Corporate social responsibility (CSR) is an important component of the strategy developed by every company. The need to address social issues and community needs should be a part of the development of a sound approach to the marketplace. However, this raises questions about the type of responsibility a company has to the community. This case analysis asks you to ponder the types of responsibility we expect from a company. Should a company like McDonald's be responsible for clientele getting fat and unhealthy when eating their product? What level of responsibility do consumers have to make wise and healthy choices? What impact does maintaining a global competitive advantage have on the expectations of CSR?

As a company moves into a global marketplace, their approach may vary, leading to different levels of CSR. This might mean that a company is extremely involved in CSR initiatives in one country and not in another. This could lead to issues associated with public perception, due to our communication capabilities. A company's choices in one country are no longer protected because of distance.

In New York City, the government has taken a step to ban all large drinks. They are viewing people's unhealthy choices as a public policy issue, because of the associated costs of health care. This is a national/public policy issue, because of the tax dollars spent on long-term care. Where do we draw the lines of CSR? Answering these questions is an important part of discussing CSR. Only when we evaluate the ethics of our own expectations can we hold companies to an ideal. Clarifying our expectations for CSR provides a foundation for a sound argument for CSR policies as a strategic necessity.

View:

- McDonalds. (2007, July 9). *Corporate social responsibility-Making progress / Sustainability* [Video file]. Retrieved from https://www.youtube.com/watch?v=S_bgP3ASUM4&feature=youtu.be

Read:

- Schrempf, J. (2014). A social connection approach to corporate responsibility: The case of the fast-food industry and obesity. *Business & Society, 53*(2), 300-332. doi:10.1177/0007650312449577.
- Jacobs, H. (2004, February 7). McDonald's counters super size me attack. Asia's Media & Marketing Newspaper,16.
- Trecroci, D. (2005). Did you see 'super size me' and decide that Morgan Spurlock's move was a bunch of baloney? *Diabetes Health, 14*(3), 26.
- (2012, June). New York bans large colas in war on fat. *Daily Mail*, p.13.

Use your text to create a foundation for the ethics theory, relationship to CSR principles, and the global impacts of CSR choices. This must be a concise evaluation of the case, so provide information on your understanding of the application of theory and expectations of fast food restaurants' CSR initiatives. Focus on the responsibility of fast food companies to address the health of consumers.

Consider these questions while completing your case analysis:

- Should a company like McDonald's be responsible for clientele getting fat and unhealthy when eating their product?
- What level of responsibility do consumers have to make wise and healthy choices?
- What impact does maintaining a global competitive advantage have on the expectations of CSR?

Prepare a case analysis on the topic.

Develop your case analysis using the five following sections: