

Introduction

A moral obligation is corporate responsibility where businesses are allowed to provide a favorable environment to their workers or the communities surrounding them. There must be a balance between the collective good and individual freedom.

Application

Corporate responsibility has five important areas that a business has to consider. These include economy, environment, voluntary, social and relation. Since this is a communitarian case study picking relational responsibility will be appropriate. Cardinal Hospital relates well to its customers, business associates employees and the community in which their business enterprise operates. Enriching the local people who surround the business is very important in that the economy of the region will escalate. Fulfilling this ensures that the community becomes a consistent customer and a friend to the business to their business.

Argument

Should the relational responsibility be rigid or flexible? The argument prevailed is how the relationship has to be maintained between the community and the corporate. The rigid ethical values include professionalism, honesty and integrity while flexible ethical values range from the anxiety to understand others values, remuneration policies and cultures. Professionalism enables one to work to realize the set objectives of the business and the community. According to Kline (pg.194), a company is aggressive in achieving its goals. As a requirement in a business the public relation is paramount and no any business, which has a mandate to mistreat its community or society surrounding it. The corporate should increase professionalism of the community by helping them in furthering their education in either sociology in economics or psychology in human resource and in our case doctors and nurse schools. Cardinal Hospital sponsor students from poor families bearing in mind that they be the future managers of the corporate. However, the rigid values of the community should remain unchanged while the company or the business adapts to the flexible ones. Some corporate might want to avoid the flexible values since they seem manageable. But the company's ethical code of conducts must be adhered to. Remuneration of the work force should be lively. These workers come from the community need all the professional support including monetary support. No any company that will want to employ an individual who is not honest, otherwise the company will have a dilemma between communitarians, individuals and the corporate. Honesty of the workers determines the live of the corporate. This is a fixed value of any enterprise and it's not negotiable. Individuals should relate well with public interests. At some time communitarian culture doesn't perfect honesty, and therefore, no one might be liable in case of lost money and resources. Marketers should focus on making company improvements other than satisfying individual's needs.

Integrity is the third and the last fixed value in relational responsibility. Kline (pg. 196) asked "Can leaders be said to have integrity in a company that lacks integrity?" A corporate with managers, CEO's and other leaders who have integrity while their company lacks it makes some sense. This is because they manage and control the activities and the transactions going between the business and the others. Conversely if the business leader lacks integrity then the management requires re-tooling. First, the corporate integrity must find its place in the society, and this pictures the requirement of civil ethics that can enable an individual to understand leader's roles within a corporation. Integrity helps in facilitating a positive reputation and trust in a business organization. It will be hypocritical and arrogant to have a beginning in a certain activity and tell the country to run itself. This has a corporate application, whereby it will be too arrogant for the managers that lack integrity to say that the company will run itself. This is impossible since a company has a chain of command and different roles of its workers. Such could only happen if the services offered by the corporate are to blame. Reputation deals with the attitude the public has towards the company. A business usually draws more market if the reputation is high and it's harder to get and retain workers and customers, but harder when reputation is questionable. Trust builds company-consumer, employer-employee and society-company relationships. For an individual or company to be trusted fairness and respectfulness must prevail. This communicative environment enables the employer to trust the employee with independence even when given a collective responsibility. On basis of integrity corporate builds trustful community, employer and employees relationships.

Cultures and remuneration policies are the flexible value co-existing between a corporate and the society. It's a corporate governance to pay its employee well. In addition to that all their allowances should be met early and avoid any delay as this makes the workers to strike or have a go slow attitude, towards the company's activities.

Response to criticisms

A company that does have integrity, but its leaders have it definitely fall under criticism. There is no way this can happen. Cardinal hospital was criticized for carrying HIV tests to patients without their consent; on provision of

their appropriate credentials the court case was lifted. Integrity should start with the management following the chain of command and the hierarchy of the company. In fact this is the mismanagement of the highest order. This will be like restricting the public the freedom of speech and expression. The public should not be blinded by the corporate management instead they should be criticized. According to Global Network Initiative the freedom of speech of the community and customers should not be violated. Therefore, the company should not be compromised (Kline pg. 43). Not all companies and individuals can be trusted. Always in an organization that carries a large capacity of people, there are employees who cannot be entrusted with the management. Also, some people in the community cannot be trusted with grants. This is because if not closely examined they can forge documents. On receiving the loans probably from banks they go missing. Though earlier discussed that the society, employees, employers and the company should build trust among one another some individuals and companies' credibility is important.

Conclusion

In conclusion, a corporate has a moral obligation to consider the following values offering of voluntary services, social perspective to the society, economy development, management of environment, and their relationship to the community that surround them. Relational responsibility should be rigid. Such values include professionalism, integrity and honesty that enable building of either positive or negative reputation to the company. The flexible ones include remuneration policies and culture. However, a company that lacks integrity can be entrusted and the same time lacks trust from the community.