



Uber's Growing Global Concerns and Solutions

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ABSTRACT

Uber is a connective platform branching wide into diverse yet interlinked fields of transport, food and shipping. With an approximate 100 million users and several billions of dollars in revenue, Uber has grown to be one of the leaders in the technology and transport industry. The implementation of business strategies to increase profit, consumer loyalty, efficiency and productivity, while being ethically proactive is s. Uber's unethical issues range from safety sabotage such as rape and sexual assault accusations, accessibility concerns lobbying against other companies and employee concerns such as protection and wages. Several research and scrutiny have been conducted by reputed independent agencies like CNN, Business Insider, Market Watch, NY Times and Conscious Company Magazine. All studies disclose Uber's controversial money-minded approach owing to its unethical choices, leading to negative reputation. It has been plagued by lawsuits, poor business-consumer relationships etc. The business course walked by Uber is worth examining as a business tycoon like Uber needs to be ostracized and shall face the consequences of its moral violations. Increasing noise against Uber has forced them to seek several solutions like background checks for employees, self-driving cars, and recommendation boxes. The changes made had a ripple effect with time and can be seen through Uber's development of a code of conduct, a socially acceptable manner of recruitment, and promotion of proper guidelines. The significance of Uber's growing concerns and the appropriate actions taken to find a solution such as acknowledgement of current problems and acting upon them, shows responsible behavior and professionalism. Owing to its responsive policies, Uber emerged successful by leading the public transport wave.

COMPANY BACKGROUND

Uber Technologies, Inc., an American technology firm is unlike any other taxi company. Its services include food delivery, ride-hailing, freight shipping business¹. Uber was launched in 2009 and has exponentially grown to become the leader in the riding space. It has evolved to become an amalgamation of various startups rolled into one. Its primary reason for success is the ability to exceptionally manage and operate at a grand scale. Moreover, it bridges a major gap in the society by featuring a phone application for cab orders, reducing the need for personal interactions, making the experience simpler and more convenient for the customer whereas most cabs must either be called or summoned on the street. However, as an edgy startup, it used various unethical measures to maintain its rising growth.

The company is seen as controversial after years of operations, because of its unethical poaching strategy and its operations on the border of taxi industry legislation regarding driver licensing. It has been aggressively expanding on international markets; however, it has already been banned in some countries due to its questionable nature and uproar from conventional taxi companies.

Another public concern about Uber has been the safety of its drivers and customers. Although the company has been trying to remedy the matter by issuing a “new code of conduct for drivers and passengers”, the problem largely persists.

Moreover, a class action lawsuit was filed against Uber to classify the drivers as employees instead of independent workers. This will allow them to get benefits like insurance, higher wages etc. allowing them with a higher living standard.

In regards to these problems beside from a new code of conduct, the following safety initiatives have been implemented:²

- Safety advisory board
 - The board will review our safety practices and plan a roadmap for adding safety features to the platform. As part of this process, we are already engaging with outside experts to help us create the strongest board possible.

¹ Gabe Alpert, “How Uber Makes Money,” Investopedia, March 4, 2021, <https://www.investopedia.com/ask/answers/013015/how-do-ridesharing-companies-uber-make-money.asp>, accessed August 1, 2021

² Benjamin Snyder, “This is how Uber is trying to make riders feel safer,” *Fortune*, March 25, 2015, <http://fortune.com/2015/03/25/uber-safety-initiatives/>, accessed August 1, 2021.

- Quality assurance program
 - Off-duty law enforcement and security professionals will audit activity on the platform to ensure that partners are complying with safety standards, including refusing all street hails and acting in accordance with the Code of Conduct.
- Incident response teams
 - These are specially trained groups that investigate and respond to serious safety concerns that may occur. The teams are distributed in regions around the globe and are there for those critical moments when a rapid resolution is needed.

FINANCIAL SITUATION

The market has been very optimistic about the company so far. After only 11 years of business, the company has recently been valued at \$88 billion (see [Figure 1](#)), surpassing its competitor Lyft by a great extent.

The confidence of the company's representatives might be the result of their faith in Uber's expansion strategy. According to analysis performed by the media, the company has been aggressively investing in technology and marketing, as well as paying legal fees. There seems to be a belief that the growing revenues will eventually catch up with the extravagant capital expenditures.^{5,3}

Allegations of rape, unfair wages, and nonexistent benefits would seem to steer almost any traditional company into panic. However, in the modern shared economy, such problems have become reality. The norms for Silicon Valley are changing; technology companies want contractors to work on their own schedules and "vertically integrate" businesses like transportation (University of Chicago Law Review). Additionally, consumers want services on-demand and are willing to turn over large portions of personal data in order to receive data specific to their location. Doing so alters the traditional relationship between business and consumer.

ETHICAL DILEMMA

HUMAN RESOURCES RELATED PROBLEMS

POACHING DRIVERS

Rather than utilizing good business practices to successfully grow its company, Uber chooses to conduct poor business ethics instead. In 2014, a worker inside Uber leaked some documents indicating a secret program

³ Sam Biddle, "Here Are the Internal Documents That Prove Uber is a Money Loser," *Gawker*, August 5, 2015, <http://gawker.com/here-are-the-internal-documents-that-prove-uber-is-a-mo-1704234157>, accessed August 1, 2021.

called “Operation SLOG (Supplying Long-term Operations Growth)”. These documents revealed that independent contractors created multiple accounts to vary the locations from their main competitor, Lyft, and get into their cars for short, low-profit rides to persuade drivers to switch to Uber⁴. Uber was so smart in its approach that it instructed drivers to order taxis from different physical locations to prevent Lyft from detecting its moves. Furthermore, it was reported that Uber had called and cancelled over 5,000 rides from Lyft (Figure 2), whose cars sport an iconic pink mustache, since October 2013⁵. Not only does this inconveniently decrease the availability of Lyft drivers for users, the Lyft drivers also waste the gas and time in getting to the destination. This, however, has not been the only incident in which Uber has cancelled rides on a competitor. Earlier in January, CNNMoney again reported that New York Uber drivers had ordered and cancelled over a hundred of Gett’s cars in the span of three days. Uber had also texted Gett drivers offering money to come work for their company instead. If employees intentionally block other services from business, it is not only an unethical and unfair business practice, but it is also illegal under California law⁶.



Figure 1 – Happily Employed

INDEPENDENT CONTRACTOR VERSUS EMPLOYEE

Uber has long had disputes that drivers have been misclassified as independent contractors, rather than employees. Uber strategizes in calling their drivers independent contractors to avoid providing benefits. Because of this classification, Uber does not have an obligation to pay minimum wage, extra amount for overtime, worker’s compensation, benefits such as health insurance, ability to join the trade union, no paid time off etc.⁷. According to Fortune’s calculations, Uber’s costs would go up to 4.1 billion dollars if the company treated their drivers as employees. These costs can be broken down into health insurance, unemployment, workers’

⁴ Nell Irwin, “Uber’s Secret Agents: When Poaching Becomes Unethical,” *NYTimes*, August 27, 2014, <http://www.nytimes.com/2014/08/28/upshot/ubers-secret-agents-was-poaching-from-lyft-unethical.html?_r=1>, accessed August 4, 2021.

⁵ “Uber’s dirty tricks quantified: Rival counts 5,560 canceled rides,” *CNNMoney*, August 12, 2014, <<http://money.cnn.com/2014/08/11/technology/uber-fake-ride-requests-lyft/index.html>>, accessed August 3, 2021.

⁶ “Uber rival accuses car service of dirty tactics,” *CNNMoney*, January 24, 2014, <<http://money.cnn.com/2014/01/24/technology/social/uber-gett/?iid=EL>>, accessed August 3, 2021.

⁷ “Are Uber Drivers Employees or Independent Contractors” HyreCar, March 1st, 2021 <<https://www.hyrecar.com/blog/uber-driver-employee-contractor/>>, accessed August 3, 2021.

compensation, reimbursement for miles, gas, and tolls, vacation or sick days, 401k plans, and payroll taxes. Uber uses two main arguments in defending why their workers benefit from being independent contractors instead of full-time employees:

They have total flexibility of work hours and days

Drivers claim that this may be true for those who use Uber as a side job a few hours a week; however, there are many drivers who are working full weeks or more, and not receiving any sort of compensation or benefits other jobs provide.

They are not in the transportation business

Uber does not consider its company to be similar to driver services or taxicabs. Instead, it is simply a technology platform that these contractors use.

This year, Southern California made the ruling that an Uber driver is regarded as an “employee”, not as an “independent contractor”. Uber drivers not only use their own cars, but they also pay for their own gas mileage and tolls. The court highlighted the fact that the drivers’ jobs were not separate from Uber’s core business, but are a vital part to the business⁸. If Uber drivers were all reclassified as employees, they could then receive health insurance, paid holidays, and business-driving reimbursement (Time, 2015).

UBERX RATES

When most people hear that Uber gives 20% commission to every driver, they assume that this is not only sufficient earnings, but also that it is also a very lucrative business for drivers. However, this has not been the case for many drivers. Uber claimed their full-time drivers in New York were making a median wage of \$90,000 per year. Uber drivers came back and said that they were, in fact, often making less than minimum wage. After Uber takes their 20% cut, then the driver pays expenses such as car maintenance, gas expenses, tolls, insurance and so on and thus, they are not left with much⁹. Drivers who depend on Uber for their entire source of income are unfortunately not even guaranteed minimum wage due to their classification as independent contractors.

In addition to the already detrimental expenses taken out on the fares before their profit, Lyft and Uber are constantly fighting to have the lowest wage. When Uber implements these price cuts, they assure drivers that they will earn more money because of the increase in customers. However, Uber drivers were making 20% less money with the nationwide 20% price cut. Uber drivers cannot depend on Uber for a stable full time job. The commission they are earning after expenses are taken out is not enough to live on. One driver claimed, “With

⁸ Heather Somerville, “Uber Has Lost Again Over its Fight Over How to Classify its Drivers,” *Business Insider*, September 10, 2015, <<http://www.businessinsider.com/uber-independent-contractors-or-employee-2015-9>>, accessed August 3, 2021.

⁹ Frank Gogol, “How Much Does Uber Pay?,” Stilt, <<https://www.stilt.com/blog/2020/02/how-much-does-uber-pay/>>, accessed August 3, 2021.

the money I earn I can apply for food stamps, and that is no joke.”¹⁰ Uber is able to get away with promoting that their drivers can make \$90,000 a year because it is technically possible, but drivers are in fact nowhere close to the figure.

SAFETY AND LOBBYING CONCERNS

SAFETY & SECURITY

Though Uber conducts background checks and interviews as part of its recruiting process, it has recently faced an influx of rape and sexual assault accusations against Uber drivers. In July 2014, a woman filed a charge against Uber for her driver who attempted to sexually assault her when she had passed out in the back. Similar cases were brought up, such as a woman whose driver stroked her face and asked to go to the beach at late hours¹¹. Recently, a former Uber driver in New Delhi, Shiv Kumar Yadav, was charged for raping a female passenger.¹² As a result, Uber was banned in the Delhi region. In order to alleviate concerns regarding safety, the company implemented a \$1 “Safe Rides Fee” to screen potential drivers.

LOBBYING AGAINST TAXI COMPANIES

In many cases, Uber is borderline illegal due to city ordinances. Taxi drivers all over the country are protesting for their commissions to fine or stop Uber from operating outside the law and appropriating their business. Taxi drivers protesting in Miami, Florida, claim that there are more than 15,000 cars working illegally as Uber drivers and that are no more jobs for the documented taxi drivers. Taxi drivers are not only fighting against Uber for more regulations or bans, but are seeking other ways of keeping up and staying competitive in the market. Now, there are apps that allow customers to pay for their taxi on their phones, just as you would with Uber. By looking for a competitive edge and a way to keep up in the market, taxi drivers may find that their efforts pay off. Uber’s complete disregard for the business they are taking away from taxi drivers may seem unethical; however, from their business standpoint, they are simply being competitors in the same market.

¹⁰ Maya Kosoff, “UBER DRIVERS SPEAK: We Are Making A Lot Less Money Than Uber Is Telling People” Business Insider, October 29, 2014, <<https://www.businessinsider.com/uber-drivers-say- theyre-making-less-than -minimum- wage-2014-10>>, accessed August 4, 2021.

¹¹ Quentin Fottrell, “Is Uber’s \$1 ‘Safe Rides Fee’ an insult to passengers?” *Market Watch*, December 9, 2014, <<http://www.marketwatch.com/story/is-ubers-1-safe-rides-fee-an-insult-to-passengers-2014-12-09>>, accessed August 3, 2021.

¹² Nida Najar, “Ex-Driver for Uber Is Convicted of Raping Passenger in New Delhi,” *NYTimes*, October 20, 2014, <http://www.nytimes.com/2015/10/21/world/asia/uber-driver-in-india-is-found-guilty-of-rape.html?_r=0>, accessed August 4, 2021.

UBER'S RESPONSES

ACCESSIBILITY CONCERNS

Uber has been sued for its failure to make the ride-sharing platform easy to use for partners and riders alike. In a lawsuit, however, Uber responds that it is “not subject to laws regulating public transportation services like the bus, rail or other kinds of transportation, nor should it be required to provide accessible vehicles or accommodations”¹³. Uber’s chief competitor Lyft has been praised for recruiting and maintaining positive relationships with customers and drivers who are deaf. Given the reach and presence of their platform, should the company be doing more to expand its services?

STEALING DRIVERS AWAY

After a rush of negative press, Uber released a blog post directed at their approach to poach drivers from Lyft through guerilla tactics. Their cryptic response to Operation Supplying Long-term Operations Growth (SLOG) attempts to show Uber’s interest in promoting the financial well-being of its contractors: “We can’t successfully recruit drivers without talking to them – and that means taking a ride. We’re all about more and better economic opportunities for drivers. We never use marketing tactics that prevent a driver from making their living – and that includes never intentionally canceling rides.”¹⁴

Through Uber’s network of brand ambassadors hired to help promote the company to potential new riders and partner drivers, they have been able to expand their reach to new cities where Lyft also operates. Uber’s goal is to maintain its reputation as number one in the ride-sharing industry. One independent contractor who drives for Uber explained the program this way: “they’re actively encouraging these actions day-to-day and, in doing so, are flat-out lying both to their customers, the media, and their investors”¹⁵ (*The Verge*). However, when *The Verge* began to question the company’s tactics, Uber sent an email to their brand ambassadors reminding them “talking to the press violated a nondisclosure agreement they signed” upon joining the program (*The Verge*). Even with the barrage of negative press, Uber continued implementing the program until they had successfully hit their target numbers.

SAFETY SABOTAGE

In response to numerous complaints about Uber’s background checks and complaint process, the company hired Phillip Cardenas, formerly of Airbnb, to run security for the tech giant. Additionally, the

¹³ Mott Nathaniel. "Following Controversy and Stiff Competition, Uber Makes Its App More Friendly to Hearing-impaired Drivers." *Pando*. 28 May 2015, <<https://pando.com/2015/05/28/following-controversy-and-stiff-competition-uber-makes-its-app-more-friendly-to-hearing-impaired-drivers/>>, accessed August 4, 2021.

¹⁴ Cardenas, Phillip. "An Update from the Uber Safety Team." *Uber*. 25 Mar. 2015 <<https://uberupdates.wordpress.com/category/safety/>>. accessed August 4, 2021.

¹⁵ Casey Newton, "This is Uber's playbook for sabotaging Lyft", August 26, 2014 <<https://www.theverge.com/2014/8/26/6067663/this-is-ubers-playbook-for-sabotaging-lyft>>, accessed August 4, 2021

company instituted a \$1 safe rides fee to cover “federal, state and local background checks, regular motor vehicle screenings, driver safety education, current and future development of safety features in the app, and more”¹⁶. Before, their investigative measures were individualized and depended very much on the issue at hand. Uber wants to be more judicious in the ways that they suspend or terminate a partner driver.

As a further community outreach effort, Uber began harnessing some of its big data to give “Uber driver-partners in over 180 cities across the U.S. time-sensitive and critical AMBER Alerts delivered specific to their region”¹⁷ (CBC). In addition, the company touts its GPS tracking for every trip to further enhance the fact that law enforcement can work in tandem to pursue crimes or track the location of a suspicious trip. Darron Wint, suspected of killing and setting on fire Savvas and Amy Savopoulos, their ten-year old son Phillip, and housekeeper Veralicia Figueroa last May, fled the scene of the crime in Washington via an Uber to Brooklyn, NY. His escape launched a manhunt up and down the east coast that lasted hours. Had the driver been more acutely aware of who he was transporting by realizing that Wint was not Savopoulos pictured on the rider’s profile. Uber still has work to do on improving its incident response teams.

DRIVERS ENRAGED OVER SLASHING PRICES

In January of 2014, Uber announced it was cutting prices on UberX rides in San Francisco among other cities. Drivers were frustrated and angry by their reduction in income. Uber responded with an email to partners that announced they would temporarily cut the company’s commission on each fare to 5% as opposed to 20%¹⁸. Lyft responded to this reduction with an important qualifier: “Uber prices will still be higher. What does a price decrease mean when there is 8-10x surge pricing? Its classic bait and switch and consumers see through that”¹⁹(TechCrunch).

Moreover, Uber has developed campaigns to attract new drivers. With negative coverage in the news, recruiting is very important to maintain a consistent number of partners. Walk through a major metropolitan city and you’ll quickly notice advertisements dotting buses, public areas, and billboards. Phrases like “drive and make \$5,000, earn \$256 this weekend driving in LA, or let us help you purchase a car” are commonplace. Uber knows that its prices are a sticking point for new partners and wants to do all it can to ensure the positive benefits of driving are weighed above the negative ones.

¹⁶ Cardenas, Phillip. "An Update from the Uber Safety Team." *Uber*. 25 Mar. 2015 <<https://uberupdates.wordpress.com/category/safety/>>, accessed August 4, 2021.

¹⁷ Justin Thompson-Gee, "Uber Partners with Amber Alert", October 15, 2015, <<https://www.cbs58.com/news/uber-partners-with-amber-alert#!>>, accessed August 4, 2021.

¹⁸ Tiku, Nitasha. "Uber Tells Drivers Price Cuts Are Just a "Promotion" for "Slow Months"" ValleyWag. 10 Jan. 2014. <http://valleywag.gawker.com/tag/uber_5>, accessed August 4, 2021.

¹⁹ Ryan Lawler, "Uber Slashes UberX Fares In 16 Markets To Make It The Cheapest Car Service Available Anywhere," January 9, 2014, <<https://techcrunch.com/2014/01/09/big-uberx-price-cuts/>>, accessed August 4, 2021.

POTENTIAL FUTURE RESPONSES

Uber is growing and replacing private car ownership and cab services substantially. Competitors such as Lyft have risen, yet are still relatively small compared to Uber. Uber is a market leader in almost every location and is continuing to grow its market base and thereby earning higher profits. Yet, the immense growth of Uber poses the question, what is going to be Uber's future plan? The company currently faces numerous ethical dilemmas as highlighted already, and thus, has lost its image in the market. In order to redeem its original image and be at the top, Uber needs to follow, change, and develop certain practices. We have devised a short proposal with probable future policies for Uber.

BACKGROUND CHECKS FOR DRIVERS

In regards to Uber's recent rape and theft cases, the company can regain its position by better performing background checks when they hire drivers. This will allow Uber to hire the right employee with no previous negative track record, guilt and charges, thereby enticing more customers and earning higher revenues. For instance, in India Uber never did a background check on its drivers; so, there were numerous rape cases as highlighted above, causing the ban.²⁰ Thus, if Uber could improve on the situation as such and focus more of their time and energy on selecting the right drivers, it would build a more faithful customer base.

SELF-DRIVING CAR²¹

Uber is currently working on their vision of creating driverless cars. This new project would essentially eradicate their ethical issue related to rape, theft and other driver cases (such as accusation for poaching Lyft drivers). Furthermore, the company would not have to pay any commission or wages to drivers (one of their biggest cost components)²², thereby reducing costs immensely and increasing profitability.

Not only would profitability increase, but also efficiency would increase; self-driving cars would reduce time wastage, as there are no downtimes for robots as compared to drivers. However, the major drawback is the fact that there are laws and regulations preventing self-driving cars. Similarly, there are risks associated with accidents, as robots may not realize potential future dangers, which a human can understand. Finally, there are always malfunction risks associated with technology so any error can lead to potential harm to the customer and thus impede Uber's image.

²⁰ Nida Najar, "Ex-Driver for Uber Is Convicted of Raping Passenger in New Delhi," NYTimes, October 20, 2014, <http://www.nytimes.com/2015/10/21/world/asia/uber-driver-in-india-is-found-guilty-of-rape.html?_r=0>, accessed August 5, 2021.

²¹ Wood, Andrew. "The Future of Self-driving Cars: CNBC Explains." CNBC, 17 June 2015. <<http://www.cnbc.com/2015/06/17/ubers-self-driving-car-future-vs-california-decision-today.html>>. accessed August 5, 2021.

²² "Salary: Uber Driver." *Glassdoor*. 05 Nov. 2015.. <https://www.glassdoor.com/Salaries/uber-driver-salary-SRCH_KO0,11.htm>. accessed August 5, 2021.

Nevertheless, self-driving cars are a huge opportunity for Uber and with proper research, checks and control; the cars could be essential assets for Uber.

GROWING COMPETITION²³

In poaching Lyft employees and cancelling rides on competitors, Uber has only received harm from the press and charges in lawsuits. Uber needs to stop such practices soon in order to maintain its image. Although competition poses a huge harm and disrupts Uber's monopoly power, the company should eagerly embrace it. Competition will enable Uber to invest in improving high cost areas and increase its productive efficiency to maximize yield.

If Uber uses fair business practices, it should not greatly worry about competition considering its strong established customer base. Uber has arguably faced competition from local taxi firms as well, but has been able to manage. Uber needs to be ready to compete and effectively manage its resources, drivers, and customers for long-term success.

LOYALTY PROGRAM

Uber can introduce loyalty programs similar to those of any hotel or airline brand as a highly effective strategy to increase customer loyalty and base. The company currently provides a free ride (worth up to \$20) for every new referral²⁴, but could also potentially incorporate a free ride after every 15-20 rides. This will definitely shift customers away from competition and allure more people to use Uber. The increase in loyalty and higher base will increase Uber's profitability and net worth.

However, costs would still be incurred and managing the costs would be a struggle if Uber does not decide the right number of rides and the value of ride before giving a free ride. Moreover, incorporating the program in their business model would be time consuming and is a long-term growth strategy.

RECOMMENDATION BOX

Our recommendation box will be a highly effective preposition for Uber to gain direct customer feedback, which will be utilized to improve the company's services. This would prevent information from going public, which may obstruct Uber's image and instead, allow Uber to effectively manage its customer relations.

²³ Rogers, Brishen. "The Social Costs of Uber." The Social Costs of Uber. The University of Chicago Law Review. Web. 18 Nov. 2015. <<https://lawreview.uchicago.edu/page/social-costs-uber>>. accessed August 6,2021.

²⁴ "Uber Referral Programs." Uber. 22 November 2015. <<https://help.uber.com/h/e237feeb-ae14-4a38-b850-c4cb9e02f578>>. accessed August 5,2021.

First, customers could write about the different prices charged by Uber for different Uber car services and allow Uber to analyze whether the prices are effective (for services such as UberX, Luxury, etc.).²⁵ By utilizing customers' direct inputs and recommendations, the company will be able to better analyze the effectiveness of its pricing, preventing a loss of customers.

Second, the recommendation box would be a platform for both customer complaints and compliments. Uber could then award complimented employees with a bonus, vacation, or other fringe benefits while warn those who receive complaints. Public accolades lead to higher motivation for employees and thus they would work more effectively and satisfy greater customers. Conversely, employees who receive negative feedback may be discouraged and thus further hinder company's image.

Contrariwise, the major issue with a recommendation box is the fact that not every customer may fill it; thus, improvements may not take place. In order to successfully manage customer feedback, Uber may need to give out certain incentives in filling out the form.

LEADERSHIP STYLE²⁶

Uber's current CEO, Dara Khosrowshahi (Figure 2) works with the idea of "survivor of the fittest" in order to reduce competition and gain numerous drivers without check at different locations. To avoid any criticism or lawsuits, he must change direction and effectively manage his workforce. In order for Uber to maintain its initially positive image, Mr. Khosrowshahi should focus more on improving its services rather than using unwarranted tactics to gain advantage.



Figure two – Business Insider

Mr. Khosrowshahi should create long-term goals with strategies to be implemented accordingly, while short-term tactics would be used to manage the current situation. We recommend that he motivate and self-empower employees, and work on his leadership style by giving power to managers. To actualize his concept that "Uber is a technological firm and not a car service provider", he needs to regularly monitor future growth prospects and have a visionary mind. Focusing on short-term goals will not help him in achieving this. Rather, focusing on long-term and customer satisfaction will allow him to increase and maintain Uber's market share.

²⁵ Leff, Gary. "Uber Plus Option Explains the Transportation App's Business."View from the Wing, 15 Oct. 2014.

<<http://viewfromthewing.boardingarea.com/2014/10/15/ubers-new-plus-option-helps-explain-business-model-company-going>> accessed August 5,2021.

²⁶ Weinstein, Bruce. "Opinion: Four Other Ways Uber Is Ethically Challenged."CNNMoney. Cable News Network, 21 Nov. 2014.

<<http://money.cnn.com/2014/11/21/technology/uber-ethics-oped/>>, accessed August 7,2021.

Nonetheless, Mr. Khosrowshahi is a great leader and has allowed Uber to be immensely successful. In order to maintain the company's success, he needs to change his focus and lead right from the forefront.

CONCLUSION

Therefore, the research and analysis was conducted in order to effectively understand Uber and its business model accompanied with its ethical dilemmas. It is certain that the company has a lot of potential and there are numerous strategies for the company to grow, similarly there are possibilities of downfall if necessary ethical considerations are not taken into consideration and accounted for such as increased competition, poaching drivers, security and theft issues and many more.

The company could implement the potential future strategies mentioned above in order to prevent the downfall and cover the ethical issues. These ideas if implemented will allow Uber to run as efficiently and profitably as possible. There could be downsides but unless implemented and checked properly, Uber will not know what is right and what is not? Uber needs to be proactive, consistently manage, and improve its ethical implications in order to retain customer base and loyalty and manage its profitability and market share.

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