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Strategic Management

The Google Company practices ethics and social responsibility, which directly results in a competitive benefit. The company's code of conduct is named 'do not be evil' which is applied by the employees and the management. In avoiding evil, the members are expected to serve with integrity and ensure privacy, respect, minimize conflicts, preserve confidentiality and protect the company's assets. These elements lead to competitive benefits because the employees hired feel comfortable and are satisfied with the management. They, therefore, develop a commitment to it, reducing chances for turnover saving the company the money that would be used in hiring and training new workers. The ethics also reduce opportunities for conflicts either between employees or with the buyers. For example, taking bribes in the organization is banned and leads to firing. The ethical element has made users develop trust in the company and prefer it to other organizations. As a result, the revenue earned is high, leading to competitive benefits.

Google has also ensured great social responsibility, earning it a significant market share. One of the areas the company has provided the concept is energy consumption, where the data takes 50% lesser energy compared to other organizations. Also, 24% of the energy consumed by the company is renewable with the Mountain View plant producing over 3 million kWh clean energy (Álvarez, 2017). Water consumption is also evident, whereby between 2013 and 2015, the portable water needed by every worker was reduced by 30% (Álvarez, 2017). Moreover, about six of the operating data stations have attained 100% landfill diversion and one of them is at zero wastes diversion. Apart from that, the company has reduced wastes and carbon emissions, meaning most of the materials are used in the production process. These actions have lowered the costs of production for the company and ensured quality. With that, the company has gained the power to determine prices that are favorable to users leading to more revenue. Nowadays, the buyers have become keen on how

responsible companies are, and since Google is listed among the best in the area, buyers' loyalty is evident. Currently, when ethics and social responsibility discussion comes up, Google is used as an example that improves its reputation and thus competitive benefits.

¹ Reference

Álvarez Hierro, J. (2017). Analysis of corporate social responsibility in the technology industry: focus on Google's role and corporate social responsibility initiatives.

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