

Name: Sumaiya Hossain Surovi

Section: 11

Sub: BUS102 (Business – Basics, Ethics and Environment)

**1)** Introverted people like Mark Zuckerberg has created social interaction platforms such as Facebook and Meta. The paradox of this creation is that introverted people deeply like to keep out of touch with people. Moreover, Introverted people like to express themselves with their creativity. As a result, Zuckerberg wanted to express his innovative thoughts with his creations of Facebook and Meta. He also prefers social media as the medium of communication with people. By Meta he also wants to implement virtual reality in human's life to work from remote places or buy something from anywhere in the world or make profit by doing business worldwide. Furthermore, Zuckerberg's drive to build these platforms might have been fueled by an entrepreneurial vision and the desire to create something impactful, rather than seeking personal social interaction. Therefore, the apparent paradox of Mark Zuckerberg's personality and his creation of social interaction platforms showcases how individuals can navigate their strengths and interests to make an impact in various ways, even in areas that may not seem congruent with their innate traits.

**2)** Mark Zuckerberg possesses almost the whole power in Meta with many sources. Firstly, Mark Zuckerberg is one of the co-founders of Facebook and played a crucial role in the company's early days, shaping its vision and direction. Secondly, he has been a major shareholder in Meta, holding a significant portion of the company's stock. His ownership stake has given him substantial voting power in shareholder decisions, allowing him to retain a significant say in corporate matters. Thirdly, as of September 2021, Zuckerberg held a unique class of shares that granted him special

voting rights, giving him greater control over the company's decisions compared to regular shareholders. Fourthly, Zuckerberg held the position of Chief Executive Officer, which made him the top executive and leader of the company.

By being smart and independent, he has been able to maintain his power for so long. He takes his decisions according to his analysis. Most of the cases, he takes the decisions that he had thought for the welfare of his company. Sometimes he replaces his employees with close personal friends of his.

**3)** Zuckerberg is unwilling to give away power because he wants to run his business independently. In addition, as a founder and significant shareholder, Zuckerberg may have considerable influence over the company's board and key decisions. This influence allows him to maintain control over major strategic moves and protects his long-term vision for the company. He also wants to make profit. He is considered a power hungry person. Sometimes, he could influence to change laws of his country with his power.

**4)** To keep Zuckerberg's power in check at Meta Platforms, Inc. (formerly known as Facebook, Inc.), stakeholders can take several actions. First, shareholders can advocate for changes in the company's corporate governance, pushing for a transition to a single-class share system where each share holds one vote, reducing the concentration of voting power in Zuckerberg's hands. Second, institutional investors and shareholder activists can engage in proxy voting and propose resolutions that aim to limit the CEO's influence and increase board independence. Lastly, regulators and lawmakers can review the company's voting share structure and explore potential regulations to ensure a more equitable distribution of voting power, promoting greater accountability and transparency in decision-making processes.

**5)** There have been controversies and concerns surrounding Mark Zuckerberg's leadership as the CEO of Facebook, Inc. Some critics argued that he may have abused his power in certain instances, such as mishandling user data, privacy issues, and the spread of misinformation on the platform. However, perceptions of individuals can be multifaceted, and stakeholders' views may vary widely based on their experiences and perspectives.

To be perceived as a visionary technologist and not as a villain in the new era of Meta, Mark Zuckerberg can take several actions. He can focus on transparency and accountability, ensuring that Meta's policies and decision-making processes are clear and ethical. Zuckerberg can prioritize user-centric design, creating products and features that prioritize user safety and well-being. By actively engaging with regulators, experts, and the public, he can demonstrate a commitment to addressing social issues related to technology responsibly. Additionally, Zuckerberg can invest in research and initiatives that contribute positively to society, highlighting the potential benefits of Meta's technology beyond the business aspect.

One of Facebook's online business platforms is "Facebook Marketplace." It allows users to buy and sell items within their local community, serving as an online marketplace for individuals and businesses to connect and trade goods and services.