



ETHICS AND MULTICULTURALISM

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Question: 5**Question: i**

The problem identified is Sexual harassment of Carolina and Marinda.

Question: ii

The next step would be gathering the staff members and asking for witnesses for what both the women has stated and also asking other female staff members if they have faced same kind of situation from Tomas and Esteban .

Question: iii

Yes, they have misbehaved with Carolina and Marinda .According to Marinda “Last week he patted me on the fanny”. This was an offensive behave of Tomas toward Marinda.

Question: iv

No, Tomas actions did not justify it. According to the policies female staff can shorten the length of the skirt according to their need. The skirt is the symbol of femininity constructed as a specific gender. It does not symbolize that a women wearing a skirt is giving a signal.

Question: v

Maybe the place from where Miranda belong female wears short skirts and the place where Tomas belong female wearing of short skirts and her walking style gave him a white flag of flirting with her.

Question: vi

In case if the accusation is proven right than I will take the actions according the policies of the cruise ship.

Question: 6

Nowadays, economic organizations are subject to external forces that they must deal with and respond to: increasing superiority of competitors, clients and suppliers, globalization of business, international competition. Perhaps the most critical component for success of the contemporary enterprise is its ability to take advantage of all obtainable information internally and externally.

People need to have some sort of basic thought about what it is that they want to do or accomplish. Therefore identifying strategic objectives is an activity that precedes information gathering. The next rational step is obtaining the necessary knowledge in order to achieve those objectives. Then the Business Intelligence purpose is to support strategic decision-making, grow the business and keep an eye on the organization's competitors. Intelligence for its own sake is of little business value unless it can provide actionable value. It means that opportunity analysis should be the goal we attempt within Business Intelligence.

The more information organizations have the better their decision is. Business intelligence (BI) is the most up to date method of taking organizations to this position. Business Intelligence therefore guarantees organizations better business decision-making and is thus vital for any major private company or governmental institution.

The term Business Intelligence (BI) represents the tools and systems that play a key role in the strategic planning process of the corporation. These systems allow a company to gather, store, access and analyze corporate data to aid in decision-making. The Business Intelligence enables the company's decision makers to timely access the right information, and transforms it into insightful knowledge and smart decisions to improve the performance management.

The argument has been made that companies that employ unethical practices will have a competitive advantage over those who limit themselves to ethical activities. However, the competitive advantage of CI does not consist in the **information collected and the way it is collected**, but in the synthesis and analysis of the collected information.

Consequently, and as shown from the cases presented above, unethical CI practices are not worth the risk. There are some ethical guidelines in Competitive Intelligence to do their job in a completely ethical manner they can consider several elements for guidance: the law, industry guidelines; personal moral codes and corporate ethics policies - if they exist – if not organizations must have their own codes of ethics.