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Research proposal

Thesis: The decline in product liability claims are due to the increase of corporate social responsibility.

The research topic that will be discussed for English 211C is focused on government law, business practices, and their relationship. It will address the influx of product liability claims in America and if it corporate social responsibility affects the influx of claims. Product liability is the legal liability a manufacturer producing or selling a faulty product. Millions of American citizens are injured and killed annually as a result of product-related incidents, costing taxpayers billions of dollars. Throughout the centuries, legislation was expecting consumers to be beware of the products they were buying. This was an ongoing abuse of power companies displayed over consumers until the 1970's when the inclusion of strict liability was introduced in courts. Between 1980-2010 there was an increase of product liability claims against companies. After corporate social responsibility started gaining popularity in 2010, companies have slowly transitioned to using its business practices in order to benefit themselves and society,

simultaneously. The decline in product liability claims is due to the increase of corporate social responsibility.

This research project will examine the correlations and causative relationships between the number of product liability claims filed in United States courts of law and changes in corporate social responsibility. It is important to understand that business and law are intrinsically intertwined because business practices affect changes in legislation and those changes in law affect regulations in business. Both law and business dramatically affect our daily lives on an international scale. Laws enforced are intended to protect citizens and to help us live simple, yet safe, comfortable lives. Unfortunately, not all laws are for citizens safety or benefit, so society must always be aware of what rights are being taken from them. Businesses are important to the economy because they provide job opportunities to people and provide goods that people want or need. If businesses start doing unethical practices such as dramatically increasing the prices of water, the government will not be doing their job to protect its citizens. As an effect, a new law is implemented. The same can go the other way around too. The researcher will undertake an extensive investigation, utilizing graphs that illustrate the influx of product liability claims, expert opinions, facts, foreign and domestic data between the years 2008-2018.

This research proposal is appropriate for English 211C because it requires an extensive amount of research, advanced comprehension of laws, theories, and reading. Readers of this essay will need to solve the relationship between product liability laws and CSR. There will be several scholarly sources appropriate for my research. The sources will include positions that support or go against my topic. However, the goal of the research paper is to see the benefits of ethical business practices overall in modern day society. The interest of the researcher will

devote quality time to this project in order to gain more knowledge about business and to do his part as a law abiding citizen to find ways to improve society.

Banerjee, Subhabrata Bobby. "A critical Perspective on Corporate Social Responsibility: Towards a global governance framework" *Critical perspectives on international business*, vol. 10, no. 1/2, 2014, pp. 84–95. *Emeraldinsight*, Critical perspectives on international business, doi:10.1108/cpoib-06-2013-0021.

In his scholarly article “A critical perspective on corporate social responsibility: Towards a global governance framework,” Subhabrata Banerjee, City University London, examines the flaws in the idea of corporate social responsibility and the hurdles it will have to go through to work. Banerjee argues that there are too many contradictions to the corporate social responsibility to be reliable because the theory does not provide an answer to the main three problems that are brought up: social inequality, cultural marginalization, and ecological crisis. Banerjee develops this claim by first addressing the opposing viewpoints of the topic with two quotes and then makes clear his argument which is that corporations are not at the level to make a substantial social change. Once he lets his audience know what and how he is addressing the topic he briefly introduces the reader to the main point he will make later on in the article. The author uses many in-text citations and adds multiple questions at the end of the first section to promote thoughts that the reader will be looking for in the article. At the beginning of the second section speaks about how companies will have to bite off more than they can chew. Companies will eventually need to do more than what they can handle and who sets the standards on what they need to do. Why are they obligated to do it? The author argues these points with many in-text citations. These citations are credible and make the reader feel comfortable with the information being presented. The author goes on to disprove some of the social corporate responsibility benefits such as companies will get for having a good record for helping people. He claims there is no evidence for the opposing claim but he does not have any evidence either. Later on in near the end of the main section, Banerjee begins to bring two charts as evidence to back up his argument. He increases his use of normative claims significantly because his position is conceptual. I notice because he starts using words like “if” more. Once he finishes supported

the rest of his argument with in-text citations, he finishes up by reviewing the three main points he has and why people need to conduct further research in those areas the author addressed. Banerjee's purpose is to provide a critique and keep people on their toes in order to prevent people from supporting something that sounds good but needs to dive deeper into their morals and question who sets the standard. He establishes a formal tone for scholars and professionals in business and philosophy. This work is significant because it criticises the theory and notifies other people in the business and philosophy field the questions they should be addressing to defend corporate social responsibility. This can either lead to the failure or improvement of the theory.

David Conrad, Amit Ghosh, Marc Isaacson, "Employee Motivation Factors: A Comparative Study of the Perceptions Between Physicians and Physician Leaders", *International Journal of Public Leadership*, Vol. 11 Issue: 2, pp.92-106, IJPL
<https://doi.org/10.1108/IJPL-01-2015-0005> Accessed 11 March 2018

In this scholarly article "Employee Motivation Factors: A Comparative Study of the Perceptions Between Physicians and Physician Leaders," David Conrad, Marc Isaacson, Augsburg College, and Amit Ghosh, College of Medicine, examines the different theories on employee motivation and which one is most effective according to a study. The authors suggest that out of the five theories none of them are wrong because every employee is different, so it should be the management's duty to observe and find out which motivational theory works best

for individual employees. They develop this claim by first introducing the basic, yet necessary background information such as definitions and the theories they are going to examine to ensure that the reader can follow along throughout the article. Once the authors establish the main idea in the article, they proceed to go more in-depth with the five theories on what motivates employees. They do a good job examining the information without showing signs of being bias. In the second section, the authors begin explaining the study they conducted in detail. They go over everything in their research methodology such as participants, surveys, etc and provide charts and graphs to visually show the evidence. They ensure that there was no confusion within any of the participants to uphold their credibility. In the final section of the paper, the authors go over the results of the experiment. The authors fairly present the outcomes and suggest that interesting work and job security was the most popular form of motivation since that is what employees want. Then they tell the audience how to implement this motivational theory into the workplace. David Conrad, Amit Ghosh, and Marc Isaacson, 's purpose are to construct a positive work environment in order to create a better lifestyle for the working class in America or even around the world. They establish a formal tone for scholars and professionals in the business.

Glavas, Ante. "Corporate Social Responsibility and Employee Engagement: Enabling Employees to Employ More of Their Whole Selves at Work." *Frontiers in Psychology* vol 7, no 1, 2016, PMC. doi: [10.3389/fpsyg.2016.00796](https://doi.org/10.3389/fpsyg.2016.00796) Access 17 Feb. 2018.

In this scholarly article "Corporate Social Responsibility and Employee Engagement: Enabling Employees to Employ More of Their Whole Selves at Work," Ante Glavas, Kedge Business School, suggest why corporate social responsibility affects employees the way it does. Glavas argues that corporate social responsibility will increase employee engagement which will, in turn, contribute to society by documenting his own research and experiment. Galvas develops this claim by first hooking the reader's attention with a startling fact in the first sentence. He then proceeds to use real-life companies as examples, such as Walmart, to show the audience benefits of the corporate social responsibility (CSR) in the introduction. Toward the end of the introduction, the author tells the reader that he will be discussing the mechanisms and relationships between CSR and other variables. In the next section "Prior Research on CSR and Employee Engagement", Galvas explains the concepts and positive consequences of CSR but ends the section explaining why previous research can be better and says how his research will delve into further research. At the beginning of the third section "Underlying Mechanisms that Explain Why CSR Leads to Employee Engagement", he focuses on one of the main topics from his thesis. The author starts to use figures and citation a lot more frequently. In this section, Galvas begins to explain his experiment and explain the hypotheses, details, and results. He makes sure the audience is following the complicated experiment by showing visuals and explaining the significance in detail. His diction is not too complicated. Toward the end of the

section, he discovers that CSR is still good and how it can be better. Galvas's purpose is to provide more evidence in order to support the implementation of corporate social responsibility into present day society. He establishes a formal tone for scholars and professionals in science and technology. This work is significant because many people can be happier and the world can be a better place but no one wants to lead by action. CSR proves that it can improve the world, so once companies start implementing this idea to business, everything will be better.

Resnik, David B., and Kevin C. Elliott. "The Ethical Challenges of Socially Responsible Science." *Accountability in research*, vol 23, No 1, 2016, pg 31–46. PMC. doi:[10.1080/08989621.2014.1002608](https://doi.org/10.1080/08989621.2014.1002608) Accessed 29 Jan. 2018.

In this scholarly article "The Ethical Challenges of Socially Responsible Science," David Resnik, National Institute of Environmental Health Sciences, and Kevin Elliott, Michigan State University, examines the complications of ethical dilemmas and social responsibility scientist must take part in to uphold their social responsibility. Resnik and Elliott suggest that science should include values, but in an appropriate manner since scientist have an obligation to the public. Because of this, making multiple recommendations to help scientist in future ethical dilemmas that can get in the way of their social responsibility. They develop this claim by first giving background information on the subject matter such historic examples before going in depth on the issue. After the authors reveal what they are going to focus on in the paper, they speak about an ongoing debate on the objectivity of science. Resnik and Elliot then define and distinguish important details, so they can start asserting that values have influence in science.

They continue to use historical examples to persuade the reader how people will give out falsified data to maintain standing. Next, the subject in the paper transitions to two more arguments within their ethical debate. While they briefly explain and acknowledge the validity of the two sides of value-neutrality, they choose to discuss it more in the next section of the article. The authors want science to avoid being value-free because of scientist responsibility to the public and the authors deliver ethical and moral examples that carry on their three arguments on why scientist have an obligation to society. Knowing they are will still be ethical dilemmas, Resnik and Elliot proceed to speak about problem selection, publication, data sharing, and public engagement, in the last half of the article. The first challenge is deciding if some research has enough merit to invest in since some research can have negative social views. Secondly, they assert how publication and data sharing can be positive or negative for society, so they provide steps to protect research. Lastly, the authors talk about public engagement, which is mainly about how scientist or researchers reach out to society. Resnik's and Elliot's purpose is to involve ethical behavior and good values into the scientific community in order to provide unbiased knowledge to the public and for other researchers so we can speed up the development of increasingly accurate research because with more knowledge the better we are as a people. They establish a formal tone for scholars and professionals in medicine. This work is significant because ethics, morals, and good values are important to have for honest material to work with instead of having people provide false research to benefit their own agenda and not society.

Spier, Kathryn E. "Product Safety, Buybacks, and the Post-Sale Duty to Warn."
Journal of Law, Economics, & Organization, vol. 27, no. 3, 2011, pp. 515–539. *JSTOR*,
www.jstor.org/stable/41261732.

In this scholarly article "Product Safety, Buybacks, and the Post-Sale Duty to Warn," Kathryn E. Spier, Harvard Law School, argues that companies need to be adequately warning consumers of faulty/dangerous products before purchase. She claims that companies actually make a profit for buying back faulty products from consumers while also avoiding liability for injuries. She develops this claim by first giving an introduction to the issue at hand by storytelling. Once she is done telling us the quick introduction to the topic, she states some shocking facts about product recalls to hook the audience and keep us interested in the paper. After giving background information, the author ends the introduction by telling the reader that she is arguing against strict liability and her main claims. In the second section, Spier is setting up a mathematical model while explaining why and how she is doing it. The middle section does mathematical equations to find information about the social welfare benchmark. The author tries

her best to explain what she is doing, but it is difficult to follow the weird equations I have never seen before, so I do not know if the math is correct or how to double check it. Once Speir finds an answer to one of her equations, she plugs the answer into a new equation that compares strict and no manufacturer's liability. The author uses the calculations as evidence throughout the majority of the paper to prove each of her points. Toward the end of the section, she gives and explains five propositions briefly before moving in the final section. In the last section, Speir discusses ex-ante issues and liability rules. She continues to use math to support each of her sub-topic claims such as the post-sale duty to warn, social welfare comparison, etc. Speir fails to use pathos and has weak usage of logos because all she attempted doing was using math that was difficult to follow and understand. Speir's purpose is to provide a solution to product liability in order to prevent consumer harm from faulty products, prevent companies from purposely making faulty products to make money, and provide better incentives for companies to warn consumers before they buy a product. She establishes a formal tone for scholars and professionals in business and law. This work is significant because she identifies problems and solutions using math as a way to form a more ethical business standard in America. With solutions that benefit both parties, we start implementing fair practices into our society one step at a time. So next time we wonder who's fault it was to use a toaster as a bath warmer, we will know whose it is.

This work is significant because knowing what motivates and makes employees happier can back up my argument on one of the benefits of corporate social responsibility.

Ryan, Kenneth E. "Product Liability Risk Control." *Professional safety* Vol. 48 Issue 2, pg. 20-25. *ProQuest*. Web. <https://search-proquest-com.proxy.lib.odu.edu> Accessed 19 Mar. 2018.

In this scholarly article "Product Liability Risk Control," Kenneth E. Ryan, The George Washington University Law School examines product liability as a whole by informing the reader of the duties the Manufacturers, wholesalers, and retailers deal with their products and why it is good. He develops this claim by first stating the definition of "product liability" to ensure the audience are on the same page on what it is the author is talking about then he proceeds to give some history on the topic. By giving the history of product liability he shows that he has knowledge on both sides of the argument because he explains that customers used be liable but the roles have flipped and he tells us why. Toward the end of the first section, Ryan list all the duties Manufacturers, Wholesalers and Retailers have. Throughout the rest of the article, he lists tips on how to reduce product liability risk by giving 7 keys to product liability risk Control. The rest of the sections are short individual portions dedicated to each key to product liability risk. In the remaining short sections explaining how to establish each of the key points, he doesn't use any examples or reasons why it works even though it is kinda self-explanatory. If the author used examples or evidence it would be more trustworthy. At the end of the article, he concludes that it takes a genuine commitment from an organization to accomplish negating product liabilities and it should remain to be a manufacturers duty to uphold responsibility for the defective or unreasonably dangerous product. Ryan's purpose is to continue to hold manufacturers responsible in order to help businesses and reduce the overall harm done to both

businesses and consumers. He establishes a formal tone for scholars and professionals in professionals in business and law. This work is significant because acknowledging both sides of the argument and providing a solution can change people's views and help companies not gain more influence over American citizens.

Tai, F. and Chuang, S. "Corporate Social Responsibility." *iBusiness*, vol 6, 2014, pg 117-130. *Scientific Research* doi: [10.4236/ib.2014.63013](https://doi.org/10.4236/ib.2014.63013). Accessed 5, February, 2018.

In this scholarly article "Corporate Social Responsibility," Fang-Mei Tai, National Penghu University, and Shu-Hao Chuang, Chung Hwa University, reasons why corporations need to focus on helping society and being good role models to everyone in general. Tai and Chuang argue that corporate social responsibility will help everyone in the long run since businesses are contributing to their shareholders and society while helping their own value increase. They develop this claim by first giving background information on the subject matter such as a historic example before going in depth on the issue. After the authors reveal what they are going to focus on in the paper, they speak about the reasons they are doing it, which is to promote positive actions from companies. Tia and Chuang then define and distinguish important details, so they can start asserting why corporate social responsibility (CSR) is so important. Next, instead of an example, they explain a graph from another author that they agreed with. The

graph explains the globalization theory. The authors then proceed to speak about the benefits of corporate social responsibility and do a good job with how they present their points with a modus ponens form of argument. As they are nearing the end of why CSR is great, they start to use two examples of unethical businesses practices and how that negatively impacted those popular corporations. In the next section, Tai and Chuang discuss how they can apply the social theory with a various number of strategies. After that, they briefly talk about international corporations and where some nations do better and why that is true. Shortly after, they discuss their own homeland (Taiwan) and use calculations and statistics to help convey their argument even further. Nearing the end of the article, the authors start shoving evidence at the end such as charts and surveys. Then they proceed to analyze the data and come to a conclusion and instructions for further research. Tai's and Chaung's purpose is to promote a higher standard of society and corporations in order to uphold long-term sustainability internationally. They establish a formal tone for scholars and professionals in science and technology. This work is significant because this is a major step on how we set a moral standard for everyone on earth. Once we start aiming to promote ethical behavior, especially with people who have a heavy influence, such as a corporation, we can move forward as a species.

Vassiilikopoulou, Aikaterini, et al. "The Importance of Factors Influencing Product-Harm Crisis Management Across Different Crisis Extent Levels: A Conjoint Analysis." *Journal of*

Targeting, Measurement and Analysis for Marketing, vol. 17, no. 1, 2009, pp. 65-74.

ProQuest, doi: 10.1057/jt.2008.30. Accessed 19 Jan. 2018.

In her scholarly journal article “The Importance of Factors Influencing Product-Harm Crisis Management Across Different Crisis Extent Levels: A conjoint Analysis,” Apostolos Lepetsos, George Siomkos, Kalliopi Chatzipanagiotou, Aikaterini Vassilikopoulou, Athens University, Argues that companies are responsible for minimizing possible hazardous outcomes from their products. She supports this claim by first examining factors of hazardous product calamities that companies cannot avoid and what companies responsibilities are when an emergency is caused by their product faulty product. Next, the authors explain the levels of product crises so we can understand the importance of crisis management. They proceed to review the multiple consequences of a faulty product a company can face if they do not handle the situation properly. Toward the end of the section, the authors provide statistics and solutions on what indicators to look out for when it comes to customers and product misuse. Finally, at the end of the section, the authors provide ways to do further research to the reader. Their purpose is to go over the ethical and social responsibilities that companies have over their consumers in order to provide safe and swift protection over consumers and companies. They establish a formal tone for scholars and professionals in economics and business fields. This work is significant because it explains the moral duties of businesses and how it is not the consumers' fault for misusing a product that does that have the proper labels to prevent product-harm.