

Social Responsibility Framework Analysis of an Event

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Abstract: One of the main objectives of the companies is to serve society. Companies, in fulfilling this objective, managers and employees, government, partners and customers are obliged to observe. Intense competition in the day, these elements do not sufficiently take into account firms, economic, environmental, cultural and social development can not be expected to lend support to continue their lives as well be considered. Study, in the last days of the giant car companies, vehicle recall in their understanding of social responsibility has been taken in.

Key words: Companies event, employees, cultural environment, social life, advertising, companies

INTRODUCTION

Today's economy becoming increasingly social and business life is increasing responsibilities. Exist in developed countries, this trend for developing countries is crucial. Social responsibilities of companies, often focuses on the modern management concept and started to have become a controversial issue. Society today, an increasing proportion of companies began to put pressure on the social responsibility and community service as a result, regardless of purpose, just to gain the success of the organization towards decreased.

Now managers, power and authority in using social trends greatly influenced the decisions of the human, social, political, legal and ethical dimensions of thinking cannot have become, the companies themselves some facilities that provide and some restrictions brought about the environmental factors into consideration to have had.

Therefore, to live and being maintained to the companies, community desires and needs to be sensitive, environmental protection and production policy but people never live without harming the conduct and ethical behavior can an indispensable necessity as we have encountered. Study of recent events and the errors caused by manufacturing errors of the factors to be considered in the framework of social responsibility include.

Social responsibility: The concept of social responsibility, the modern business management has become the most common features. Business ethics and social responsibility concepts each carrying a different meaning but are often used interchangeably. Companies because

they are a part of the system around my life to continue but it will be possible adapt to changes in the system. He lives and the environment can see the dependence of the natural and cultural environment, all the volatile world and its people can understand better, more constructive relationship can observe and act with a sense of responsibility must be active with.

For companies to streamline operations, organizational effectiveness is crucially important for companies to make it useful to society has become so important that. Therefore, the social responsibility of firms in making decisions about undertaken to fulfill these responsibilities and comply with corporate integration strategies for today's conditions should improve.

Company managers, the organization to manage the property rights of investors and shareholders will receive. In non-profit firms, event management companies, companies with revenues obtained as a result of the activities are measured. The investors, company owners, risks relating to the capital but may meet with the revenue. The revenue at the same time, those who operate business, vendors, customers and consumers and supplies raw materials to provide the final product. Therefore, the company earnings management firms in the long term interests to the highest point is accepted as the main objective.

Many of the executives, not democratically elected has not been upgraded with special directives and financial responsibility to the public except for those holding non-person. Some company managers' perspective, the vision presented in favor of the public is not an effective way. Social responsibility, taking the support of the law for shareholders to maximize profit

alone but also to the society makes it necessary to fulfill its responsibilities also. If they fail in this task, they also fulfill other responsibilities in their expectations will not answer. Social responsibility, all individuals and governments, living in their community's quality of life to improve their employees and their families, local communities and all communities with a sustainable world economic, environmental, cultural and social development support is the responsibility.

Social responsibility, the firm's economic activities, its related parties (shareholders, employees, consumers and ultimately the whole community) to be managed without harm to the interests of none can be defined as. Another recognition, the social responsibility, business people, community values and goals with respect to the desired path by following these directions to make decisions and the company shall be administered depends on the requirement of as is stated.

Companies, according to the environment is part of the system to continue their lives to adapt to changes in this system is. Firms to adapt to changes in the system which is the most basic features of modern company management responsibility should be used as a tool. Of social life as an emerging concept of responsibility is required, depending on changing conditions, increased in size and domain of social responsibility as we face.

Social responsibility, company owner, partner and/or managers guiding the company to act according to society's values and social needs to be aware of the company is managed.

In addition, the firms on the one hand pursue their activities while on the other hand their own interests within the framework of social order to protect and develop the necessary degree of important activities, research and them by the hand as much as application/application will need to.

Receive them with the responsibility of the companies of the country must contribute to the economic and social development. At the same time, it is the responsibility not to harm.

Social responsibility, how and where a company receives goods or services offered and to whom and how it relates to the process. That is, the firm's supply sale until there will do all the activities added value to generate the added value created during the environment and humanity and therefore the future will give the damage is minimized to be an understanding over assessed.

Companies because they operate in a social environment in many areas of social demand that is extremely natural. The company has therefore created a

company with social responsibility arises. My social demand for the company allows you to specify the scope of social responsibility, like what kind of expectations from him also reveal that. The scope of social responsibility, economic, legal, social, moral, cultural, political, technological, etc.

Companies' social responsibility: In previous years, the basic and most primary goal of companies to make a profit while conscious society today, regardless of the purpose of serving the society toward a just-for-profit businesses is extremely low chance of success.

The company wanted to survive and be sensitive to the needs and demands of society, environment protection, we have encountered as an indispensable necessity. Supply all kinds of companies benefit from the natural environment while ensuring that measures a team as well as protecting the natural environment and ecological balance is also important in terms of social responsibility. There are many social responsibilities of companies. These are the limits of social responsibility, issues of scope and form. Some of these consumer protection, employment opportunities, environmental protection.

Responsibilities of companies to consumers in the short term would seem costly in the long term to ensure market efficiency and will support efforts to increase its sales to a social responsibility issues will be considered. Today, technological advances and increased automation of the population by raising the unemployment problem and not just in developing countries, in developed societies that are in jeopardy of employment security. In countries with high population growth are greater than those hazards. In this area of social responsibility, the business community by providing employment opportunities are expected to help solve the unemployment problem.

Social responsibility, moral values based on business, economic and legal conditions within the framework of the organization and the organization of non-compliance with the expectations of individuals and groups in a way that responsibility is forced to continue their activities.

Advocates in the narrow sense of social responsibility, other than to increase profits of the firms did not have any claim of social responsibility. As Milton Friedman supported this view and determined to pursue profit businesses reduce the effectiveness of the economic system and the only social responsibility of business to make money in the game's rules are stated (Friedman, 1962). At the same time these writers who belong to private sector management of the state government had argued that responsibility should not be forced. On the other hand, these people, through the

production of goods and services that society needs to explain that they have fulfilled their social responsibilities. In addition, they and the management of the firm's owners or shareholders have to have emphasized a commitment to the relationship. Therefore, this case, management is forced to stand only on maximizing profits (Shaw and Vincent, 1992).

In a broad sense of social responsibility is based on moral values. Indeed, individuals in the community that certain rules of life and how to take their have to conform to societal expectations in the business of these rules and expectations as well as social values and moral norms has to comply.

On the other hand, firms and the people that created them to have high moral values and should be able to watch their behavior in this direction. Because of firm behavior is socially and morally acceptable to measure only a limited arrangement is legal. Legal regulations, in other words, the fulfillment of social responsibility is not enough self-control is required for this (Shaw and Vincent, 1992).

Had settled all of economic life requires trust. The business world can be accepted as realistic and operational effectiveness of companies actually can improve moral standards. In this respect within the organization and outside contractors to conduct regulated by moral norms and moral basis of an organizational climate If they fulfill their social responsibility towards society as well as they can increase their effectiveness. Organizations on this issue in the successful institutionalization of ethical standards is vital.

Shareholders against the company's responsibility: Company is the most important source of capital. Owners and shareholders of the company to consider risk as they invest their capital in exchange earnings and it is natural to want to increase profits. Earnings to be transparent in this sense by the businesses to share information across their enterprises and investors have become the primary responsibilities.

Desire to increase profits or to give weight to social costs is limited. Management, organization, inside and outside shareholders, outside organizations, individuals and groups also respond to the expectations one should have a sense of responsibility and activities should play in this context.

The responsibility of the company employees: Economic activities and assets of the companies to continue to fulfill its responsibilities primarily perform their own forms to its employees can be implemented. Today, as we have frequently encountered in routine management, many

companies are in violation of human rights workers. On the contrary, some very successful companies, employees in respect of human rights and human dignity has led. Company earnings and the effective management of course with the appropriate business environment is a positive situation. Therefore, company employees in accordance with human rights and human dignity must be in a behavior that is ethical behavior.

Companies' own employees humane life able provider fees, the industry's current wages, public wage levels, living standards, the company's financial capacity and equal work equal pay factors and today's economic conditions, according to their living comfortably can stay a win to gain the most basic rights are.

The responsibility of the firm's clients: The company's function, quality of goods and services to meet consumer needs in a manner as possible to produce at low prices. However, the complexity of today's economic structure and the confidence of customers about the company, the firm's responsibility for product safety are increasing. In this respect, quality and safety of products produced, the inventor has produced in a way not to harm is essential.

To improve product security products for businesses which has to give priority to safety. Products caused by accidents for consumers to misuse as a consequence of the approach to leave the production process closely to consumer products to performance, a full to provide information and consumer complaints seriously to examine the operation of the product safety to ensure that consideration should be the most important issues are (Dursun, 1999).

Companies against the consumers also have other responsibilities. Disclosure of product quality and warranties and guarantees provided to specify the duration will increase the confidence of consumers. Also an important consideration in determining the right kind of product price of firms in a monopoly situation, even as much as possible to keep prices low, so consumers are not abused is one of the important responsibility. In addition to product labels and packaging for the consumer is not in a deceptive manner, clear, accurate and adequate information given is the moral standard of behavior based businesses.

By focusing on companies' customer service repair and maintenance, spare parts and ease of maintaining it is one of the areas of responsibility.

Apart from these firms as they affect consumers through advertising is a fact. Undoubtedly, companies have products to sell in the ad has to. However, the uncertainty in advertising, exaggerated, hide the facts about the product attractiveness and psychological aspects of the ads are not fit to work ethic. Especially,

attractive feature in the ad to be sensitive children, parents or not it about what their preferences are pushed into the background and taste appeal to children whether their parents are going to sell to make way. Moral values in this respect, consideration of business, the advertising to avoid hiding the truth about the products, uncertainty, extremism must not be given.

The responsibility of companies to the state: Today, some businesses, the amount of snow to show their occupational courses are low. Because they obtained the rate of profit tax shall. How much of this amount increases, the tax rate to be paid a certain percentage will increase. Firms away from the sense of social responsibility at this point, the amount of profit they get low on paper are trying to show. As a result, this state can not collect enough taxes, can not grow and not be able to deliver services to the community at a desired level. Again, seeking a bank loan business debt whether the decision in the past year relations between banks and enterprises, the business is reflected in the financial structure and financial reports will depend on other factors. Appropriate and consistent decision making purposes for the benefit of information in the decision process must be reliable and valid. Unreliable information, preventing the effective use of resources to the community and decision makers to the damage itself. The bank's business had prepared false financial information to the right to accept and assume the lending business of the debtor can not repay the debt to the bank and would harm the overall economy. While, banks deal with the loss of principal and interest income, the economic benefit of these credits to another business that can more effectively use such an opportunity will have been deprived of (Ersin, 1997).

Liability against the company's suppliers: Suppliers are important in the development of the company. These employees may be thought of as a flower and leaf. Suppliers, only the operation of goods and/or providing services for businesses is not limited. Business trained staff, professional schools, insurance services, fulfillment businesses, money and credit supply that financial institutions and similar business activities execution that support other businesses and institutions that suppliers are covered. The importance of supplier companies, the business provides to the material, services, etc. In doing business with quality products and thus increase the competitiveness is caused by the active role.

EVENT ANALYSIS

As known in the last days of the automotive industry giant Toyota Motor Company used in many countries due

to manufacturing defect in the gas pedals were recalled. Due to problems in Toyota's gas pedal is called the number of vehicles passed the 8 million. This figure is almost the Toyota vehicles sold last year 's case is equal to the number .

This issue of social responsibility in terms of dealing, the quality and customer satisfaction with the understanding set out for years, this approach seriously pursue Japanese firms pioneer for Toyota at first glance, brand image such as loss can be evaluated. Even the stocks quickly, depreciation, sales so companies gain reduction so the state's tax losses, tax loss as a result of the Japanese people's Gross National Hasiladan less to share and therefore the welfare level falls and the state less than receiving services, the partners' income shares reduction such as workers' pay cuts, involving all layers of this and similar negative effects are concerned.

Toyota Motor Company, vehicle recall so much as took a huge risk. An improvement of about one dollar at a cost of failure are eliminated with the vehicle. Improvement costs, compared to the cost of the tool represents a very small value. Five people died because of this breakdown of the vehicle constitutes the main reasons for the recall.

This, of Toyota Motor company has given people an indication of the value it is important to make them. People oriented is an example for better understanding of social responsibility. Toyota Motor Company, vehicle recall would not have covered up the incident, the company would be inevitable loss of customers. Clearly because of everything that took place in a transparent era we are living. Manufacturing defects will be stored in a variety of pretexts, the company is likely to cost more. Despite the negativity that the last two months, compared to last year, a decline in sales have not faced up to reinforce this idea.

In fact, the situation for manufacturing firms is neither the first nor the last. The other car companies in recent history for various reasons, so even if a large number of vehicles had been recalled. So many vehicle recall, the Toyota company for the negative comments and sleazy car produces The idea behind the expected Toyota's firm's quality and customer satisfaction have shown the sensitivity of the people outweigh be seen. Now a brand, the problem is seen to be used to retrieve the vehicle. Today, the world's largest automotive giants need to recall the vehicles, This does not mean that companies produce poor quality vehicles.

Unfortunately, years ago, court rulings, although occurring most event drive fault he has resisted some companies in recent years and improvement works as well as consumer product complaints about because the means of recall was forced. Firms defective vehicles

recalled the underlying fundamental reasons, corporate reputation, production, quality, customer respect, the growing legal requirements, corporate social responsibility as the necessity of transparency and accountability can be considered. Rapidly changing and evolving world, companies can respond to the demands of the community will be able to continue their lives significantly.

CONCLUSION

From earnings focused approach, with emphasis on consumer preferences, the concept of social responsibility and human-oriented approach in a healthy way to complete the transition, companies will be able to continue their lives. Precedence to human service and accordingly can determine production policy, companies will naturally maximize the profits.

To recall the vehicles produced by Toyota Motor Company on the agenda, although if you took a big risk, though, the policies, highly virtuous and honest behavior. This approach is evaluated in terms of social responsibility, valuing the firm's clients shows how.

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