**Video Title:** Social Responsibility Perspectives: The Shareholder and Stakeholder Approach

**Video URL:** <https://www.youtube.com/watch?v=vD9XJKZmXEs>

**Running Time/Source:** 7:43, Alanis Business Academy/YouTube

**Close Caption Available:** Yes

This video compares and contrasts the shareholder approach and the stakeholder approach to corporate decision making. The shareholder model is defined as a corporation only having a fiduciary responsibility to maximize profits for its shareholders. The stakeholder model is defined as a corporation having a social responsibility to satisfy multiple stakeholders in addition to seeking profits. These are two opposite approaches and most corporations fall somewhere in between these two approaches. BP’s oil spill is an example used of how not having a stakeholder approach could hurt the company financially in the long run.

Questions:

1. What is the Shareholder Model of business?

2. What is the Stakeholder Model of business?

3. What are some examples of stakeholders of a business?

4. Who are the board of directors of a corporation and what do they do?

5. What is meant by Social Responsibility of corporations?

6. What is the difference between primary stakeholders and secondary stakeholders?