ethics

The actions of Pharmacare are not ethical according to the virtue of ethics. The virtue of ethics emphasizes the role of character and the virtues that an individual possess for evaluating and determining an ethical behavior. The intentions of the actor are taken into consideration for determining whether the action is ethical or not. In Pharmacare case, it is obvious that the management had prior knowledge that the Colberians had the rights for their intellectual property and should be compensated accordingly. However, the company did not pay any compensation for their exchange of information, this indicates that the company made an unethical move.

Ethics of Care

The ethics of care theory believes those actions as morally right that benefits both the parties. In this case, Pharmacare's actions based on ethics of care would be held as unethical. The responses and standards are essential in ethics of care. The Colberian people complained

several times about the activities of the organization, thus suggesting that the response was negative. Since Pharmacare's actions mainly benefited the business alone, the company breached the moral rights and performed an unethical behavior according to ethics of care philosophy

Your own moral / ethical compass

I believed that Pharmacare should not misuse the Colberian workers by giving them wages lower than what they deserve because it is an unethical act. There is low standard of living in Colberia, therefore the company should provide community with free treatment and medicines in order to represent itself as an ethically and socially responsible company. As per my viewpoint, the company has some sort of obligation to the community of Colberia. The company should provide some amount of monetary benefits to Colberians who are willing to share valuable information with the company as a part of reward.

Comparison with another Company

Another similar scenario was being faced by Apple Incorporation due to its human rights violation. The company develop its products in China due to availability of cheap labor in this country. The main purpose here is to increase profits and minimizing the overall production costs. In this attempt, the company neglected the rights of workers and was failed to provide appropriate working environment. The company have also been reported to promote child labor to manufacture the products. Due to these actions, Apple Company have confronted with several ethical issues and remained the center of attention in public media.

Conclusion

The Pharmacare should realize the fact that employees are the integral asset of the company. Employees should be motivated at all times in order yield higher productivity from them. There is a contradiction between the company's actions and its statements in the public media. The executives of the company enjoy a lavish lifestyle, while Colberians have been suffering from poverty. The actions of the company are unethical since it does not compensating the workers for their exchange of valuable information. Furthermore, the wages are too low for the workers to live a basic life. The company have been unsuccessful to demonstrate itself as an environmental friendly company because they are not practicing the initiatives that they have stated to implement.

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