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Abstract

When I entered the field of business anthropology in the 1980s, it was an exciting and new development in anthropology, although anthropologists had been in business since the 1930s. What we experienced in the 1980s was actually a revival of a field that had been for the most part inactive for decades. Since the 1980s, the importance of business anthropology has exploded both inside the discipline and outside of it in the world of public life. The reasons for this explosion are complex but at the heart of them is the importance of what anthropologists bring to business. We bring a special way of looking and of thinking and consequently we come to conclusions not reached by others.
A higher contribution margin usually means that a business is able to spend more on advertising to increase its sales volume. Lower contribution margins might mean that a company will have to rely on less-expensive forms of promotion, such as publicity and customer referrals. Optimal Production Levels. Akers holds a Master of Business Administration with a marketing concentration from Devry University’s Keller Graduate School of Management and a Master of Fine Arts in creative writing from Antioch University Los Angeles. Image Credit. Thinkstock/Comstock/Getty Images. Business may engage in reactive defensive lobbying (defending its own freedom from government regulation) or interactive lobbying (partnering with interest groups on policies that the firm can benefit from). (PAC) to which voluntary contributions of employees are amassed and then given in legally limited amounts to selected candidates. Not surprisingly, larger firms in regulated industries, or in industries exposed to greater risk from changing public policies, such as oil companies in 2010 during and after the British Petroleum (BP) Gulf of Mexico oil crisis, use PACs more often than other firms. Businesses have to also understand the importance of another actor in the business and public policy sphere—the news media. The media provides important functions for both society and business. Business ethics refers to the application of ethical values in a business environment. Ethics refers to a philosophical branch that deals with human values in relation to their conduct regarding what is good or bad and what is right or wrong. There are various branches of ethics, and one branch is ‘business ethics’. This type of ethics is focused on how business ought to behave. The type of business ethics that looks at how businesses should act within a society is sometimes referred to as ‘corporate social responsibility’. Business ethics refers to the application of ethical values in a business environment. Ethics refers to a philosophical branch that deals with human values in relation to their conduct regarding what is good or bad and what is right or wrong.