Corporate Social Responsibility

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Corporate Social Responsibility (CSR) is how companies deal with situations that are environmental and problems socially. When CSR is in action the company considers the things it operates around, like the environment, society, human rights, and the community. CSR is a great way to demonstrate your company’s responsibility, and how the company deals with its problems and concerns. There are a lot of benefits when taking CSR when it is applied to your business. Benefits like “Improved public image, Increased brand awareness and recognition, Cost saving, Great employee engagement, More benefits for the employees” (Collier & Collier, 2022). These benefits will determine if customer wants to do business with you, and buy your products. With CSR you can also stand out from other companies and businesses. It can also impact your employee’s positivity to increase morale and productivity.

The company CSR policy I will be discussing is Walmart’s. Walmart’s CSR focuses on creating opportunities for others, such as the associates and customers. While at the same time build onto their future by becoming more sustainable. They try to complete these policies by being diverse, and brining communities closer together. “Our commitment to ethics and integrity is reflected in our actions. At Walmart, we remind ourselves each day that our work isn’t just about what we achieve but how we achieve it.” ("Ethics & Integrity", 2022). They believe that the way they go about the environment and community around them the more business they can attract with customers and consumers. Walmart believes that their integrity is important, and try to show it in their actions

Environmental responsibility is an important pillar of responsibility. Environmental responsibility is when the business tries to be environmentally friendly. Referring to environmental stewardship, which is the responsibility of using and protecting natural. Doing this can help your business save money and also save energy. Being environmentally responsible in a company can improve your image to the community and the corporation. An example of environmental responsibility is reducing packaging waste, which Walmart does a very good job with. They compact their cardboard, and plastic, and ship it off to the recycling center. They also have trash bins that is separated by plastic, aluminum, and trash.

Another important pillar of responsibility dealing with CSR is ethical responsibility. “**Ethical responsibility** is concerned with ensuring an organization is operating in a fair and ethical manner.” (Stobierski, 2021). It is important for a business to be fair and engage with employees. Ethical responsibility is treating customers, employees, and even stakeholders all fair and equal. It also deals with respect, selflessness, and integrity. It is like employees receiving a higher pay, which will make the minimum wage higher, and also giving employees benefits, like health care, and dental care.

“Save people money so they can live better” (Statements, 2022) is Walmart’s mission statement. This mission statement shows that Walmart has a strategy to help the community by saving customers money. Walmart tries to improve peoples lives by helping them save money so that they can live better. Walmart cares what the customer thinks, and puts the customer as their number one priority. That why they encourage feedback from customers, so they know what to improve on and what progress they need to make. One of Walmart’s policies is respect, and providing help for the customers, and trying to achieve excellence while working.

An example of CSR that Walmart uses is caring about the customers and trying to be diverse, and have equity, and trying to include everyone in the community. Walmart wants the best for their customers, so that they can live better, so they give the customers low prices. They also take feedback from the community to see how to grow in the area meeting their demographic needs. Walmart tries to build the community so that it gets stronger.

Another example of Walmart’s mission statement aligning with its CSR policy is ethical responsibility, by ensuring that customers and associates are treated with care and are treated equal. Walmart make sure that they put the customer first and that they treat them fair. Walmart is also paying associates more money, with the raise of minimum wage going up. Walmart helps associates maintain a wage they can live with and be able to pay their bills. This ties into the mission statement because Walmart wants people to live better, and increasing pay helps people live better.

In conclusion Walmart tries to involve everybody in the community by giving everyone equal opportunities. Walmart keeps their integrity, by showing they care for the customers and associates by helping them live better by saving money. Walmart is environmentally responsible by having environmental stewardship recycling their carboard, and plastic. Walmart also is ethically responsible by keeping their workplace fair and equal for all, and by also making the customer their number one concern.

References

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