

CORPORATE SOCIAL RESPONSIBILITY



Business Responsibility And Social Issues

Debbie Haski-Leventhal



Business Responsibility And Social Issues:

Corporate Social Responsibility John O. Okpara, Samuel O. Idowu, 2013-12-02 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 as well as the cause? Do we include social messages in our advertising? Encourage our employees to volunteer? Do we modify our 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 Brent D. Beal, 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.

Corporate Social Responsibility and International Development Michael Hopkins, 2008-10-31 First Published in 2006, Routledge is an imprint of Taylor & Francis, an informa company.

Rethinking Business Responsibility in a Global Context Bodo B. Schlegelmilch, Ilona Szőcs, 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.

Corporate Social Responsibility Mark S. Schwartz, 2017-03-02 The essays in this volume examine the emergence of the concept of corporate social responsibility and the uses that have been made of the language of corporate responsibility to explore the business-society relationship. The first section traces the emergence of the concept of corporate social responsibility as a way of understanding and framing the business-society relationship. Section two of the volume looks at definitions and ethical

justifications with a view to exploring current discussions of the nature scope and source of the social responsibilities of corporations Section three CSR and Management Critical Reflections explores the integration of CSR theories and justifications into business management and business management theories Articles in the final section of the volume apply the concept of corporate social responsibility and the theoretical frameworks and analytical tools to which it has given rise to the examination and resolution of specific social issues arising out of the economic activities of corporations

Corporation, be Good! William C. Frederick, 2006 Here is the story of Corporate Social Responsibility what it means where it came from where it is going what it requires of business Told in an eyewitness I was there style by a pioneer of the study of CSR in the nation s business schools it takes the reader through a half century of corporate scandals and fierce struggles over corporate ethics from Ralph Nader s 1960s Campaign GM to today s white collar crimes at Enron WorldCom Tyco and other Wall Street giants It lays bare the values that drive corporate culture explores the motivational depths of corporate strategy and policy demonstrates how biological impulses can lead business decision makers astray questions the relevance and ethical commitment of business school education reveals the spiritual side of management life and holds out hope that the New Millennium will see improvement in the ethical performance of business William C Frederick is one of the founders of the study of Corporate Social Responsibility in the United States and initiated some of the key concepts and analytic categories His books include Business and Society Social Auditing and Values Nature and Culture in the American Corporation He was president of The Society for Business Ethics and The Society for Advancement of Socio Economics and chaired the Social Issues in Management division of The Academy of Management He conducted studies of management education in Spain Italy Egypt Yugoslavia Ecuador Nigeria and Australia and designed and taught programs for executives in U S corporations He was dean of the business schools at the University of Kansas City and the University of Pittsburgh He received a PhD in economics and anthropology from the University of Texas Corporation Be Good draws on the author s half century of thinking about the social and ethical responsibilities of the modern corporation *Strategic Corporate Social Responsibility* Debbie Haski-Leventhal, 2018-03-31 With the changing expectations of consumers employees and regulators being best in the world is no longer enough Businesses are now also expected to be best for the world to be socially and environmentally responsible sustainable and ethical 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 The book is split into three parts the first part provides the theoretical background of CSR the second part examines various CSR approaches and how they can be implemented and the third part discusses measuring and communicating CSR Each chapter contains questions for reflection discussion exercises and case studies from globally recognised brands such as Ben Jerry s Nestle Marks Spencer TOMS Shoes LEGO Coca Cola and McDonald s The book is complemented by chapter specific lecturer

PowerPoint slides which can be found here Suitable reading for students on Corporate Social Responsibility modules

Business Responsibility and Social Issues Edward A. Nicholson, Robert J. Litschert, William P. Anthony, 1974 The Conscience of Capitalism Terry L. Besser, 2002-11-30 The common wisdom that business contributions to the common good are counterproductive in the new competitive global marketplace does not hold up to empirical research In fact doing good is good for business and a majority of businesses do provide some form of community support which Besser discovered in her exhaustive survey of the Iowa business community Business owners and managers often act out of a sense of community spirit and a certain obligation to better the common good While the increasingly globalized economy has encouraged a number of large corporations to become freewheelers the vast majority of companies are firmly rooted in place and look at their locales with more than just a utilitarian eye Extensive interviews with Iowa business owners managers and business and community leaders are combined with findings from prior studies of corporate citizenship and the evidence clearly indicates that the majority of businesses provide some form of community support Most owners feel they should do more than just make a profit so they often seek ways to give back to their communities a move that is usually nurtured within the business community itself However corporate altruism carries risks Many business owners have unwittingly offended customers and clients by their acts of civic spirit Besser concludes her book by addressing the potential threats to business social responsibility posed by globalization and recommends steps to enhance socially responsible capitalism Anybody interested in the complex interaction of businesses and the communities they reside in will enjoy reading this positive revisitation of the mutually supportive relationship between trade and polity *Corporate Social Responsibility* Oliver F. Williams, 2013-11-26 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 **Corporate Business Responsibility** Justin O'Brien, 2017-03-02 The 2008-9 crisis in global commercial debt markets exposed glaring deficiencies

in corporate and regulatory operational and strategic risk management systems This collection provides an overview of how narrow conceptions of responsibility in corporate law organizational practice and regulatory dynamics facilitated the crisis The first section revisits the debates about the role of the corporation prompted by the publication of *The Modern Corporation and Private Property* 1932 The second section explores why the conception of enlightened shareholder interest gained and retained potency despite demonstrable failure The third section explores how the interaction between the foundational assumptions of corporate law and the questionable efficacy of shareholder control framed regulatory responses to the growth of financial capitalism The fourth section examines ways in which excess can be restrained by the interaction between hard law softer governance arrangements such as principles and crucially norms

Corporate Responsibility Archie B. Carroll, Kenneth J. Lipartito, James E. Post, Patricia H. Werhane, 2012-08-30 This landmark history of corporate responsibility documents corporate power and business behaviour from the mid eighteenth century to the modern day It shows how corporate responsibility has evolved with the roles responsibilities and performance of corporations coming increasingly under the spotlight as new norms of transparency and accountability emerge

Corporate Social Responsibility Overload? Intention, Abuse, Misinterpretation of CSR from the Companies' and the Consumers' Point of View Thomas Demmerling, 2014-02 More recent incidents and scandals such as Sweatshops by different sports equipment and electronic devices producers and finally the financial crisis which made the headlines among many others which did not make it to the front page have forced companies to consider CSR way more than in the past But also other issues such as climate change and global warming human rights situation and terrorism affect how companies conduct their strategies and operational practices today Almost every large corporation in the western world makes some effort to communicate how it is committed to social issues that lie beyond its basic profit objectives even in controversial industries such as the tobacco and petroleum industry The industries claim to produce healthier food more fuel efficient vehicles conserve energy and other resources in their operations to make the world a better place CSR often begins to be wishful thinking to hide the true face of a business Doubtless what has come to be called responsibility of companies for ecological and social issues besides economic issues is now a sales and branding instrument for many companies Hence numerous other companies also small and medium sized companies are currently asking themselves the questions Shall we also invest in CSR initiatives Why should we do that just to do something Is this still an instrument to gain a competitive advantage Especially the last question implies the question if consumers still believe in the basic idea of CSR initiatives or with the overload of CSR initiatives if they even show reactance and mistrust against such issues

Readings on the Current Social Issues in Business Fred Luthans, Richard M. Hodgetts, 1971

Corporate Social Responsibility Philip Kotler, Nancy Lee, 2004-12-13 Today corporations are expected to give something back to their communities in the form of charitable projects In *Corporate Social Responsibility* Philip Kotler one of the world's foremost voices on business and marketing and coauthor Nancy Lee explain why charity is both

good P R and good for business They show business leaders how to choose social causes design charity initiatives gain employee support and evaluate their efforts They also provide all the best practices and cutting edge ideas that leaders need to maximize their contributions to social causes and do the most good With personal stories from twenty five business leaders from socially responsible companies this is the bible for today s good corporate citizen *Strategies for Responsible Business* Murali Mg,2014-05-05 Seminar paper from the year 2013 in the subject Communications Public Relations Advertising Marketing Social Media grade 65 University of Aberdeen course MBA language English abstract Corporate Social Responsibility is a traditional concept which has existed since before the World War II A B Caroll which was further discussed in seminal book Social Responsibilities of Businessman published by Howard R Bowman in 1953 Corporate Social Responsibility when simplified signifies the social responsibilities of a corporate firm According to the International Organisation for Standardisation ISO CSR is described as a balanced approach for organisations to address economic social and environmental issues in a way that aims to benefit people communities and society CSR takes major issues that include human rights workplace and employee issues unfair business practices organisational governance and environmental practices into consideration Corporate social responsibility is a conceptual where firms tries to integrate social and environmental concerns into their business and operations and in their interaction with their stakeholders on a voluntary basis which as stated by the European commission Companies as engage business and activities their certain objectives will be directed towards the society which is likely to improve societal image monetarily as well as non monetarily contradictorily not all companies engaging in CSR looks out for monetary outcomes Organisations like NGO s engage in CSR to improve the welfare of the society **Local Economic and Employment Development (LEED) Corporate Social Responsibility Partners for Progress** OECD,2001-10-10 This book provides a comprehensive overview of Corporate Social Responsibility experiences and practices at the local level It illustrates that partnerships provide a powerful mechanism for helping firms become more socially responsible The Business of Social Responsibility Harsh Shrivastava,2000 Illustrates The Need For Companies To Develop Social Responsibility It Is Concerned With The Activity Of An Organisation Partners In Change And Their Work Towards The Eradication Fo Poverty Contension Several Case Studies *Corporate Social Responsibility and Globalisation* Björn Rentner,2006-08-07 Seminar paper from the year 2003 in the subject Business economics Business Management Corporate Governance grade 1 3 Turku School of Economics course Strategic Perspectives on International Business language English abstract Is corporate social responsibility a new business trend or perhaps a breeding ground competitive advantage It definitely is the buzzword of the early 21st century business The impact of business on the social and natural environment has been more or less under discussion for the past 40 years but just lately it has become the most topical issue in business environment Investors academics NGOs and business consultants are all talking about corporate social responsibility The concept Corporate Social Responsibility CSR can be used as an umbrella term for a range of terms

such as corporate responsibility corporate citizenship accountability transparency triple bottom line management sustainability reputation management and people planet profit Kokko 2002 69 According to Berthoin Dierkes MacMillan Marz 2003 27 the CSR issue has recently had three significant developments Firstly international organisations have launched CSR initiatives such as GRI and EU Green Paper to promote socially responsible behaviour and social reporting Secondly the concept triple bottom line TBL was introduced to focus the corporations not just on the economic value they add but also on the environmental and social value they add and destroy Thirdly the investors have realised that the value of their investment portfolio may fall if companies act in a socially irresponsible manner Thus we can infer that there is a growing need for companies to incorporate CSR into their business strategy and everyday business behaviour The purpose of this paper is to obtain knowledge of CSR in global business environment Corporate Social Responsibility Agenda, The: The Case For Sustainable And Responsible Business Olivier Delbard, 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

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