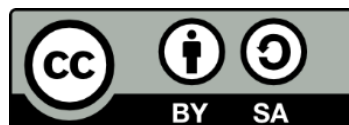


ΑΓΓΛΙΚΑ III

Ενότητα 12a: Company Accountability

Ζωή Κανταρίδου

Τμήμα Εφαρμοσμένης Πληροφορικής



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



ΕΣΠΑ
2007-2013
Πρόγραμμα για την ανάπτυξη
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ

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Ευρωπαϊκή Ένωση
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ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗ
επένδυση στην κοινωνία της γνώσης
ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
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Questions

- According to the paper, what is the dilemma that MNCs face?
- What were the major lines of criticism against Nike?
- What kind of crisis is this?
- What measures did Nike's response include?
- How does Nike monitor its suppliers nowadays?
- What are the 'perils of globalization'?

Answer in your own words

1. What is meant by the phrase ‘the industry is segmented’?
2. What is meant by ‘good corporate citizenship’ and why do MNCs ‘tread warily’?
3. What were the factors that led to Nike’s impressive growth?
4. What were some criticisms directed at Nike in the 1990s?
5. What is meant by the ‘hands-off approach’ in ‘Nike’s Response’, para.1?
6. What is meant by ‘window dressing’ in the section ‘Nike’s Response’, para.1? Paraphrase the criticism expressed.
7. What is the purpose of inspections and audits?

True or False?

1. Nike first became the target of criticism in the 90s.
2. Nike immediately responded to criticisms by formulating the Code of Conduct.
3. Nike's critics were not fully convinced by the Code of Conduct.
4. Nike managers conduct on-site inspections of clothing manufacturers on a daily basis, irrespective of the size of the firm.
5. PriceWaterhouseCoopers are labor inspection specialists.
6. Nike has established specific rewards for managers responsible for supplier factories that show improvement in labor practices and health standards.

Derivatives

- What constitutes good _____ (1-CORPORATION) _____ (2-CITIZEN) in a world where the stakeholders are diverse and dispersed around the globe and where no clear or _____ (3-CONSENT) rules and standards exist?
- These questions shape the _____ (4-BEHAVE) of most multinational corporations (MNCs) today. Although MNCs are eager to pursue the opportunities of increased _____ (5-GLOBE) integration, they are _____ (6-INCREASE) aware of the reactions which their strategies induce.
- The same factors that permitted Nike to grow at an _____ (7-IMPRESS) rate over the last several decades –investing savings into _____ (8-INNOVATE) designs and marketing campaigns – have also created serious problems for the company in recent years.
- Nonetheless, the _____ (9-EVOLVE) of this document indicates that Nike is seeking to address several of the most serious problems found in its suppliers' plants.

Derivatives -2

1. Posting the Code in factories where most _____ (10-EMPLOY) are _____ (11-FUNCTION) illiterate and/or do not possess the power to insist on its _____ (12-IMPLEMENT) is ineffective.
2. Today, Nike has 85 people specifically dedicated to labor and environmental _____ (13-COMPLY), all located in countries where Nike products are manufactured.

Collocations

- | | |
|-------------|-------------------|
| 1. Pursue | a) Problems |
| 2. Induce | b) Inspection |
| 3. Create | c) One's image |
| 4. Tarrish | d) Training |
| 5. Confront | e) Problems |
| 6. Accept | f) Opportunities |
| 7. Address | g) Responsibility |
| 8. Receive | h) Expectations |
| 9. Conduct | i) Reactions |
| 10. Undergo | j) Problems |
| 11. meet | k) research |

Collocations ANSWERS

- Pursue opportunities
 - Induce reactions
 - Create problems
- Tarnish one's image
 - Confront problems
- Accept responsibility
 - Accept problems
 - Receive training
 - Conduct research
- Undergo inspection
 - Meet expectations

Linkers of contrast-1[1]

- **Although** the industry is highly segmented, the branded shoe segment is dominated by a few large companies.
- (use **HOWEVER**)
- (use **DESPITE**)

Linkers of contrast-1 [2]

- **Although** the industry is highly segmented, the branded shoe segment is dominated by a few large companies.

- (use **HOWEVER**)

**The industry is highly segmented.
HOWEVER, the branded shoe segment is dominated by a few large companies.**

Linkers of contrast-1 [3]

- **Although** the industry is highly segmented, the branded shoe segment is dominated by a few large companies.
- (use DESPITE)
- **DESPITE** the segmentation of the industry, the branded shoe segment is dominated by a few large companies.

Linkers of contrast-2[1]

- Already in the 1980s, Nike had been criticized for sourcing its products in factories/countries where human rights problems were rampant. **However**, a series of public relations nightmares combined to tarnish Nike's image.
- (use ALTHOUGH)
- (use DESPITE)

Linkers of contrast-2[2]

- Already in the 1980s, Nike had been criticized for sourcing its products in factories/countries where human rights problems were rampant. **However**, a series of public relations nightmares combined to tarnish Nike's image.
- (use **ALTHOUGH**)
- **ALTHOUGH** Nike had been criticized for sourcing its products in factories/countries where human rights problems were rampant since the 1980's, a series of public relations nightmares combined to tarnish Nike's image.

Linkers of contrast-2[3]

- Already in the 1980s, Nike had been criticized for sourcing its products in factories/countries where human rights problems were rampant. **However**, a series of public relations nightmares combined to tarnish Nike's image.
- (use **DESPITE**)
- **DESPITE** criticism against Nike for sourcing its products in factories/countries where human rights problems were rampant since the 1980's, a series of public relations nightmares combined to tarnish Nike's image.

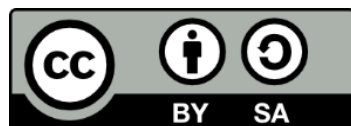
Linkers of contrast-3[1]

- Critics have charged that Nike's Code of Conduct is minimalist and not fully enforced. **Nonetheless**, the evolution of this document indicates that Nike is seeking to address several of the most serious problems found in its suppliers' plants.
- (use **ALTHOUGH**)

Linkers of contrast-3[2]

- Critics have charged that Nike's Code of Conduct is minimalist and not fully enforced. **Nonetheless**, the evolution of this document indicates that Nike is seeking to address several of the most serious problems found in its suppliers' plants.
- (use **ALTHOUGH**)
- **ALTHOUGH Nike's Code of Conduct has been criticised as minimalist and not fully adhered to, the evolution of this document indicates that Nike is seeking to address several of the most serious problems found in its suppliers' plants.**

Τέλος Ενότητας



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