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## Social Responsibility Practices Of Uber

“Good things happen when people can move, whether across the town or toward their dream” is a statement everyone would find when searching for Uber, and that’s what our topic is about. Uber is a global corporation founded by Garrett Camp and Travis Kalanick in March 2009 that matches riders with vehicles providing various services including peer-to-peer ridesharing, food delivery, and an electric bike and scooter system. The company originated in San Francisco and operates in over 70 countries including Egypt; mobile apps and websites could be used to access its services.

Firstly, we will start with a glimpse of Dara Khosrowshahi, CEO of the company, who was born in 1969 and was previously the CEO of Expedia Group. He became Uber’s CEO in August 2017, succeeding founder Travis Kalanick. For me, I would place him in a stable complex position in the uncertainty matrix, this is because the

Bla Bla, highlighting the social responsibility practices of the company, in September, Uber announced a pilot along with LeasePlan, Nissan, and Nuon to increase the number of fully electric vehicles available via the Amsterdam Uber app, making a positive difference to cities that have always been at the heart of what they do and this pilot is a significant step in helping to make Amsterdam a greener, safer and happier place to stay. Uber’s dark green approach to conserving the atmosphere and reducing emissions from petrol vehicles would have a positive impact on the company as people who want to reduce environmental pollution are likely to go to Uber whenever they need a ride.

Second, there are some organizational cultures of Uber that we must note. New principles of Uber organizational culture were developed as follows: 1.” We build globally, we live locally”, that is, every day they utilize the strength and scope of their global operations to communicate deeply with the towns, neighborhoods, drivers, and riders they serve. 2.” We are customer-obsessed”, which means they make efforts to win the trust and company of their customers by solving their problems, raising their profits, or reducing their costs. 3.” We do the right thing”, that statement was enough. 4. “We persevere”, they believe in the power of determination, they are looking for the toughest challenges and they are pushing. 5.” We value ideas over hierarchy”; they believe the best ideas can come from anywhere, both inside their company and outside it, their job is to find those ideas, shape them and improve them through honest debate, and take them from concept to action.

Second, reference is made to the company’s global operations. As mentioned earlier, the organization operates in more than 70 countries around the world, all of which will take too long, however, we can name some, Egypt, China, India, the United States, Germany, France, the United Arab Emirates, Brazil, Saudi Arabia, Canada, Argentina, and Morocco. Uber’s rise depended on the battles it waged— and won— over the past decade with U.S. regulators and policymakers. As it implies potential risks for investors, Uber notes that its success will partly depend on its ability to win over world leaders. For example, Uber’s business model depends on classifying its workers as contractors rather than employees, but how regulators respond can vary in other countries. The way Uber classifies its workers is being challenged by regulatory authorities. As U.S. drivers criticized the salaries and working conditions of the industry, the

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global view is a lot different. Recently, a Swiss agency ruled that an Uber driver is an employee the company has to pay social security contributions for.

Analysis of the value chain gives access to the efficiency of a business and how it operates to deliver value and product to the client. The Uber product is the riding service it offers through an online application to customers in more than 70 countries. The supply chain comprises five different processes; marketing and distribution, customer relations, inbound logistics, operations, and outbound logistics. In my point of view, one of the challenges that the value chain may face is that the service will not be available in remote areas with no internet connectivity because you need internet access to be able to use Uber's services. It should also be noted that global and Western players in the logistics industry, whilst they anticipate the rapid growth of IT in freight logistics, point to a large number of technical and legal obstacles to the 'clean-up' of freight transport, as well as to the mindset of a domestic shipper who is reluctant to trust his valuable 'inanimate' electronic platform.