Courtney Strathmann- Layperson Summary

This thesis will be completed in a joint project format with Brittany Nunn. We plan to examine the ethical debate surrounding the business practices related to outsourcing and offshoring. Outsourcing is when an organization pays another firm to perform what could be done in house. Offshoring is the procedure of relocating a business process to a location that will cost less for the company. We proposed this study because it is an ethical issue directly affecting the workforce and economy of the United States.

The objective of our research is to analyze the impact of offshoring and outsourcing on productivity, quality and job sustainability. Based on our research, we believe that people living in the United States have an overall negative opinion about outsourcing and offshoring. We hypothesize that the opinion of the United States consumer may shift from a negative view to a more understanding balanced perception of these business processes, when provided with the factual distribution of advantages and disadvantages.

For the application portion of our Thesis, we plan to create two questionnaires and an informational packet about the factual advantages and disadvantages of using outsourcing and offshoring. These questionnaires will be distributed to a random sample of students at UNC Charlotte. The first questionnaire will allow us to create a baseline on the opinion of our sample in regards to outsourcing and offshoring. The informational packet, previously mentioned, will then be distributed to our sample. Finally, the second questionnaire will allow us to understand if our participant’s opinion changes based on being given facts about these business practices.

The benefits of conducting this research would be to prove, if provided with factual data, American people would understand both the negatives and positives of outsourcing and offshoring. There would also be an understanding of how people’s opinions can be changed by factual information.