Intellectual Property

In numerous occurrences in the business world today, it can frequently appear as though an organization is just paying a unique mind to its advantages and its investors, rather than its customer's needs. There are numerous explanations behind this, regardless of whether an organization turns out to be progressively worried about exploiting profit instead of fulfilling its clients' needs, or because they forget about their vision and mission statements. In either case, it is significant that organizations adhere to their statements of purpose and work toward making an equalization in addressing the necessities of both the business and their clients. In this project, I will clarify how profit-driven organizations should offset their business needs with the requirements of its clients, the responsibilities of these companies in gratifying the customer's needs, and discuss the issue from the Biblical worldview.

**Balancing Business and Consumer Needs**

An organization and its officials hold an essential obligation to investors to acquire a profit, be that as it may, there are parts of the business, managed both by law and social desires, which compel this mission for benefit. With explicit respect to intellectual property, organizations, for example, Apple and Samsung, are occupied with suit over infringement of such rights, as showed for the case study. It would be viewed as a rupture of obligation to not secure intellectual property, so it is justifiable that these claims are occurring. With respect to the property, all in all, some may contend that useful intelligence ought to be discharged from these licenses and not held hostage by organizations. Civil welfare, while significant, isn't the fundamental function of corporate America. It very well may be contended that the general population has no uncertainty that has been improved by private enterprise and the powers that self-manage the free market economy, in any case, this came about because of a perplexing system.

All the profit-oriented organizations are always looking to amplify their revenue. All things considered, if an organization isn't making enough cash to cover its costs, it will, in the end, fall flat. Nonetheless, it is additionally significant that each organization guarantees that they generally remember their clients when making and selling their items or services. The client has a significant impact in an organization's prosperity, as the transactions that clients make add to the revenue that the organization gets. Larry Light clarifies, in his article, "Financial engineering at the expense of customer focus is a formula for failure" (Light, 2017). He further states that Concentrating majorly on investor esteem is terrible for business, and awful for brand: abusing clients to gratify investors' needs is a death-wish for the organization. Relinquishing client needs doesn't just damage the buyers; however, it harms the business also. Organizations, in any case, don't need to pick between their business and their clients. Organizations should adjust the requirements of their business just as the necessities of their clients by perceiving that client and investor values are associated. At the point when an organization fulfills their clients, the clients become faithful to the organization and become advocates who bring in new customers like their friends and families (Light, 2017). Organizations ought to likewise develop associations with their partners, notwithstanding their customers (Light, 2017).

This balancing control between customer needs and organizations need not be perceived as antagonistic; for most cases, business needs and clients intrigue are integral to each other. For instance, acting accountably, while conceivably costing increasingly forthright, can go about as a commercial to understand a return on investment (Story &Neves,  2015).  In American culture, it has been seen that customers are eager to pay more for an item that is created by a socially responsible corporate.

**Company Responsibility to Customers**

There is a difference between charitable and for-profit associations in their essential obligations, responsibilities, and purpose. The desire for a for-profit organization and a charitable organization are altogether different. A charitable organization frequently exists to fill a social need or gap, and the two ought not to be judged per similar benchmarks. Lawfully, it very well may be contended that these revenue driven organizations don't hold any more commitment to profit consumers anymore that charitable organizations. Ethically, be that as it may, this inquiry merits a more profound assessment.

Because of the types of services and products offered by these organizations, they are naturally presented to more hazards and open investigation than organizations in different enterprises. This is similar to the model where credit agency carriers present significantly more hazard with the breach of customer information than a nourishment handling plant (Story &Neves,  2015).  In light of this, I would contend that morally, these organizations do have a higher obligation owed to customers, which is innate in the kind of item they decide to deliver.

Factors, for example, maintained business, pricing choice, and market contributions should all be chosen by the organization. Intellectual property must be guaranteed as property. This may not bring about the most alluring circumstance in all cases. However, it is essential to cultivate the market condition for rivalry, inspiration, and innovativeness.

**Biblical Worldview**

In 1 Corinthians 10:23, Paul fortifies that since you can accomplish something doesn't mean you necessarily should. This should make Christians stop and consider the short and long haul impacts of choice, invest energy in supplication, and look to comprehend otherworldly effects before arriving at a resolution. The Golden Rule, as referenced in Matthew 7:12, ought to apply to all people paying little respect to whether they are adherents. Proverbs 19:17 states, "One who is gracious to a poor man lends to the Lord, and He will repay him for his good deed" (Proverbs 19:17, NIV). We should endeavor to do good wherever we can in order to please our Creator.

I would look to create a justifiable and fair revenue for my organization, while likewise trying to make no damage customers. While I may by and by feeling a craving to advance client lives, I have an essential duty to utilize organization and investors funding to achieve the purpose for reasonable and moral profitability.

References

Light, L. (2017, June 13). Companies need to balance customer and shareholder satisfaction. Retrieved from <http://www.nydailynews.com/life-style/companies-balance-customer-shareholder-satisfaction-article-1.3243643>.

Story, J., &Neves, P. (2015). When corporate social responsibility (CSR) increases performance: Exploring the role of intrinsic and extrinsic CSR attribution. *Business Ethics: A European Review,* 24(2), 111-124. doi:10.1111/beer.12084. Retrieved from, <http://liberty.summon.serialssolutions.com/#!/search?bookMark>.