Activism: An Experiential Sharing of Impacts on Businesses and Ways to Engage Activists

Authors : Lee Kar Heng

Abstract : Activists are people who use strong actions such as public protests or social media accusations in support of or opposition to controversial issues. While activism is the act of using such vigorous campaigns and actions to achieve political or social changes by the activists, today, the pressure and stresses from activism do not only grow in terms of civil rights but also in racial justice, labour reforms, and environmental change, to name a few. Some activism acts are constructive, but many are destructive, and they affect businesses as activists direct their sights on corporations, business entities, and organizations to achieve their supporting objectives beyond reasonable means. The paper attempts to share experiences of businesses being attacked by activists and how the attacks are mitigated. In sharing, this paper will discuss the effectiveness of the activist action and ways to react to them. The positive and negative impacts caused by activists' support action against corporations are also discussed.

Keywords : activism, conflicts, business, social responsibility

Conference Title : ICEEMB 2022 : International Conference on Entrepreneurship, Electronic and Mobile Business

Conference Location : Istanbul, Türkiye

Conference Dates : November 29-30, 2022