

MEO04

The Case of Two Companies: Disney and Bud Light

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Abstract

The case describes events with Disney and Bud Light as they faced environmental forces in very different ways between 2022 - 2024. Disney publicly opposed the Parental Rights in Education Act of the State of Florida and in turn was punished by Gov. Ron DeSantis who took away the Reedy Creek Improvement District, a local governing and special tax jurisdiction, from Disney. The conflict finally ended in June 2024.

Bud Light was the victim of a boycott which began when conservatives lashed back at Bud Light for employing a transgender woman, Dylan Mulvaney to promote its beer to LGBTQ+ market segment. Its market share dropped from 9.9% in March 2023 and has stayed down to 6.2% in July 2024. Bud Light went on with business as usual while firing Mulvaney and marketing managers who employed her.

The Teaching Note focuses on the issues in the case through questions and supporting material about Political Corporate Social Responsibility. Full case and Teaching Note will be presented at the conference, if accepted.

Conference Track

Management, Entrepreneurship, and Organization