

Reading free Chapter 24 study on corporate social responsibility csr (Download Only)

Corporate Social Responsibility Corporate Social Responsibility Dictionary of Corporate Social Responsibility Strategic Corporate Social Responsibility in Practice Corporate Social Responsibility (CSR), Sustainability and Environmental Social Governance (ESG) Corporate Social Responsibility? Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility Communicating Corporate Social Responsibility SAGE Brief Guide to Corporate Social Responsibility Strategic Corporate Social Responsibility Corporate Social Responsibility in the Digital Age Social Entrepreneurship and Corporate Social Responsibility Corporate Social Responsibility in Europe Model Corporate Social Responsibility (CSR) Corporate Social Responsibility Corporate Social Responsibility Implementing Corporate Social Responsibility Corporatesocialresponsibility,ethicsandsustainableprosperity Key Initiatives in Corporate Social Responsibility Corporate Social Responsibility (CSR) Practices Developing Corporate Social Responsibility Corporate Social Opportunity! Corporate Social Responsibility Strategic Corporate Social Responsibility Current Global Practices of Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility in the Manufacturing and Services Sectors CSR Strategies Social Responsibility and Corporate Governance Principles of Corporate Social Responsibility (CSR) Corporate Social Responsibility in Asia Stages of Corporate Social Responsibility Corporate Social Responsibility Agenda, The: The Case For Sustainable And Responsible Business Rethinking Business Responsibility in a Global Context Strategic Corporate Social Responsibility The Rise of Global Corporate Social Responsibility Mandated Corporate Social Responsibility

Corporate Social Responsibility 2010 this book presents the main framework of corporate social responsibility csr in connection with international marketing it includes the csr background such as its history and examples of how organizations implemented can implement the philosophy of csr into their core business it is also illustrated how companies and organizations can control and measure their social actions furthermore the advantages and disadvantages of the csr implementation within an organization were compared this allows the reader to understand which actions are beneficial for the organization and those that are not the potential of csr is illustrated by several aspects followed by a comparison of the results greenwashing is of great interest for the everyday person who buys products with the thought of doing something good for example in connection with the environment human rights etc one chapter solely concentrates on this subject demonstrating how people can avoid paying more for a product with false claims thus abusing their good will to care about social aspects greenwashing is part of this book because it can also be seen as a marketing strategy misleading conscious consumers bluntly called fraud this book demonstrates how csr can be seen as a marketing tool on an international level through which organizations can increase not only their assets but also their reputation making it more attractive for potential new partners and employees

Corporate Social Responsibility 2013-07-05 corporate social responsibility definition core issues and recent developments offers a well structured and thorough introduction to corporate social responsibility csr author brent d beal introduces the basic concept of csr briefly discusses the challenges of defining it and summarizes important conceptual models csr is examined in the context of the perfect competition market model market failure and social dilemmas three different types of csr systemic strategic and philanthropic are highlighted finally arguments both for and against csr are outlined and several conceptual frames are proposed readers are encouraged to think about what businesses should be responsible for in society and how a society s economic system should be structured bounded and ultimately controlled this text is appropriate for any business course in which the introduction of csr would complement other course content

Dictionary of Corporate Social Responsibility 2015-02-03 this book is a concise and authoritative reference work and dictionary in the field of corporate social responsibility sustainability business ethics and corporate governance it provides reliable definitions to more than 600 terms and concepts for researchers and professionals alike by its definitions the dictionary helps users to understand the meanings of commonly used terms in csr and the roles and functions of csr related international organizations furthermore it helps to identify keynotes on international guidelines codes and principles relevant to csr the role of csr in the business world has developed from a fig leaf marketing front into an important and indispensable aspect of corporate behavior over the past years sustainable strategies are valued desired and deployed more and more by relevant players in business politics and societies all over the world both research and corporate practice therefore see csr as a guiding principle for business success

Strategic Corporate Social Responsibility in Practice 2007 this book provides a comprehensive overview of corporate social responsibility csr and its practical applications in addition to the structured procedure with definitions and csr approaches functions within the value chain are described in comprehensive manner with reference to business practice business trends in special sectors such as innovation management and hospitality management are also covered numerous practical examples and country specific recommendations for decisions in practical situations are also offered

Corporate Social Responsibility (CSR), Sustainability and Environmental Social Governance (ESG) 2022-02-28 this volume presents corporate social responsibility csr as a series of economic and political strategies that are currently shifting the focus of international human rights activism and signalling the rise of new forms of global governance in as much as the work demonstrates the limitations of csr and offers a critical perspective on corporate techniques of market domination it also posits a future for csr within the human rights movement

Corporate Social Responsibility? 2015-09-02 this introductory textbook explores the key issues in global business in corporate social responsibility

Corporate Social Responsibility 2017-03-23 this book is not available as a print inspection copy to download an e version click here or for more information contact your local sales representative shortlisted in the management and leadership textbook category at cmi management book of the year awards 2016 why has csr become part of the mainstream business and academic agenda in the 21st century how can csr be fully integrated in business strategy and day to day operations do companies become more vulnerable to criticism from stakeholders if they make public their commitment to csr these are just some of the questions and challenges explored in this exciting new textbook readers will not only gain comprehensive knowledge and understanding of the history of csr the key csr drivers the main theoretical csr perspectives and the dominant csr practices found in the business community they will also more crucially learn how to implement csr in practice written and edited by leading academics in the field corporate social responsibility is an engaging and accessible text designed for any student seeking an introduction to this complex and ambiguous subject the book is complemented by free online resources including annotated web links free full text journal articles and more

Corporate Social Responsibility 2015-01-22 corporate social responsibility csr represents the social accountability a company holds for society this very short introduction looks at how and why it developed how it is implemented in practice and the benefits and controversies it raises for companies governments and society worldwide

Corporate Social Responsibility 2014 this book offers a groundbreaking collection of themed chapters in the emerging field of corporate social responsibility csr communication via an international approach these chapters explore the theory practice and issues involved in communicating csr and make for fascinating reading

Communicating Corporate Social Responsibility 2014-02-07 this guide to corporate social responsibility csr provides discussion of key concepts in a short easy to use format it is divided into sections on key terms the global stage corporate governance corporate social responsiveness public relations and philanthropy and implications for corporate financial performance it is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of csr

SAGE Brief Guide to Corporate Social Responsibility 2011-05-11 based on the idea that strategic csr offers the most holistic and effective approach to corporate social responsibility the author presents the key concepts theories and philosophical approaches to csr along with the practical tools needed to implement this knowledge in the real world

Strategic Corporate Social Responsibility 2021-10-13 with social and digital media reshaping the way business is conducted and the number of companies embracing the new social medium this book revisits csr practices from a digital perspective the volume explores the impact and influence of the new social on responsibility and its feasibility measurability and success in a boundary less world

Corporate Social Responsibility in the Digital Age 2015-03-30 this book provides professionals as well as students with the understanding that social entrepreneurship and corporate social responsibility csr are now core business principles for sustainably it encourages social entrepreneurs in their role as forerunners in creating new business models that develop facilitate or implement constructive solutions to social cultural and environmental issues at the same time this book views corporate social responsibility as a means of challenging existing entities to realize and modify prior unsustainable and predatory business models and to increase social cultural and environmental accountability by linking these two concepts this

book prompts a paradigmatic awakening whereby the foundational driver of business creation and management no longer rests on profit maximization but on improvement of the quality of life for society

Social Entrepreneurship and Corporate Social Responsibility 2020-07-05 the acid test of corporate social responsibility csr is simply this does it lead to positive impacts on society and the environment or is it just rhetoric and if it does lead to positive impacts how can these be enhanced this timely book tackles this cutting edge challenge by presenting empirical findings from a range of surveys and in depth case studies these build on a new methodological and theoretical framework for assessing and explaining the sustainability impact of csr for selected sustainability issues mitigation of climate change and chemical risk resource management in marine fisheries promotion of gender equality and countering of bribery and within different european industries the authors show that the rhetoric of csr is still stronger than its reality they do so by investigating into csr practices which encompass the creation of a vision on csr its strategic and operative implementation and its organisational and cultural embedding within companies and their supply chains the authors conclude that the reality of csr is strong enough to allow for some rhetoric they name intra and extra company success factors for and limits of producing sustainability impacts through csr finally they discuss its contribution to achieving public policy goals and the governance paradigms that are necessary to make csr effective the volume successfully combines a business and public policy perspective based on an interdisciplinary approach this book will be invaluable for both students and researchers interested in the effects of csr and will prove a useful tool for policy makers and csr practitioners alike

Corporate Social Responsibility in Europe 2009-01-01 corporate social responsibility csr merupakan sebuah gagasan yang menjadikan perusahaan tidak lagi dihadapkan pada tanggung jawab yang berpijak pada single bottom line dalam bentuk ekonomi atau nilai perusahaan saja tetapi juga berpijak pada triple bottom line yaitu tanggung jawab terhadap masalah sosial dan lingkungan buku ini membahas tentang corporate social responsibility csr di perusahaan manufaktur di indonesia dilengkapi dengan hasil penelitian mengenai faktor faktor yang menentukan csr dilihat dari dimensi ekonomi lingkungan dan sosial secara komprehensif

Model Corporate Social Responsibility (CSR) 2018-03-30 corporate social responsibility csr is setting new missions for companies and shining a welcome light on issues such as the behaviour of board members shared value the well being of stakeholders the protection of vulnerable individuals and the roles played by public opinion and shareholders this timely book seeks to lay the foundations for a sustainable corporate governance based on the european commission definition of csr as the responsibility of enterprises for their impacts on society more generally this sustainable corporate governance responds to some of the pressing challenges of the 21st century from sustainable finance and climate change to carbon reduction and population growth

Corporate Social Responsibility 2019-07-04 this element offers a thought provoking and critical examination of corporate social responsibility csr csr has entered the boardroom and become a mainstream management concept for businesses to address their ethical social and environmental responsibilities towards society csr does not come without contestation and firms engage in csr for different reasons and exhibit different patterns of csr activities these activities range from sincere action with substantial social or environmental improvements to symbolic impression management and the creation of a csr façade that is little more than empty words this element illuminates and scrutinizes contemporary approaches to csr and offers a fresh perspective for scholars managers and decision makers interested in the societal role of business firms beyond maximizing profitability christopher wickert and david risi take a step back from how csr is currently understood and practiced and stimulate readers to reflect on how to move csr forward towards a more inclusive concept

Corporate Social Responsibility 2014-03-19 this book is a compilation of corporate social responsibility csr theory and practices with special reference to the indian context over the last few decades which have seen the onset of globalization emergence of the industrial sector and an increased focus on community development much attention has been focused on the role of corporations towards developing those societies where their operations are based the introduction and evolution of csr theories and practice in the developed countries has given csr theorists and practitioners the guidance to appropriately place and implement csr initiatives to help develop their role in the developed societies however while ample literature exists on such csr practices little has been done to aid the development of csr in developing countries characterized by peculiar economic political and social settings the developing world needed its own blueprint for how csr works and how it could best succeed the need for doing is especially pertinent to a country like india which is presently at a very crucial threshold economically politically and socially given the need to contextualize csr theory and practice to the developing context several csr theories and practices have been explored in this book which will provide readers with a thorough understanding of csr and its successful implementation

Implementing Corporate Social Responsibility 2019-06-06 corporate activities are not only drivers of economic growth but also key actors of the changes towards more sustainable markets and environment as well as inclusive development significant efforts have recently been devoted to transform private and public firms alike from pure economic oriented organizations to entities that deliberately and diligently create value without neglecting social and environmental implications of their activities firm performance resilience and survival are nowadays more than ever before dependent on how they consciously and purposefully engage in appropriate corporate social responsibility csr strategies and actions this book corporate social responsibility ethics and sustainable prosperity will provide all readers including investors managers lawmakers and policymakers with an up to date comprehensive and thoughtful coverage of csr and ethical issues at the crossroads of different finance and management disciplines it contains a rich collection of insightful studies covering a wide range of topics in corporate ethics csr and sustainable prosperity together these studies help readers deepen their knowledge on different country environments and various organizational forms policies and activities the book is composed of 16 chapters which are divided into two interconnected parts part i addresses esg and ethical issues in corporate decision making while part ii provides insights towards sustainable prosperity

Corporatesocialresponsibility,ethicsandsustainableprosperity 2015-10-13 this book presents initiatives that were launched or are currently being pursued in the name of csr and showcases how different dimensions of csr sustainability ethics and governance can help to solve global challenges contributions by international experts from australia to bangladesh and from nigeria to spain address current issues in their respective country such as challenges faced by nations initiatives launched in the name of csr and attempts on the part of small and medium sized enterprises to promote csr initiatives this volume provides readers with in depth insights into csr and important initiatives around the globe intended to encourage more responsible behavior

Key Initiatives in Corporate Social Responsibility 2021-12-23 this volume explores the management concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders this practice also benefits the company and helps it to reach its strategic goals this volume takes interdisciplinary and multidisciplinary perspectives to exploring a multitude of themes in csr including corporate social responsibility in conjunction with employee quality of life globalization industry sustainability environmental accountability academic spin off education empowerment of women corporate reputation expenditures for csr purposes and more the chapter authors consider the impacts

and outcomes along with the emerging challenges of incorporating CSR in an organization's business strategy this volume is an important academic journey into some of the most relevant yet understudied issues of today this volume will be a valuable resource for faculty and students in business as well as for industry professionals researchers and others

Corporate Social Responsibility (CSR) Practices 2006-01-01 Perrini et al provide a detailed authoritative look at the evolving European perspective on corporate social responsibility they show how Europe has moved from follower status to leading edge practice the book is the best current indicator of what the next stages of CSR will look like Thomas W Dunfee University of Pennsylvania US the rapidly increasing attention devoted to corporate social responsibility CSR has resulted in the term CSR being applied to myriad dissimilar phenomena the authors therefore aim to dispel this confusion by presenting a multi-faceted view of socially responsible corporate behavior and related themes they provide a conceptualization of CSR that emphasizes the role of the adoption and implementation of specific CSR strategies and their impact on corporate social and economic performance

Developing Corporate Social Responsibility 2017-12-04 don't be misled by the word social in the title this is a book about how to improve corporate performance and gain competitive advantage in corporate social opportunity Grayson and Hodges challenge perceived wisdom that adherence by business to corporate social responsibility CSR is a zero-sum game where the impact on companies is added costs and extra regulatory burden from their unique vantage point working with leaders of global businesses and of local communities the authors explain how powerful drivers forcing companies to adopt stringent social ethical and environmental standards simultaneously create largely untapped opportunities for product innovation market development and non-traditional business models the key to exploiting these opportunities lies in building CSR into business strategy not adding it on to business operations with examples from 200 companies to illustrate their case they outline both in theory and practice a seven-step process managers can apply to assess the implications of CSR on their business strategy and identify their own corporate social opportunities business is operating in a whirlwind of interacting global forces revolutionary developments in communications and technology significant changes in markets shifts in demographics and a transformation of personal values the fallout from these forces is the underlying reason that corporate social responsibility has come of age these global forces have led to a number of issues such as ecology and environment human rights and diversity health and well-being and communities becoming potential liabilities for companies once regarded as soft management issues they are now increasingly recognised as hard to predict and hard for the business to deal with when they go wrong corporate social opportunity by the authors of the best-selling *Everybody's Business Moves* the argument from the why of corporate social responsibility CSR to the how and beyond to a future where CSR is perceived as an opportunity for business both in terms of reaping the benefits of retaining brand or organisational value and by developing new products and services serving new markets and adopting new business models this is not always a story of black and white of what is right or what is wrong often it embraces apparently conflicting demands which require the application of judgement guided by a clear sense of overall direction and corporate purpose this book is designed to act as a compass for aiding navigation through such dilemmas and complex decisions using examples of current good practice detailed interviews with leading CEOs and newly created diagnostic planning tools all framed within a seven-step model for making CSR happen the book aims to provide a practical guide to help business leaders and their managers understand how to assess the impact of corporate social responsibility factors on their core business strategy and operations and help them identify and prioritise between subsequent options and resulting business opportunities the book is structured into two parts both parts describe the same seven-step model which if followed will help managers think through desired changes to business strategies and necessary corresponding changes to operational practices in part 1 the seven steps triggers scoping making the business case committing to action resources and integrating operations engaging stakeholders and measuring and reporting are described and illustrative evidence and corresponding data provided in part 2 the authors have created a worked example of the diagnostic processes that form the backbone of the seven steps based on the health and well-being issue of fast food and the growing problem of obesity particularly among children along with notes on how a manager might work through the processes with colleagues the authors are pro-business although not business as usual the book is written first and foremost with the purpose of helping to improve business performance because business is after all the principal motor for growth and development in the world today the authors argue that companies adhering to best practice in CSR and taking advantage of possibilities inherent in corporate social opportunity are good for shareholders as well as customers and employees

Corporate Social Opportunity! 2011-03-22 the term corporate social responsibility CSR is often used in the boardroom classroom and political platform but what does it really mean do corporations have ethical or philanthropic duties beyond their obligations to comply with the law how does CSR relate to business ethics stakeholder management sustainability and corporate citizenship Mark Schwartz provides a concise cutting-edge introduction to the topic analyzing many case studies with the help of his innovative three-domain approach to CSR corporate social responsibility also provides a chronology of landmark contributions to the concept of CSR and includes CSR resources on organizations global codes and criteria corporate CSR reports and websites and blogs it is an invaluable resource for students instructors and business leaders looking to master the basics of CSR *Corporate Social Responsibility* 2011 blending theory with practical application this comprehensive text supports courses at the intersection of corporate social responsibility CSR corporate strategy and public policy part I provides an overview of the field defining CSR and placing it in the context of wider corporate strategy part II contains chapters on CSR issues related to the organization the economy and society and provides detailed case studies on a variety of well-known firms adopting a stakeholder perspective the authors explore CSR issues within the complex global business environment in which corporations operate today

Strategic Corporate Social Responsibility 2021-07-07 this book addresses the status quo of corporate social responsibility practices and their development since 2008 how have things changed in the practice of CSR what new opportunities and challenges have arisen the book reports on an international set of cases and case studies on how CSR is practiced at business and organizations in various countries it analyzes country-specific and industry-specific issues as well as general global issues in connection with the United Nations Sustainable Development Goals the contributions gathered here provide comprehensive information on CSR for both practitioners and researchers around the globe

Current Global Practices of Corporate Social Responsibility 2009-01-01 this book has many merits it will make fascinating reading for the increasing number of organizational scholars who wonder how organizational research can engage more in accounting for the impact of corporations on their environment in a broad sense Bahar Ali Kazmi Bernard Leca and Philippe Naccache organization studies this book is for those who will enjoy a thoughtful and informative monograph that acutely summarises and refreshes critique from a political and sociological perspective it is a comprehensive re-interpretation of the corporate world and the evidently meretricious regime of CSR which makes it an enjoyable compendium for critical management studies fans this erudite volume will be valuable to mainstream social science academics either involved in or dismissive of CSR and sustainability discourses in management education and research David Bevan Scandinavian Journal of Management Banerjee's book is thought-provoking and must be read but it should be read not only by corporate social responsibility scholars but by all business scholars it is through Banerjee's provocations that we can understand the shortcomings of corporate systems and the boundaries of corporate social responsibility Pratima Bansal Administrative Science Quarterly this is a tour de force that carefully assembles

and incisively interrogates perhaps the most pressing problem of our age how to harness the resources of corporations to tackle global problems of poverty oppression and environmental degradation banerjee does not present us with glib pronouncements or simplistic fixes instead he brilliantly illuminates the scale of the challenges and lucidly assesses the relevance and value of csr responses to date hugh willmott university of cardiff uk bobby banerjee takes on the popular mythologies of neo liberal corporate social responsibility with enviable flair and a thoroughness of scholarship that will dismay its apologists his critique extends from the origins of the modern corporation and its well known abuses and excesses to far harder targets the more attractive alternatives that have been developed for theory and practice that as banerjee shows brilliantly only serve to mask continuing neo colonial abuses banerjee is not content simply to expose the impossibilities of doing good works whilst maximizing shareholder value the win win view of csr but he bites the bullet with some uncompromising but realistic proposals for the future reconstruction of csr both as a field of study and as a business practice we have needed this exposure of the bad and the ugly for a long time the current versions of csr are simply just not good enough stephen linstead university of york uk banerjee pulls the beguiling mask off corporate social responsibility taking the vantage point of the world s poor he shows csr to be a cruel hoax corporations cynical effort to undermine growing demands for economic and environmental justice paul s adler university of southern california us this book problematizes the win win assumption underlying discourses of csr and suggests that it is a rhetoric that is invariably subordinated to that of corporate rationality rather than see csr as providing the means to transform corporations by advocating a stakeholder view of the firm it argues that csr represents an ideological movement designed to consolidate the power of transnational corporations and provide a veneer of liberality to the illiberal economic agenda of the major global institutions stewart clegg university of technology sydney australia professor banerjee offers us a refreshing analysis of corporate social responsibility csr in an otherwise comparatively turgid literary landscape people may disagree with his criticism that because of its preoccupation with shareholder value the corporation is an inappropriate agent for social change but it is backed up by strong theoretical and substantive empirical

Corporate Social Responsibility 2016-08-02 this book highlights the multi faceted nature of corporate social responsibility and the need for greater engagement across academia to help develop the mechanisms needed to encourage socially responsible approaches across the board the product of a cross disciplinary collaboration of authors from various academic disciplines the book reflects the emergent diversity of academics now studying corporate social responsibility csr accordingly it includes contributions from economists to social anthropologists from accountants to philosophers and from clinical psychologists to social geographers together they provide new insights into aspects that challenge hinder and enable csr practitioners and corporations with regard to their financial impact and accountability governance and supply chains the book is divided into four parts focusing on the practical sociological theoretical and environmental aspects of corporate social responsibility

Corporate Social Responsibility 2018-11-04 corporate social responsibility csr is an important element in creating competitive advantages for enterprises in different sectors the authors guide readers through the different cases studies in order to present the benchmarking of international standards and csr initiatives as well as csr performance evaluation practices this book aims to identify current problems that can arise during csr implementation in manufacturing and services companies moreover some best practice examples suitable for the introduction of csr in the small and medium size companies will be described the authors show how different stakeholders can benefit from sustainable resource management and pro social behaviors this book will be a valuable resource for both academics and practitioners who want to deepen their knowledge of csr this scientific monograph has been doubled blind reviewed

Corporate Social Responsibility in the Manufacturing and Services Sectors 2010-08-20 globalization has changed the nature of many markets previously protected local industries have been forced to become more competitive a situation that provides both opportunities and challenges key among these is the challenge of implementing responsible business practices corporate social responsibility csr is widely recognized as a worthy commitment to ensure sustainable benefit for both corporations and communities csr is also becoming an important base for businesses to build trust and confidence in their stakeholders with the potential to provide a competitive edge to ensure sustainable growth opportunities companies should pursue the three key dimensional values of creation profit people planet well defined and strategic csr activities will ensure an optimum balance between social environmental and economic factors for sustainable profits hence csr has to be embedded within the business strategy to provide a competitive edge in the areas of brand equity corporate reputation employee retention and environmental conservation although the principles of csr are essentially the same globally each location still calls for different emphasis in the implementation process successful application of csr principles is directly influenced by the business understanding of its business strategy in proportion to the needs of the local community as someone who has implemented all the above activities successfully author sri urip is well placed to discuss effective csr strategies to 21st century companies

CSR Strategies 2020-10-03 connecting corporate social responsibility csr with corporate governance cg is a 21st century challenge this edited volume illustrates that csr can be used as a tool to improve corporate governance in organizations and improve the relationship between business and society moreover the book argues that they should be treated together in synergy in management literature this two volume work connects these two crucial business functions describing the preconditions for successful integration and the tools for practical implementation volume 2 puts forward eight recommendations for practice contributors put forward research and implications for policy and practice including coverage of knowledge management strategy socially responsible banking operations and transparency procedures in the context of emerging economies

Social Responsibility and Corporate Governance 2012-11-30 principles of corporate social responsibility a guide for students and practicing managers in developing and emerging countries is designed to meet the urgent need for a comprehensive and definitive introduction and teaching text for corporate social responsibility csr with the aim to become the standard textbook to teach a complete course unit at undergraduate or postgraduate levels this is a book that can be used by practicing managers to understand the practice of csr equipping them with knowledge and skills of how to integrate csr into business strategy and operations edited by a multidisciplinary team of four experts david katamba dr christoph zipfel david haag and dr charles tushabomwe kazooba along with other contributors the book stresses the linkage of csr and modern business management it starts by defining csr then shows how to get involved in csr how to identify csr opportunities communicating csr activities to stakeholders and tracking csr performance principles of corporate social responsibility a guide for students and practicing managers in developing and emerging countries concludes by giving the reader the practical skills in designing csr strategies in order to use them for competitiveness as well as tracking performance of csr programs this is a book that will become essential reading on the topic of csr for many years to come

Principles of Corporate Social Responsibility (CSR) 2009-10-29 corporate social responsibility csr is an important issue in contemporary business management and politics especially since the launch of the united nations global compact in 2000 as an initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies and to report on them this book examines the theory and practice of csr in asia the philosophical and ideological underpinnings of csr are rooted in anglo american and european principles of liberal democratic rights justice and societal structures this book not only considers the

impact of western csr practices in asia but also provides much needed asian perspectives on this issue it investigates the operation of csr in different countries across asia including china japan malaysia thailand and bangladesh comparing the different meanings given to csr and the varying degrees of success experienced in different national contexts this book argues if csr is ever to revolutionize the manner in which we trade then it needs to open itself up to the full variety of social responsibility as it occurs around the world the book re maps and refines debates about csr as a global phenomenon and will be of great value to professionals making strategic decisions in the global business environment

Corporate Social Responsibility in Asia 2016-11-04 this book presents a multidisciplinary and multifaceted view of the state of corporate social responsibility csr development in organizations in different industries around the world it is based on the assumption that companies today must shift their focus to their long term prosperity and the complex and interrelated environmental social economic and political ecosystems within which they function the book tracks ideas through to impacts offering unique perspectives on stimulating topics such as awareness among female entrepreneurs in nigeria views of upper management in polish firms japanese csr strategies and the social relevance of corporate initiatives pragmatic approaches of csr design principles in scandinavia and many more the book collects not only examples from different countries and global regions but also cases from a diverse range of globally relevant industries it discusses the different stages of csr development at a professional conceptual and strategic level and integrates them into a comprehensive framework to define the adequate course of action for each stage

Stages of Corporate Social Responsibility 2020-01-14 corporate social responsibility csr has become a buzzword in management today and yet skepticism often prevails as csr is often associated with traditional philanthropic practices enabling companies to greenwash their unethical social and environmental practices this book offers a fresh view on today s csr from both historical and geographical perspectives exploring its roots and theoretical developments in the us the author then focuses on how csr has spread across the world first in europe and later in the developing world an updated overview of today s csr agenda is provided with a focus on four key issues stakeholder inclusion employee engagement and social dialogue human rights and environmental sustainability with the support of multiple cases and examples taken from various continents and industries the book adopts a sustainability driven perspective based on the belief that the future of csr lies in the strategic embeddedness of key issues into the company s value chain finally the book attempts to draw the contours of tomorrow s csr by proposing a new terminology reflecting the current evolution of csr

Corporate Social Responsibility Agenda, The: The Case For Sustainable And Responsible Business 2020-02-19 this book examines topical issues in global corporate social responsibility csr from both scholarly and practical perspectives it offers a variety of viewpoints and cases from countries around the globe and combines them with current academic knowledge intended for students academics and managers wishing to keep abreast of the challenges and opportunities for corporations operating in our ever more complex globalized world this book provides fresh insights into responsible business conduct

Rethinking Business Responsibility in a Global Context 2016-05-26 strategic corporate social responsibility sustainable value creation redefines corporate social responsibility csr as being central to the value creating purpose of the firm based on a theory of empowered stakeholders this bestselling text argues that the responsibility of a corporation is to create value broadly defined in this new fourth edition author david chandler explores why some firms are better at csr and how other firms can improve their csr efforts keep your course content up to date subscribe to david chandler s csr newsletters by e mailing him at david.chandler@ucdenver.edu the newsletters are designed to be a dynamic complement to the text that can be used for in class discussion and debate past newsletters are archived as a freely available resource for instructors and students at strategiccsr.sage.blogspot.com

Strategic Corporate Social Responsibility 2012-08-23 shows how emerging global corporate social responsibility norms influence csr adoption using the experience of the global mining industry

The Rise of Global Corporate Social Responsibility 2019-08-28 this book examines the indian mandate for corporate social responsibility csr and its implementations in various individual organizations although the mandate is applicable only to certain large and stable companies many believe that india is poised to become the birthplace of social economic and environmental transformation given the immense size of the indian population and its challenging socio economic index the book explores the various facets of csr investigation and places special emphasis on the schedule vii of the indian companies act of 2013 which defines specific areas of intervention for these companies in addition it provides a wealth of first hand case studies that exemplify the ongoing developments and the fundamental challenges and opportunities of mandated csr

Mandated Corporate Social Responsibility

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