

## **Individual Assignment :**

**Based on the Case Study Titled ‘Meta: A New Direction to Leadership’**

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## **Answer to the Question No-1**

### **The Paradox of Zuckerberg's Introversion and His Creation of Social Platforms:**

Exploring the fascinating paradox of Mark Zuckerberg's introverted nature and his pivotal role in pioneering social media platforms leads us to a deeper understanding that goes beyond traditional stereotypes. While introverts are often associated with a preference for solitude and deep connections, it's intriguing to see how Zuckerberg's creations, Facebook and Meta, cater to these very preferences.

Social media is often seen as a realm of noise and constant visibility, which contrasts with the quiet and thoughtful nature introverts tend to seek. However, upon examination, we find that Zuckerberg's platforms offer a unique solution—an online space where introverts can coexist and flourish on their own terms.

Deepening our understanding beyond stereotypes, we realize that introverts are not necessarily averse to social interactions but rather value meaningful connections and prefer more curated experiences. Zuckerberg's platforms empower users with the ability to customize their interactions, control the extent of personal sharing, and choose whom to engage with. This level of autonomy aligns with introverts' innate desire for purposeful and intentional connections.

Consider the customization options available on platforms like Facebook and Meta. It acknowledges and respects the diverse ways in which individuals, especially introverts, approach and appreciate social connections.

Furthermore, the concept of 'friends' on these platforms mirrors the selective and intimate circles that introverts naturally gravitate towards in real life. In Zuckerberg's digital realm, a 'friend' is more than just a connection. It represents a curated network of individuals with whom users choose to share aspects of their lives. This mirrors introverts' inclination towards quality over quantity in relationships, emphasizing the importance of deeper connections rather than superficial interactions.

The emphasis on user agency within these platforms plays a significant role in resolving the paradox. Zuckerberg's design of Facebook and Meta encourages users to take an active role in their digital social experience. This empowerment resonates particularly with introverts, as it allows them to navigate social landscapes at their own pace and in a way that aligns with their preferences. Features such as content filtering, notification management, and control over online visibility create a virtual sanctuary where introverts can engage meaningfully without feeling overwhelmed.

In essence, Zuckerberg's introverted nature has led him to create a digital space that recognizes and values meaningful connections. Rather than imposing a standardized social paradigm, these platforms acknowledge and celebrate the diversity of social preferences. This paradox transforms into a symbiotic relationship where introverts find solace and empowerment in digital connectivity, while Zuckerberg shapes platforms that mirror the complex dynamics of human social interaction.

As we delve into the interplay between Zuckerberg's introverted nature and the social media landscape he has shaped, it becomes clear that this dichotomy is not a hindrance but rather a driving force for innovation. The fusion of introversion and social media demonstrates the capacity of technology to cater to diverse human needs, going beyond the limitations of personality stereotypes. Zuckerberg's paradoxical role stands as a testament to the adaptability of technology in accommodating the intricacies of the human experience.

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## Answer to the Question No-2

### Zuckerberg's Sources of Power in Meta:

Mark Zuckerberg, as the founder and CEO of Meta (formerly Facebook), holds several forms of power that have allowed him to maintain his leadership position for a long time.

**i)Legitimate Power:** As the CEO and Chair of Meta, Zuckerberg has legitimate power. This is the formal authority that comes with his position in the organization.

**ii)Expert Power:** Zuckerberg's deep understanding of the social media industry and the technology that drives it, which he has gained through founding Facebook and leading it to become one of the world's most influential social media platforms, gives him expert power.

**iii)Informational Power:** Zuckerberg has access to information and knowledge about the company's strategic plans, technologies, and market trends, which gives him informational power.

**iv)Coercive(Mandatory) Power:** As the CEO, Zuckerberg can influence the company's direction and decisions, including hiring, firing, and promoting employees.

**v)Ownership Power:** Zuckerberg controls around 58 percent of Facebook's voting shares, which gives him significant influence over the company's strategic decisions.

For a considerable amount of time, Mark Zuckerberg has been able to maintain his position of authority through a combination of different power sources and his unwavering commitment to his company's mission. Zuckerberg has remained steadfast in pursuing his vision for Meta, with a strong emphasis on developing metaverse technology, despite criticism and unfavorable media coverage. Furthermore, his substantial hold on the bulk of the company's voting shares offers protection against an easy ouster from his position of leadership. It is crucial to remember that worries about the security of user data and the spread of false information have been raised by this concentration of power.

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### Answer to the Question No-03

#### **Zuckerberg's Reluctance to Give Away Power:**

Mark Zuckerberg's reluctance to quit his job at the meta formerly known as Facebook could be due to a variety of reasons, as speculated in the given case study.

**First**, Zuckerberg founded Facebook, now Meta, and has been its founder since its inception. Because of this, he has a distinct perspective on the business that he feels no other leader can match. It may be challenging to entrust a company's future to someone else due to the strong bond between the organization and its mission.

**Second**, the company has a lot of influence over its strategic choices thanks to Zuckerberg's ownership of the majority of the voting shares. This control allows him to steer the company in any direction he chooses, such as the recent transition to Metaverse technology. Resignation could mean losing the ability to steer the company's strategic direction.

**Third**, Zuckerberg may be concerned about the impact that leadership changes could have on the company's stability and growth. Leadership changes can be disruptive and lead to strategic changes, which may not align with Zuckerberg's meta vision.

**Finally**, it is also possible that Zuckerberg's reluctance to cede power is tied to his personal ambition and legacy. As the leader of one of the world's most influential social media platforms, stepping down could mean giving up a significant portion of your power and influence.

But it is important to note that this embedded capability has also raised concerns about data privacy, the spread of misinformation and overall corporate governance. These are important challenges that need to be addressed, no matter who and he will come to power.

To end the discussion, it can be easily said that, Mark Zuckerberg's meta, formerly the strongest holding power at Facebook, is his deep belief in his unique ability to steer the company towards its goals. As the founder of the company he probably sees himself as a watchdog of its core values and aspirations. His power reserve serves as a safeguard for the meta from decisions that might deviate from his expected path. Evidence of his unwavering commitment to the company's mission and his belief that its ongoing impact is critical to its success. But this concentration of power also presents significant challenges, highlighting the delicate balance between maintaining control and fostering an environment conducive to growth and innovation.

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## **Answer to the question No-4**

### **Keeping Zuckerberg's Power in Check:**

The checks and balances on Zuckerberg's power within Meta are crucial for ensuring responsible corporate governance. Shareholders, as stakeholders with a vested interest, can exercise their influence during annual meetings, leveraging discussions to voice concerns and shape the company's trajectory. Regulatory bodies play a pivotal role in establishing and enforcing frameworks that define the boundaries within which Meta must operate. Simultaneously, the vigilance of the public and media acts as a societal check, holding the company accountable for its actions and exerting external pressure on its leadership.

To elaborate,

There are several steps stakeholders can take to keep Mark Zuckerberg's power in check:

**i)Voting Rights:** Participants can push for changes to the voting rights system. Currently, Zuckerberg controls 58% of Facebook's votes. An equitable distribution of franchises can create a balance of power.

**ii)Board Independence:** It can help encourage the appointment of more independent directors to the board. Independent directors can provide an unbiased opinion and are not involved in the day-to-day running of the company.

**iii) Enforcement:** Stakeholders can advocate for stronger enforcement. This may require the creation of required laws and regulations that limit the power of CEOs or impose stricter data privacy rules.

**iv) Transparency:** Stakeholders may demand greater transparency in company operations, especially in areas such as data privacy and security. This may include routine audits and public reporting.

**v) Leadership Structure:** Stakeholders may push to separate CEO and Chairman roles, which Zuckerberg currently does for both. This is a common practice to avoid power input.

**vi) Shareholder Activism:** Shareholders can use their power to influence the actions of the company. This may include voting on shareholder resolutions or using their shares to promote change.

But these activities can be complex and require coordinated efforts from many participants. They also need to balance the potential impact on the company's productivity and performance. It's a delicate balance to strike, but with careful planning and execution, stakeholders can work to maintain Zuckerberg's power.

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### **Answer to the Question No-05**

The given case study(investigation) does not clearly determine whether Zuckerberg abused his power as CEO of his founder. However, it says there have been several scandals involving Facebook, including the spread of misinformation and breaches of data privacy.

These statements sparked negative media coverage and other clashes to general people, with stakeholders calling for Zuckerberg to resign.

In the new meta era, if Zuckerberg wants to be seen as a visionary technologist instead of a villain, here are some steps he can take :

**i)Dealing with past issues:** Zuckerberg can openly acknowledge past mistakes and outline steps taken to prevent them from happening again. This may include changes in policies, procedures, or personnel.

**ii)Transparency Improvements:** Can make Meta's operations more transparent, especially in areas like data privacy and security. This may include routine audits and public reporting.

**iii)Communicate with stakeholders:** Zuckerberg needs to communicate extensively with stakeholders, including users, employees, shareholders, and regulators .This may include regular meetings, open houses, or networking on social media.

**iv)Focus on user benefits:** Can ensure that meta's new technology is designed and implemented in a way that benefits users. This can include a user-friendly design, strong data security, and the promise of improving users' online experience.

**v)Amplify Positive Impact:** Zuckerberg can emphasize the positive impact of meta-technology. This could involve sharing success stories, commissioning independent impact assessments, or collaborating with organizations that use meta-technology for social good.

In conclusion, although the investigation does not explicitly say whether Zuckerberg abused his power as founding CEO, it highlights many critical controversies and calls for his resignation. Zuckerberg begins a new journey focusing on Meta Metaverse technology. Owner has the right to reshape his image and the future of the company. To be seen as a visionary technologist rather than a villain, Zuckerberg needs to address the mistakes of the past, improve insights, communicate more with stakeholders, introduce his' focuses on user benefits, emphasizing the positive impact of meta-technology.

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