Principles of Corporate Social Responsibility (CSR)

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.

Mandated Corporate Social Responsibility

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.

Corporate Social Responsibility (CSR) in Transnational Spaces

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.

Exploring Corporate Social Responsibility

India became the first country globally to introduce mandatory requirements on corporate social responsibility (CSR) for companies, under Section 135 of the Companies Act, 2013. The mandate’s objective was to make companies “discharge their social responsibility through their innovative ideas and management skills,” and government hoped it would breathe new life into the development
sector. Against the backdrop of widening income inequality and an estimated 260 million people living below the poverty line, CSR funds accounted for a mere 1 percent of the total public spending in India in 2015-16. So far, companies have preferred to spend their CSR monies on programmatic grants that focus on direct delivery of services. But if companies are to make meaningful progress against the development challenges at hand, the very nature of how they see CSR needs to evolve. Companies need to shift focus in two ways: from individual to ecosystem, and from delivering services to building capacity and enabling the market. Corporate Social Responsibility is presently acknowledged to accomplish manageable improvement of an association. Subsequently, it should be acknowledged as a hierarchical objective. As per New Company Law, 2012 corporates must contribute 2% of their net benefits towards CSR which made Indian organizations to deliberately work towards CSR, as it required an endorsed class of organizations to spend a part of their benefits on CSR exercises. Any commitment towards government assistance of society is called as. Corporates can presently do not restrict themselves in utilizing assets of society and they need to be socially dependable corporate residents and should likewise add to the social great. The fundamental point behind this examination is to perceive any reason why CSR is essential for Corporations? For what reason ought they to contribute for Country’s Economic Development? what is more, what are the Important advances Government should take to improve commitment of corporate for CSR exercises? As we know, today Indian corporates go past Philanthropy (Charity) idea and its more focus on all the partner. Through this book our endeavours’ are to examine a few such parts of the new CSR law with regards to current corporate way of thinking and furthermore drawing consideration of the public authority specialists towards useful troubles in the execution of the new arrangements.

**Corporate Social Responsibility, Entrepreneurship, and Innovation**

This book critically analyzes the role of corporate social responsibility (CSR) in achieving sustainable development in emerging economies. It brings together recent developments, effective frameworks, business models, and strategies adopted by companies and looks at how they contribute to sustainable business growth. The volume discusses diverse themes such as green marketing for promoting sustainable development; digitization and sustainability concerns; communication strategies for CSR; ethical standards in Indian advertising; microfinance as an instrument for achieving sustainable development; the role of CSR in the Skill India Initiative and CSR activities of Indian listed companies. It also provides solutions to challenges in achieving sustainable development goals at local and global levels. Drawing on in-depth case studies, the book will be an essential read for corporate professionals, students, and researchers of CSR, management studies, development studies, business studies, economics, environmental studies, green marketing, and sociology. It will also be relevant for policy makers, NGOs, public and private sector corporations, and consultants in sustainability reporting, business ethics, and sustainable development.

**Corporate Social Responsibility and Sustainable Development**

Over the last four decades corporate social responsibility (CSR) has acquired distinctive organizational status and become the subject of an increasing number of social and environmental policies. This development has been reflected by an outpouring of literature that focuses on CSR and constitutes a distinct area of business education and research. This major work carefully and constructively brings together seminal articles to provide a comprehensive overview of the burgeoning interdisciplinary and international scholarly writing in the field. Papers will cover the following areas: Volume I: Theories and Concepts of CSR -- providing a comprehensive grounding in the conceptual and normative CSR literature. Volume II: Managing and Implementing CSR -- provides a thorough overview of CSR as a practical phenomenon. Volume III: CSR in Global Context -- provides an integrated international perspective on CSR theory and practice.

**Corporate Social Responsibility in Rising Economies**

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.

**Corporate Social Responsibility in Europe**

Corporate Social Responsibility: Corporate social responsibility in global context

Despite its recent popularity in literature, theory, and practice, Corporate Social Responsibility (CSR) remains a vague concept that struggles to define itself beyond the confines of corporate philanthropy or sustainability. In some circles, it is a response to the present and anticipated climate change challenges, while in others it focuses on fair trade, corporate governance, and responsible investment. What then is CSR, and how do we understand its purpose? In Corporate Social Responsibility, Entrepreneurship, and Innovation, authors Kenneth Amaeshi and Paul Nnodim consider the governance of corporate externalities (positive and negative impacts of firms on society and the environment) as the main thrust of the CSR discourse - a field that hitherto only the state has regulated, with sometimes coercive actions. This book contributes to the theorization of CSR by presenting the meaning of CSR in a clear and distinct manner, giving the ongoing CSR debate a new direction anchored on a firm economic philosophy. It reinforces the view of firms as social institutions as well as economic actors, establishing CSR as a form of justice rather than philanthropy. Articulating CSR as private governance of corporate externalities, for the first time, this book provides researchers with a new paradigm to translate knowledge into action and offers reflective managers an alternative framework in which to explore their corporate strategies and decisions.
Corporate Social Responsibility

Corporate Social Responsibility (CSR) has increasingly been promoted as an important mechanism for furthering economic and social development goals in developing countries. In such an optimistic climate, questions arise as to whether CSR can bear the weight of the increasing expectations being heaped on its shoulders. This book examines the changing nature of corporate social responsibility as it has been conceived over the past eighty years. It considers the historical and socio-legal developments of the idea of CSR and the various conceptions of the corporation which underlie different realisations of CSR. The book explores the model of CSR deployed in the developing world as well as the links between CSR and development. Renginee Pillay uses Mauritius as a case-study, demonstrating how CSR and corporate governance issues have come to the fore of political, financial and legal landscapes. Drawing on empirical research, the book examines how the first legislation of its kind has been implemented in Mauritius, and analyses its impact on development. In its work to evaluate the contribution CSR can make to development, this book will be of great use and interest to students and researchers of business and company law, business ethics, and development studies.

Corporate Social Responsibility and International Development

This collection brings together leading scholarly thinking to understand why CSR failed to prevent the global financial crisis, how corporate social irresponsibility (CSI) contributed to the financial crisis, and how we may reframe CSR or improve CSR frameworks to help prevent or mitigate any future financial and economic crises.

Corporate Social Responsibility: CSR Communication as an Instrument to Consumer-Relationship Marketing

Corporate Social Responsibility (CSR) – the commitment of organizations to balance financial performance with contributions to the quality of life of their employees, the local community and society at large – is gaining worldwide value as a business tool and social effort. The review of literature suggests that many studies have been undertaken globally to understand CSR as a subject of management but there have been very few studies undertaken to understand the other dimension of CSR which is beneficiary (community) aspect of CSR, especially in India. Here, the authors make an attempt to understand the CSR concept from both the dimensions of CSR i.e. management and beneficiaries of CSR (community). The authors try to understand the issues covered by the management and their implementing strategies in order to meet community needs. Also, the authors try to study the requirements and satisfaction of the community in the area where the corporates implement CSR. This type of attempt is the first one in India to study the community awareness and its knowledge about CSR as well as the organisations working in the community. The present study also tries to measure the impact of CSR activities undertaken by the organizations in a way to have the sustainable development at village level. In this context, the present study plays a significant role in the field of Research Methodology, the field of management as well as social science, especially from the social work perspective. To meet the study objectives, both primary and secondary data were used. The primary data was collected in Karnataka, India by selecting nine organisations, three of each from Govt., Private and Multinational companies; those were recognised as leaders in implementing CSR activities. To understand the impact of CSR on community, 450 community respondents were also interviewed with the help of structured questionnaire. Secondary data for the study was obtained from Karmayog. CSR Ratings of the 500 largest Indian companies and other similar studies, other available articles, books, companies’ annual reports and related publications were reviewed in the study.

Dictionary of Corporate Social Responsibility

Corporate social responsibility (CSR) continues to grow as an area of interest in academia and business. Encompassing broad topics such as the relationship between business, society, and government, environmental issues, globalization, and the social and ethical dimensions of management and corporate operation, CSR has become an increasingly interdisciplinary subject relevant to areas of economics, sociology, and psychology, among others. New directions in CSR research include advanced ‘micro’ based investigations in organizational behaviour and human resource management, additional studies of environmental social responsibility and sustainability, further research on “strategic” CSR, connections between social responsibility and entrepreneurship, and improvements in methods and data analysis as the field matures. Through authoritative contributions from international scholars across the social sciences, this Handbook provides a cohesive overview of this recent expansion. It introduces new perspectives, new methodologies, and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility.

Corporate Social Responsibility and Sustainable Development

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.

The Changing Nature of Corporate Social Responsibility

Corporate Social Responsibility (CSR) has become an important concept in the last few decades. Although it originated in the developed countries of the West, the concept has been embraced and
adapted by corporations and policy-making agencies in many developing countries. Not surprisingly, given the importance of growth and development as policy objectives in these countries, CSR has had a significant impact on sustainable development. Sustainable Development and Corporate Social Responsibility explores the evolution of CSR across the developed and developing world, with a particular focus on China and sustainable development. Through an extensive review of the literature and relevant case studies, the book examines whether CSR can make a contribution to sustainable development. How the patterns of CSR in developed Western economies compare to that in the rapidly growing economy of China, what trade-offs take place between CSR and economic growth as well as the future of CSR and its possible impact on the global sustainable development agenda. This book is a valuable resource for academics and upper-level undergraduate and postgraduate students in the fields of human/social geography, economics, business studies, sustainable development, development studies and environmental studies.

**Corporate Social Responsibility**

This comprehensive volume considers the corporate social responsibility (CSR) of tourism and hospitality firms towards stakeholders, exploring CSR in terms of broad stakeholder accountability by science, international relations and communications.

**Corporate Social Responsibility and Law in Africa**

In today's global business environment it is no longer acceptable that a corporation does well simply by doing good. It is expected. With increasing pressures from stakeholders to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What initiatives should we develop that will do the most good for the company and with the least cost? Do we include social messages in our advertising, do we donate to business practices? How do we integrate a new initiative into current strategies? These and other challenges will continue to face future leaders. This book provides thoughtful answers to these important questions, and to many more. The book offers suggestions on how to choose among major worthy causes and also how to measure the amount of good achieved both for the recipients and the companies themselves. Of course, all is not only about challenges, there are loads of opportunities that go along with them but it's only responsible and sustainable leaders who would be able to spot these opportunities. That is the future which awaits 21st century leaders.

**Corporate Social Responsibility**

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.

**The Oxford Handbook of Corporate Social Responsibility**

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**

This upper-level textbook offers an original and up-to-date introduction to issues in corporate social responsibility (CSR) from a global perspective. Written by an international team of experts, it guides students through key themes in CSR including strategy, communication, regulation and governance. Balancing critiques of CSR with a discussion of the opportunities it creates, 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.

**Globalisation of Corporate Social Responsibility and its Impact on Corporate Governance**

This comprehensive volume considers the corporate social responsibility (CSR) of tourism and hospitality firms towards stakeholders, exploring CSR in terms of broad stakeholder accountability by...
considering both the scope of reporting and the quality of stakeholder engagement. The authors analyse how CSR contributes to shareholder accountability (i.e. as financial performance) by developing a multiple attribute decision-making model to deploy CSR resources, analysing how CSR contributes to the management of systematic risk as part of an internationalisation strategy, and showing how philanthropy is used as a legitimisation tool. The authors then review how managers negotiate CSR priorities within their organisational strategy by accounting for the utility gained by family firms from ecological and social outcomes in comparison with profit outcomes, analysing the trade-offs of co-constructing a sustainability innovation and weighting factors in water planning. They also review how enterprises are central to the delivery of CSR actions by exploring how green organisational culture affects organisational citizenship behaviour, how organisational green practices impact an organisation’s image and its customers’ environmental consciousness and behavioural intentions, and how organisational CSR affects employee pro-environmental citizenship and tourists’ pro-environmental citizenship. The book concludes by reviewing the role of consumers in CSR with ten strategies to close the consumers’ attitude-behaviour gap and an account of how customers’ trust is a mediator between CSR, image and loyalty. This book was originally published as a special issue of the Journal of Sustainable Tourism.

Corporate Social Responsibility in Times of Crisis

This book, written by noted Corporate Social Responsibility (CSR) practitioner Michael Hopkins, is the first to explicitly link CSR with development. It spells out what corporations are doing on development, what more they could do and how CSR can be a useful tool to promote economic development via corporations. This is important and challenging reading for all of those in government, business and NGOs who think that there must be a better, more effective and dynamic way to kick-start development and eradicate poverty.

The Practical Guide to Corporate Social Responsibility

Diploma Thesis from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.0, University of Applied Sciences Bremen, language: English, abstract: Corporate Social Responsibility (CSR) is defined as “how our company’s success is in ways that benefit the world. Corporate Social Responsibility is the topic of interest for this research paper. The aim of study was to investigate CSR communication and how it is perceived with a view to identifying how CSR can be communicated more effectively to consumers. The focus in this context was on relational CSR potentials and the effect of consumer-company identification as a main driving force behind relational CSR efforts. In order to achieve this aim a comprehensive literature review was conducted to conceptualise the ideas on CSR, the CSR communication challenge as well the link between CSR information and consumer-company identification. Further, primary research was undertaken in terms of a consumer survey among German students in order to gain an understanding of consumer perceptions as well as to identify critical aspects of CSR communication. Results indicate that in spite of a general tendency of scepticism towards companies, consumers do accept and expect companies to communicate on their CSR activities. It also became apparent that interest in and support of the subject clearly exceed the awareness level, which suggests an unmet receptiveness regarding CSR information. In this context, women showed significantly more support and interest in the topic corroborating the established hypothesis of respective gender differences which was established within the theoretical discussion. As a conclusion of this study female consumers have to be considered as particularly receptive towards CSR information and as a particular valuable target for CSR communication. The high level of support in general and especially among women.

Corporate Social Responsibility and Diversity Management

This book highlights the most critical aspects of diversity and their implications for Corporate Social Responsibility (CSR), examining them in a collection of conceptual and practical contributions from researchers and practitioners alike. In particular the book discusses good and best practices for diversity management and analyzes possible links between CSR and diversity within organizations. Examples are drawn from a diverse range of organizational settings including corporations, educational institutions and other (non-profit) organizations and in various countries, including Germany, the UK, the USA and India.

Cases on Corporate Social Responsibility and Contemporary Issues in Organizations

Modern businesses and organizations understand that corporate social responsibility (CSR) has become an important factor for sustainable success. At the same time CSR has established itself as a widely accepted element of courses in managerial training and education. This book, designed to support CSR teaching, collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies. Aligning theory and practice, the book focuses on four central themes: management, environment and sustainability, corporate social responsibility, and accounting and financial reporting. Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link successful management with corporate social responsibility.

Corporate Social Responsibility

Corporate social responsibility has gained substantial traction in recent decades but many still struggle with conveying the importance of integrating ethics and environmental and social values within the demands of a business world understandably concerned with making profit. First published in 2009 as 'Do the Right Thing', The Practical Guide to Corporate Social Responsibility guides you through the basics, teaching how to recognise CSR benefits and put principles into practice in a business-focused way. This new edition helps readers get to grips with improving their organisation's environmental management, sustainability, health and safety and trading ethics with straightforward guidance and tips. A new 'Do The Right Thing' Model assists organisations with identifying risks and frames corporate social responsibility in a business context accessible to all. Features include: An updated Do the Right Thing Model aligned to the new ISO high level structure for management.
Corporate Social Responsibility in India. Trends, Issues and Strategies

This book provides a comprehensive overview of Corporate Social Responsibility (CSR) in Indian corporations following the 2013 legal mandate on corporate spending of profits for CSR. Bringing together authors hailing from diverse walks of life, the book pursues a 'hands-on' approach, with real-world case studies and examples that help the reader feel the dynamic pulse of India immediately after the ratification of the CSR mandate in the Companies Act, 2013. The Act is expected to affect over 16,300 companies with an estimated flow of approximately 200 billion Indian rupees into the economy every year, thus shaking the foundations of business and society and impacting the country at multiple stakeholder levels. As a result, India is likely to become the birthplace of social, economic, and environmental transformation through financial investments in CSR! In order to insightfully reflect on this transition, this book has been divided into three parts. The first part presents the CSR mandate and its implications, while the second focuses on its implementation and the third part provides a view on the way forward. The book helps to reveal the various layers of CSR in an emerging economy like India and is expected to spark debate, discussion and research among policy-makers, consultants, academics, practitioners and other stakeholders the world over, which will further expand its contribution to CSR literature and open up new vistas in CSR research. “This is indeed a first of its kind book and marks a watershed in the journey of CSR. It is an extremely important contribution to the body of knowledge in the area of CSR and Corporate Governance in emerging economies that is driven by a completely different set of challenges, opportunities and requirements from that of developed economies.” Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs

Corporate Social Responsibility

The last decades witnessed a vigorous debate over the role of corporations in society. Interest in corporate social responsibility (CSR) has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses, and many corporations have developed CSR programs to harvest the benefits resulting from such initiatives. CSR practices have become a crucial component of business strategy contributing to organizational success and sustainable competitiveness. Cases on Corporate Social Responsibility and Contemporary Issues in Organizations is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address environmental and social issues, as well as economic and financial ones. Featuring research on topics such as sustainable development goals, CSR pillars, employee retention, gender equality, and social accountability, this book is ideally designed for business managers, researchers, practitioners, and students seeking coverage on innovative business practices enacted in multiple organizations/industries.

Management Models for Corporate Social Responsibility

For many people, CSR is a matter of interest to know about it, for many others it is a practice made mandatory by the Governments, a lot of researchers are focusing on the best practices under the CSR executions, many approaches and methodologies are being followed by various segments of the society. Students of every stream of Management under the BBA and MBA (Consumer behaviour, Marketing, Human Resources, Finance, Product Development, Production, and Logistics) need to know what CSR is and what role it plays in the corporations. For those students who are targeting their careers in the field of Corporate Social Responsibility, present book is a compulsory reading. Apart from the Management, students of Economics/Business Economics (MA Economics and MBE) can also find this book quite useful. The trends in CSR investments and their impact on corporate image, marketing, sales, employee retention, the way government views CSR as a tool for development, the challenges faced by CSR implementing organizations, the role of CSR as a method to enhance brand reputation, CSR being a mandatory exercise creates a lot of opportunities for social and infrastructural developments, and knowledge of CSR in that regard is an important tool. Further, students of Social-Work courses (BSW, MSW) will be, immensely benefitted with this book.

Corporate Social Responsibility for Sustainable Tourism

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, Corporate Restructuring and Firm's Performance

This book examines the conception of corporate social responsibility (CSR) in Africa, expanding it’s frontiers beyond corporate reporting, voluntary corporate charity and community development.
projects. Taking a corporate law perspective on CSR, the author combines theory and practice to explain how CSR interacts with of sustainable development and sets an agenda for effective operationalization in Africa. The book not only devises an enforcement mechanism towards embedding effective CSR and sustainable development in Africa but also addresses CSR greenwash on the continent. The book critically examines CSR practices, legal and regulatory techniques in Nigeria and South Africa in the context of contexts of international regulatory dialogues and shows how corporate socially responsible behaviour can be effectively embedded within business communities in Africa. Increasing our understanding of the theoretical, legal and regulatory frameworks supporting corporate responsibility, this book will be of interest to scholars, policy makers and practitioners in the fields of Africa law, corporate law, corporate social responsibility and African business.

**Corporate Social Responsibility**

This book harvests tried and tested management models - models that have demonstrated added value in everyday organisational practice – in an accessible and readable volume. Each contribution is structured around one central figure while describing concisely the nature, the use, actual experiences and some do's and don'ts of CSR. The book is written for a managerial and consultants audience, people that have to deal with CSR in everyday practice.

**Corporate Social Responsibility**

Many different companies can significantly contribute to the integrated goals and targets of the United Nations’ sustainable development goals, such as poverty reduction by 2030. Poverty is not only about people living on less than $1.25 per day, but more fundamentally, it is their lack of capabilities and access to participate in productive economic activities. If companies can contribute in order to provide access and the necessary skills, then individuals will have the capabilities to achieve their aspirations, including earning a higher income. Corporate Social Responsibility and Sustainable Development supports Sen’s assertions that poverty can be alleviated if the capability of individuals is improved. Beyond that, this book shows that sustainable development goals can be achieved when the company’s CSR programs and social capital development in improving people’s capabilities are combined with necessary finance access and market access for the poor. The theoretical model developed from the journey of Astra International, one of the largest public-listed companies in Indonesia, is replicable for other companies aspiring to be sustainable in developing countries. The model shows a virtuous cycle between the corporate aim, CSR programs, social capital and corporate sustainability. This volume is of great value to academics, practitioners and policy makers interested in the themes of CSR, social capital and sustainable development of developing countries. It also appeals to professionals in industry associations, development agencies and international organizations, as well as NGOs that are concerned with the achievement of sustainable development goals by 2030.

**Corporate Social Responsibility in the Manufacturing and Services Sectors**

In today’s globalized and competitive business environment, companies increasingly look to restructuring, mergers & acquisitions and downsizing to survive, grow and maximize profits. However, when they are not managed in a socially responsible manner, restructurings may exert the negative impact on employees, shareholders, communities, and society as a whole. The book empirically explores the phenomena of corporate social responsibility (CSR), restructuring, and relationships with firms’ performance in China. It gives an insight into how Chinese firms respond to expectations of stakeholders by making social goals a part of their overall business operations. It also gives a fresh view of the new concept of socially responsible restructuring. For those seeking to promote socially responsible practices in restructuring, the book provides a unique and stimulating analysis and touchstone.

**Corporate Social Responsibility**

Corporate social responsibility has been defined as ‘the responsibility of enterprises for their impacts on society’. Is Corporate Social Responsibility (CSR) just window dressing or is it a contradiction in terms? In this Very Short Introduction, Jeremy Moon shows that CSR holds much morevalue than it first appears, and shows how it has come of age in recent years. Illustrating the sorts of CSR investments companies make, the ways in which they practice CSR, and the challenges this brings, Moon considers how the principles migrated from their US roots to become a global businessphenomenon. Exploring the place of CSR in different economic, social, political, and managerial contexts, this short guide considers the many positives, but also challenges, that CSR can present for companies, societies, and governments worldwide. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

**Corporate Social Responsibility in India**

Concepts of corporate social responsibility (CSR) are widely used by businesses, professional bodies and academics, but are also widely contested. CSR is usually described as comprising of three elements: environmental, economic and social, though there is no serious consensus on how to go about translating ideas into practice. This research handbook addresses some key areas of contention, theory and practice within CSR in order to address, challenge and inform debate in academia and practice. The collaborative text extends understanding of CSR through articulating current thinking on each facet of a vital subject. Each theme is represented by inter-disciplinary discussion of key questions on CSR by researchers and practitioners in the field. In doing so, the book: Explores and critiques CSR goals, and national, organizational and managerial strategies Reviews the distinctive role and importance of CSR to academics, professionals and practitioners and identifies appropriate bridging strategies Evaluates the nature, direction and applicability of selected theoretical dimensions which inform the understanding of CSR Assesses the opportunities for theory
building, to support further understanding of the complexities of CSR and the sustainability and long term value of CSR practice to corporations and civil society. This timely and significant contribution to the theory and practice of CSR will prove to be vital reading for students, researchers and practitioners involved with the field. It will also become a key reference for anyone with an interest in business and society.

Reframing Corporate Social Responsibility

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.

Theory and Practice of Corporate Social Responsibility

Over the last 30 years, corporate social responsibility (CSR) has become a household term, reflecting a combination of factors that we have come to associate with that most catch-all of terms “globalization,” including the widespread popular concern with such social issues as the environment and international human rights. Corporate Social Responsibility examines the history of the idea of business ethics (which goes back at least to ancient Mesopotamia) before exploring the state of CSR today. This book argues that a wide-ranging understanding of the purpose of business is necessary to create value for a community of stakeholders which in turn can generate a sustainable future. The book suggests that corporations still have a long way to go, but remains optimistic. The book’s sanguine interpretation of the current state of corporate affairs and a recommended way forward, results not only from the authors analysis, but also his direct experience. This book presents the case that we are in the midst of a major paradigm shift in our understanding of the purpose of business and that this new understanding holds much promise for business being a significant force for a more just and peaceful world. This work provides a concise overview of CSR and an important examination of the present and future work of the UN Global Compact and will be of interest to students of international organizations, international business and corporate social responsibility.

Sustainable Development and Corporate Social Responsibility

This book explores national and transnational companies' Corporate Social Responsibility (CSR) activities in times and settings in which they are confronted with economic and social challenges and analyzes these situations, ranging from the financial crisis to fourth generation sustainability. Presenting a number of different cases from various parts of Europe, North America and Africa, it showcases how companies respond to the challenges of the development, consultation, implementation, integration, measurement and consolidation of CSR. Further it specifies how these corporations deal with uncertainties over corporate and financial resources, global financial stability and growing evidence for climate change. The book describes CSR adaptation under challenging circumstances and argues for the strategic and operative legitimation of Corporate Social Responsibility in times of crisis.

Corporate Social Responsibility

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