

Ethical Leadership Students "The Power of Ethics in an Accelerating and Chaotic World"

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**I teach ethics and
philosophy with a
background
working in the
public and private
sectors**



- » Ethical leadership course
- » Focuses on the practical dimension of ethical thought for leaders

Complexity of organisations

- » Increasingly decentralised and dispersed
- » Vaguer responsibilities and less clear scopes

Multiculturalism and globalisation

- » Organisations cross borders
- » Differing cultural values

Multiplication of rules and priorities

- » Diverse objectives with competing demands
- » New norms, internal and external

Deontology

One would ask themselves:

“What would rules should I follow in this case?”

Virtue Ethics

One would ask themselves:
“What would a virtuous person
do?”

Utilitarianism

One would ask themselves:

“What action would foster the most
happiness and pleasure for the
greatest number of people?”

- » What might Aristotle say about H&M?
- » What might J.S. Mill think about spotify?
- » How might Kant think about climate change?

1.

Fast Fashion

Grace Clift, Sara Bares, Zach Slocumb

Fast Fashion:

- Inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends.
- Fast Fashion = rapid mass production + cheap materials + cheap labor

To help see the ethical dilemma...

The Argument for/ the Appeal...

- Offers fast, efficient delivery
- Makes clothes affordable
- Democratizes style and fashion
- Profitable for manufacturers and retail

The Drawbacks...

- Uses cheap materials, poor workmanship
- Has negative environmental impact
- Associated with exploitative, abusive labor practices
- Encourages "throwaway" consumer mentality

The Ethical Question of Fast Fashion

Does the materialistic and acquisitive consumer's desire for a low price of goods outweigh the morally acceptable human standards of worker well-being? & Environmental well-being?

FAST
FASHION

**THROW-
AWAY**
FASHION

**DISPOS-
ABLE**
FASHION

Consequentialism in Fast Fashion

- The means justifies the ends
- A morally right act is one that will produce a good outcome

Fashion Brands/Retail:

- End goal (maximum profit) justifies the means (unethical treatment of workers)

Consumers

- End goal (buying clothes and saving money) justifies the means (buying/supporting unethically made clothing)

The Leaders in Fast Fashion in the UK

ZARA

SHEIN

FOREVER 21®

H&M

boohoo

ZAFUL

PRIMARK®

PRETTYLITTLETHING

Working Conditions: A look at Shein

- Shein's model outsources labor to 3rd parties who specialize in specific types of clothing and styles so that production is more efficient
- Shein workers have reported working over 75 hours per week
- Dispersion of work has resulted in lack of reform to the working models of all the different companies



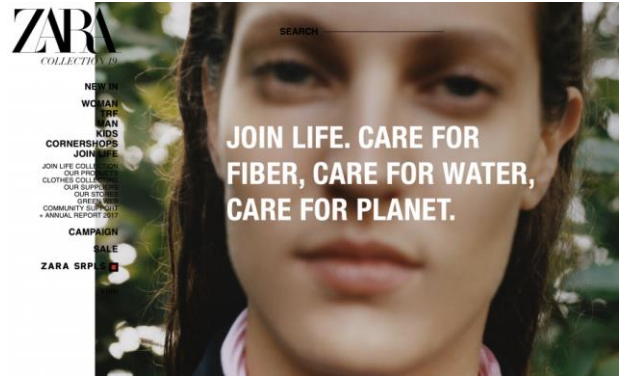
Working Conditions: A Look at Zara



- Zara's production model has the viewpoint of quantity and efficiency to compete better, but has been at a cost to the workers
- During the Covid pandemic there were no safety measures adopted to protect workers
- Couple in Bangladesh that worked for a Zara production company had to sell their newborn to pay medical bills

Sustainability Practices

- Greenwashing is when companies make overarching claims that they are adopting sustainable practices with no actual change in their production model
- Zara is one of the prominent companies who have been caught greenwashing
- Society pushing for more sustainable production, causing companies to “change” to keep customers



Why the System failed?



- India, Cambodia, Vietnam, Indonesia, and Turkey are the main producers of fast fashion.
- India has some strict laws when it comes to hours and wage, while workplace conditions such as chemical exposure goes unnoticed.
- IndustriALL a group trying to unionize workers in mining and manufacturing.
- Trying to combat the poor working conditions and hold businesses accountable but it's not enough.

Government Vs. Consumers

- Who is at fault? An important question
- Should the government be expected to enact laws that protect workers rights and the environment
- Or should it be on the consumers to not support companies that employ these practices.



Potential Solutions



- Frances unofficial minister of fashion, Brune Poirson. Not her sole responsibility to monitor the fashion industry but she focuses on waste within the industry.
- IndustriALL
- Educating consumers about what the implications are of their purchases.
- It will take consumers and government regulation to solve these issues.

Solutions from an Ethical Standpoint

Utilitarianism

Prioritizing the greater good, even at a detriment to yourself

Deontology

Fast Fashion brands committing to a set of ethical rules/values

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<https://www.thefashionlaw.com/resource-center/fast-fashion/#:~:text=India%2C%20Cambodia%2C%20Vietnam%2C%20Indonesia,Low%20cost%20means%20low%20regulation.>

2.

The ethical dimensions of emissions laws

Morgan Bartow & Madison Marquette

Ethical Dilemma

Right vs.
Right
Ethical
Dilemma

Community
versus
Individual

Ethical Dilemma: Side One

- » **The decision to enact emissions laws in developing countries in order to prevent climate change**
 - » Climate change affects all living beings, emissions laws would be protecting the entire planet
 - » Emissions laws aid in preventing the detrimental effects of climate change, and therefore are ethical

Ethical Dilemma: Side Two

- » **The decision to promote economic growth in developing nations**
 - » Developing nations struggle with poverty, access to clean water, infant mortality, life expectancy, and the overall health/happiness of the population
 - » Industrialization leads to economic growth
 - » Unfortunately, the burning of fossil fuels directly correlates with industrialization
 - » Essentially, it is necessary for these countries to emit high volumes of greenhouse gases

Ethical Dilemma: Side Two

- » Country of focus: China
- » As China's economy develops, the poverty levels decrease while the overall happiness and wellbeing increases
- » *According to an article in Springer Open*
 - » China relies on fossil fuels to propel economic growth
 - » China is the "largest carbon emitter in the world"

- » We chose Greta Thunberg as an ethical leader in the topic of emissions laws
- » Thunberg believes that the health and protection of the planet and all living beings holds priority over the economic success and health of poor countries
- » Greta Thunberg promotes the decision to enact emissions laws in developing nations with high outputs of Co₂, an ethically right choice



Greta Thunberg

- » At the 2022 COP26 in Glasgow, Scotland, Greta Thunberg spoke on the issue of emissions laws
 - » “We need immediate drastic annual emissions cuts unlike anything the world has ever seen”
 - » While China’s emission of greenhouse gases promotes their development and wellbeing of citizens, it also harms the entire global population
 - » Thunberg believes that there are no exceptions to emissions laws, and that the only way to prevent climate change is to act immediately and for every country to comply

Thunberg

Visionary Leader

- Leads with a vision for the future that she will save the human race
- Followers trust her vision
- Followers trust the mission and purpose of her leadership

Servant Leadership

- She is leading with the goal of saving the planet
- Serving her followers
- Purpose of her leadership is a common goal that will benefit the entire human race

Counterargument: Thunberg's leadership style has the health of the planet and humans in mind, but also targets developing countries in a potentially negative way

Journalist Ryan McMaken argues that:

- "...the costs of climate change must be compared to the costs of climate change policy. If economic growth is stifled by climate policy – and a hundred million people lose out on clean water and safe housing as a result – that's a pretty big cost"



Emissions laws will hurt developing nations more than they will help

People in developing nations rely on industrialization and the burning of fossil fuels

Emissions laws would cause an increase in unemployment, poverty levels, mortality rates, and living conditions would decrease significantly

The growing economy of developing nations relies on processes that are hindered by emissions laws





Deontological Approach

- » Immanuel Kant
- » Can be applied to both sides of the argument
- » A universal moral law Immanuel Kant deemed ethically right is not to lie
- » China has not taken accountability for their detrimental actions both harming the environment and their people
- » Kant says that one should live as though their every action would become a universal law
- » So, Kant could argue on both sides that they should become a universal law and are ethical



Utilitarian Approach

John Stuart Mill

- » Reduction of emissions would lead to substantial outcomes with climate as a whole
- » Improve the wellbeing of poorer communities since their opinions are often disregarded
- » Long term happiness considers the future rather than recalling events of the past as a basis of the argument as those who support economic growth often rely on
- » Economy
 - » Private sector companies buy into research, farming industries can improve their production and qualities




Virtue Ethicist Approach

- » Role Models
 - » Greta Thunberg
 - » How credible is she?
- » Focus on their own development opposed to calculated outcomes
- » Developing themselves through lived experiences (Call to action)
 - » Does not indicate 'end all be all' with how things should be handled
- » Ultimately support the improvement of our environment on the basis of being physically apparent rather than mostly calculated



Our Opinion

- » More impactful to work towards preserving our environment for future generations
 - » Subconsciously analyze and change our daily actions and habits
 - » Utilitarianism
 - » Benefits the majority along with promoting ultimate happiness
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References

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3.

The ethics of mob mentality

Jennifer Lena

What is Mob Mentality?

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“Mob mentality, also called as herd mentality, **describes how humans adopt behaviors, buy merchandise, and follow trends based on their circle of influence.** It explains how one's point of view can be easily altered by those around them.”

Mob Mentality and Groupthink

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“Groupthink is a phenomenon that occurs **when the desire for group consensus overrides people's common sense desire to present alternatives, critique a position, or express an unpopular opinion.** Here, the desire for group cohesion effectively drives out good decision-making and problem solving.”

“

When groupthink is at
the center of mob
mentality, is it possible
for the mob to make
good ethical decisions?

“

How can we apply
ancient ethical
frameworks to new
technology in the
presence of mob
mentality?



“DRAMMAGEDON”

Case Study 1: “Drammagedon”
James Charles vs Tati Westbrook

2019: James Charles losses 3 million followers in just a few days due to a 43 minute video titled “Bye Sister” posted by beauty vlogger tati westbrook exposing James for his recent actions.

This video caused public outcry against James Charles and fans all over the internet started mass unfollowing of his accounts, and some fans even posted videos of themselves publicly destroying their James Charles Artistry eye shadow pallets.

James Charles posted his own apology video and provided “receipts” proving many of the claims made by Tati Westbrook being untrue.





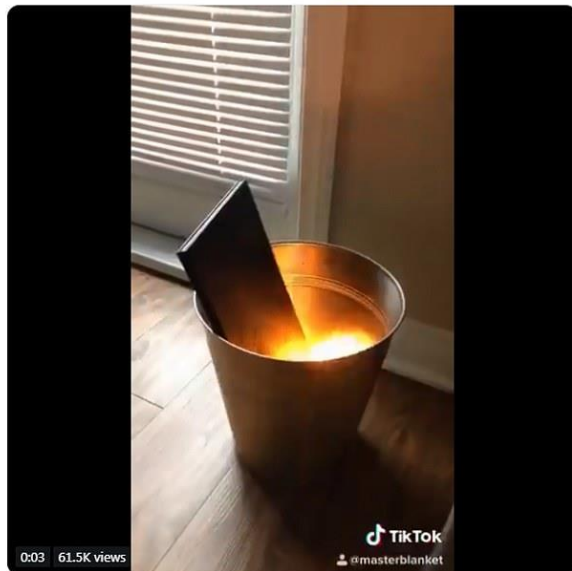
Bd

@lolmastrblank

Follow



What to do with your James Charles Pallette
thanks to Tati Westbrook 🔥



11:10 PM - 10 May 2019



Your mom

@Andicam129



Replying to [@BeachPeachSarah](#) and [@jamescharles](#)

I used to really love a lot of his artistry.
My daughter STANS. But I made her
unfollow because of his behavior.
Seeing this not change makes me
wonder if the hyper-sexualized content
will seep back in soon too. When your
demo is tween girls, that's not cool.

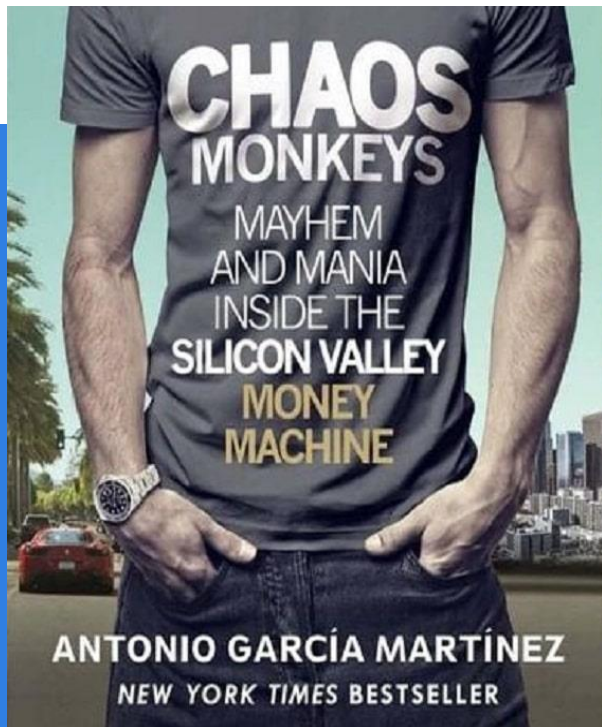
11:36 PM · 6/13/19 · [Twitter for iPhone](#)

Should you join the mob?

Deontology: X Right vs Wrong

Virtue Ethics: ✓ / X Morales

Utilitarianism: ✓ Good for the most people



Case Study 2: Antonio Garcia Martinez vs Apple & The Mob

Apple hired Martinez to work for their Advertising Platforms team on May 10, 2021. Two days later, he was fired because of a quote from his autobiography, “Chaos Monkeys,” published six years earlier. Two thousand people at Apple felt that Martinez was sexist and could not see themselves working for him. So, they signed a petition demanding him to get fired.

Martinez has publicly said that Apple knew about his autobiography and cannot comment more because of pending litigation.



Brianna Wu 
@BriannaWu



I've met a lot of overtly sexist people over my career.
But Antonio Garcia Martinez's statements about
women put him in the 1 percent.

Apple employees deserve real answers about how he
was hired in the first place.

2:38 PM · May 13, 2021 · Twitter for iPad



Tweet



Nerd's Garage

@motonerd14



Hey [@apple](#) [@tim_cook](#) I am a shareholder. Antonio García-Martínez is a sexist pig. Dump him or I (and thousands more like me) won't just dump our shares in your company.

We'll dump your products too.

I buy lots of Apple stuff. Keep me happy, ok? I'm your customer. He isn't.

1:22 AM · May 13, 2021 · Twitter for iPhone



Should you join the mob?

Deontology: ✓ Right vs Wrong

Virtue Ethics: ✓ Morales

Utilitarianism: ✓ Good for the most people

“

**Is mob mentality
ethical?**

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An Ethical Examination of Spotify's Underpayment of Artists

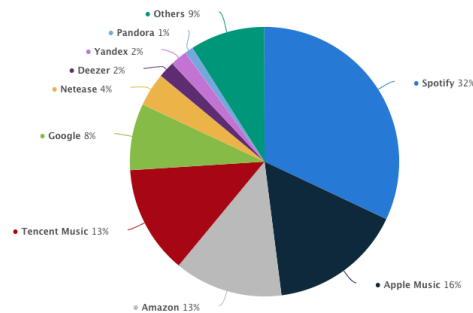
Ethan Berndt and Kate Mena

Background



- Underpayment of artists on Spotify
 - \$.004 avg payout
 - Most alternatives pay at least 3x more
- Uneven distribution
 - 10% of revenue → top .4% of tracks
 - Subscription pool
 - Spotify leadership has total control
- Profit maximization
 - Leadership in favor of current model because it benefits the company and its investors

% Share of music streaming subscribers worldwide



Ethical Dilemma

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Justice Perspective:

**Appropriately Allocate
Funds Evenly**

- Altruism
- Deontology
- Virtue Ethics: Follow Mission Statement

Loyalty Perspective:

Focus on Maximizing Profit

- Unenlightened Self-Interest
- Consequentialist
- Virtue Ethics: Change Mission Statement

Justice: Pros of Changing Payout Model

Paying artists in proportion to their number of streams

- Invest in artists because they provide revenue to the company -- positive branding
- More appealing to artists than the competition
- Encourage more artists to use platform
 - Which will draw more listeners to the platform
- Utilitarianism
 - More happiness will be created by giving more opportunities/ funding to smaller artists



Justice: Cons of Changing Payout Model

- Spotify's profits will decrease in the short term
 - Potential long term benefits
- Loss of investors
- Leadership team may feel as though they have less control



Pros of Loyalty Perspective

- Profit Maximization: Long Term Financial Freedom
- Reward Employees and Outside Shareholders
- Focus on Diversifying Internal/External Growth Opportunities
- Fairness: Best Artists Should Be Paid Most
- Short Term Focus of Money Equates to Long Term Focus of Justice



Cons of Loyalty Perspective

- Actions Are Against Current Mission Statement
- Negative Public Perception of Company
- Potential Lawsuits - Could Cost Money
- Artists Could Continue Leaving Platform in Protest
- No Guarantee of Future Justice Based on History



What Spotify Should Do

- Pay the Artists Fairly
- Ethical Standpoint:
Utilitarianism and Justice
- Make Money Ethically -
Positive Brand Image
Important
- Renew Commitment to
Mission Statement



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Any questions?



Thanks