

Steve Rodriguez
Week 2 Assignment:

Unethical Practices of Coca-Cola

There are various forms of unethical practices organizations often overstep. These include violations of human rights, environmental pollution and abuse of the company's policies. "As a giant beverage company, since the 1990's, Coca-Cola firm has been accused of exercising unethical practices in multiple areas, involving racial discrimination, product protection, and severe abuse of human rights" (Le et al., 2017). These practices have severely impacted Coke's effectiveness and global influence.

Coca-Cola was official in the year 1886 and is considered the world's largest beverage industry operating in over 200 nations. The company sells over 450 brands including Sprite, Fanta, Coke, and Diet-Coke. Coke has recruited more than 690,000 local individuals and has helped to create modern economic opportunities to many societies worldwide. To reduce health challenges, Coke is seeking to decrease sugar in all their drinks. In order to conserve the environment, Coke is promoting recycling and water conservation. However, this has not always been the case. In recent years, Coke has gained increased criticism and negative attention with many concerns about how it conducts business and manages health and environmental issues.

Coca-Cola has been facing many issues concerning racial discrimination of employees across the globe. In his article, Raman (2018), for instance, outlined that in 1999, Coke's reputation experienced a significant blow when approximately 1,490 African American workers sued for severe racial discrimination. A lawsuit, which developed to incorporate over 2,000 recent and former workers, accused Coca-Cola of discriminating in the areas of evaluation, promotion, and payment. The company responded by pledging to spend 1.2 billion dollars on services and goods from all minority vendors (Renz and Vogel, 2016).

The firm paid approximately 192 million dollars to settle the claims (Coca-Cola 2018). In the year 2000, black workers tossed empty coke cans upwards outside the Atlanta church in order to protest Coke's unfair treatment of the black employees. The workers complained of low payment, harassment, and poor working conditions as compared to their white co-workers. The protests resulted in increased national boycotts of Coke's products and services. This impacted the company's profits tremendously. In Colombia, related allegations were taking place. Coke was accused of using intimidating tactics and engaging in abusive actions against employees. In his article, Jenkins (2018) stated that Coke and their bottling partner were accused of the murder of union leaders in Colombia who protested the company's destruction of the surrounding. The company's top leadership has been identified by Americans and this has created distress over racial discrimination on leaders from other continents.

In conclusion, in order to assist Coca-Cola in becoming a more ethical organization, I can suggest the company should ensure that all workplaces are racially and ethnically variegated. This will promote equal opportunities for all regardless of racial orientation. Leadership should reflect a diverse population representing the current community to serve consumers and stakeholders better since they will be able

to identify with the needs of particular cultures. Coke should offer inclusion and diversity training education for all employees in order to raise awareness and reduce the possibilities of maltreatment and unfairness in the workplace. Educating all involved will assure the company operates as effectively as possible while essentially providing employees validation and respect.