

**With reference to an organisation of your choice, examine the impact of globalisation on business ethics.**

The organisation I have chosen is McDonalds, McDonalds was founded in 1940 by Richard and Maurice McDonalds in San Bernardino California. To date, McDonalds has over 1000 outlets across 100 countries employing well over 100000 workers. Globalization refers to the way by which businesses develop international influence. While ethics is what is considered right or wrong in the world of business. Globalisation has exposed McDonalds to different practices and lifestyles which has led to the impact of business ethics. (Globalisation has presented many challenges to Macdonald over the years and have made the company to be more ethical over its business practices.)

As mentioned, globalisation has led to McDonalds being in over 100 countries, of (including India) which is India. India is a country with a deep religious belief which strongly discourages Hindu's to consume meat. Hence being culturally sensitive, McDonalds developed new menu items such as the McalooTiki which is a vegetarian burger to ethically meet the demands of the local culture. Hence, Globalisation was able to effectively influence the way in which McDonalds acted- Ethically. This shows that McDonalds is aware of the demands of the locals, hence this could help them promote their brand image and hence even get a local following in India where the country doesn't usually eat meat. Moreover, employees will also be motivated to be working for an ethical company and hence this could provide a better customer service experience for the consumers as well.

Additionally, Globalization has also caused the movement of labor throughout the world. In the United states of America, McDonalds has almost approximately 50000 employees. Their organisational goal is also to create a cohesive working environment where all races and cultures are allowed to work harmoniously together. With over half of their employees being a different colour than white, this is indicative of how McDonalds is acting ethically, by embracing people of different ethnicity and providing a safe working environment for their staff and promoting teamwork. This has allowed them to better present themselves to the public as an ethical company, not only does it show that they are ethical, teamwork would also develop the employees skill and hence would improve their motivation. As McDonalds is a service business, a motivated workforce would be essential in order to achieve maximum satisfaction for their consumers.

Despite their growth strategy being highly catered to franchises across the world due to globalisation, they have vowed to keep the same high-quality food and service in every McDonalds Franchise. They ensure that the franchisee gets the products from a few handpicked suppliers that McDonalds has chosen which has its high quality standards. Moreover, to ensure the quality of service, McDonalds also has its own training center called the hamburger university where it trains the workers for operational skills. Hence this behaviour has allowed consumers from all around the world to enjoy the excellent quality food and services provided by McDonalds and also provide training skills for their employees. Despite the fact that McDonalds mostly hire part time workers, they still send some of their employees on training, it shows the commitment and willingness from

mcdonald as an organisation and therefore would motivate their employees to give the best service. This also reinstates their **ethical position**.

In conclusion, through globalisation, it has affected Mcdonalds Ethical standpoint. It has allowed them to act in accordance with the country's religious beliefs, to help the less fortunate people by providing them a job and opportunities for development and also the same quality food and service which they constantly promote. However, in the short run, it has led to an increase in their production costs, due to the increase in training costs and ensuring the quality of their products and staff. It has definitely boosted their brand image and brand recognition. This combined with the motivated workforce will allow Mcdonalds to definitely be more efficient in the long run and hence increase their customer base. Therefore, Globalisation has definitely impacted the way McDonalds act and it brings about positive benefits to the organization in the future.