

Executive Summary

Scope

The purpose of this paper is to discuss ethical situations within Apple and its competitors. We will outline the internal problems of Apple and its competitors, namely the leaking of future products, and discuss their external corporate social responsibility strategy. This will help us have a better perspective of the firm's ethics and how they are helping society.

Internal Employee Ethical Issues

One of the greatest issues facing the tech industry is the leaking of products before they are ready to be released to the public. This stems from employees not following the guidelines of their company and an overall fidelity. This may not seem like a major issue, but the leaking of products gives other firms the ability to see what its competitors are working on, and gives the competitors the upper-hand.

Organizational Training and Tools

Apple, Samsung, and Windows utilize tools to help prevent leaks and other ethical problems within each company. An evaluation of the structure, tools, and the tone at top corporate levels will help pinpoint how culture and public perception is affected by these different strategies. From this evaluation, recommendations will be given to help Apple improve upon their ethical approach to information leaks.

Unique Social Responsibility Issues

Apple and its competitors faced perhaps two of their largest issue of ethics. In a controversial debate regarding encryption of a terrorist's phone, Apple refused to provide access to its customer's phone. Despite pressure, Apple stuck to its loyalty to their customers which encourages other technology companies to do the same. Another instance came when the North Carolina governor repealed protection on discrimination for the LGBT group. Apple's CEO along with others provided strong rejection for the bill. This illustrates their pledge to dispel discrimination.

Current Corporate Social Responsibility Strategies

Apple has a clearly defined plan to address its corporate social responsibility. Through its supplier code of conduct and a concentrated effort to reduce its carbon footprint, Apple is acting in a way that makes an effort to operate following sound ethics. Apple's competitors, Microsoft and Samsung, both have unique approaches to their social responsibility as a corporation as well.

Conclusion

Apple is fairly adept at facing their industry-specific issues. They have learned from experience, and also from their competitors' experiences that ethical dilemmas do exist; so far, Apple is succeeding in preventing major mishaps with their employees. Apple has a strong CSR strategy, as they strive to treat both their stakeholders and shareholders with respect.