

THE VOLKSWAGEN SCANDAL

DISCUSSION QUESTIONS

1. What are the forces that are causing companies to become more sensitive to environmental issues?
2. What was Volkswagen's position on the environment, and what did the company do to ensure that stakeholders (i.e., customers, employees, society) knew this position?
3. Describe the nature of competition in the global automobile industry. To what extent do you think competition led to the Volkswagen scandal?
4. What were some of Volkswagen's first responses to the scandal?
5. What should the company do now and in the future to deal with the scandal, beyond what has already been done?
6. What can companies do to prevent scandals such as the one Volkswagen faces?
7. Should Volkswagen stop producing diesel engines completely? Why or why not?
8. What are Volkswagen's strengths and weaknesses as a global automobile manufacturer?
9. Volkswagen had a strong and successful growth strategy in place before the scandal. What should its growth strategy be going forward, after the main effects of the scandal have been addressed?