To: Mary Moreno

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Date: February 2, 2017 Re: WORK ETHICS CONCERN

As we proceed further in the 21st century, e-commerce also grows widely and so does the competition between the various online shopping retailers, amazon being one of them. In the run of being the best seller, the companies often ignore the work ethics and have their employees work like robots eventually leading to inhuman behavior. My main concern is one of the 14 principles which Amazon believes in "Insisting on the highest standards".

Although the company has come a long way, from originating in a garage to the world's largest retailer which now generates \$61 billion as revenue. And it might not have been easy if certain steps were not taken in consideration. Insisting on being the best, bought them this far. It is no doubt that the leaders have continuously raised the bar and have delivered high quality products and services over the period of time. But if we consider today, the same ethics are growing out of hand and are proving much of disadvantage. Insisting on higher standards is a good thing but if the employee's health is at a risk, then it is not worth it. No job is worth if it has a toll on one's mind. In the run of being number one in the market, the employees are considered to work for hours' way more than general 9-10 hours of service. Sometimes even for 12 hours at a stretch just in deliverance of the project. This just not only affect their social time, but also has adverse effects on the mental health. As we know a company that doesn't respect work-life balance endangers employee health and weakens families.

The maximum effort required is always after a product is delivered, i.e. at the maintenance level. If a project is broken down, the leaders make sure that it is fixed as soon as possible, which is beneficial to both the company as well as the client as the trust between the two remains intact, but the extents to which the company goes to get the work done is unethical and inappropriate from public policy perspective.

Recently, it was bought into light that a woman, who worked in the company, had breast cancer was told she was in danger of being fired because the difficulties in her personal life had interfered with her achieving her work goals. The company is continuously raising the bar and driving their employees to deliver the projects on time, no matter what happens. Rather than considering them as humans, they consider them just as a means of machinery which gets their work done. Although perks are provided timely, but still they expect their workers to be available for work at any time of the day or night, regardless of the family status or their wellbeing. The company should not have carte blanche to exploit the employees for their own motives.

Working relentlessly for the sake of the company is not something which is well oriented. Living continuously with the stress of their tasks completion or else having the fear of being kicked out of the company is what the employees face. I believe this issue is important because, if it is not considered with sincerity, then later the need of staying at top at the market will stoop to the level of treating the human as slaves. On top of all, pitting employees against each other in a competitive process is heartless and unnecessary. The worst affected by such unethical scenarios are women with children as the company that functions this way poses a great hindrance in the upbringing of their off springs.

To resolve such a grave issue, certain measures can be endorsed. Although to maintain the top level of the company work must be done, but it should not be done on terms of health. Older employees must not be discriminated just because of their lack of stamina to work for more than 80 hours a week. Keeping in consideration that once the source of energy of the employees is depleted, time should be given to replenish them. The incredible demands on the employees must not disregard the fact that they are not designed to be working machines 24*7. If these some, if not all, are also considered, the efficiency of the employees would increase and so will the company's future.