

CORPORATE
SOCIAL
RESPONSIBILITY

Corporate Social Responsibility In A Nutshell

Nilanjan Ray, Abhijeet Bag



Corporate Social Responsibility In A Nutshell:

Learning about Corporate Social Responsibility Jacqueline Cramer, 2003 Corporate Social Responsibility Catherine Malecki, 2018 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

Intrinsic and Extrinsic Corporate Social Responsibility Stéphanie Ursula Looser, 2019-01-18 This book explores the differences between extrinsic and intrinsic Corporate Social Responsibility CSR The former is driven by an assumed positive relationship between CSR activities and financial performance while the latter stems from a moral duty These differences can be both banal and profound because they often depend on definitions and because the scope purpose and legitimacy of intrinsic CSR is vague under researched and subject to context The book discusses the two manifestations of CSR through both applied and conceptual approaches considering questions such as Are there any differences If so in which areas aspects consequences How do they relate to each other Which one is better and how could this be identified In finding answers to the above the book reflects on the impact the difference has on CSR stakeholders Furthermore a closer look at Swiss Small and Medium sized Enterprises SMEs and their culture of democratic decisions hand shake quality prudence embeddedness in their respective communities and their willingness to give something back to society allows the limitation impetus and the legitimacy of intrinsic CSR to be identified

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

Research Handbook on Small Business Social Responsibility Laura J. Spence, Jędrzej George Frynas, Judy N. Muthuri, Jyoti Navare, 2018-01-26 The vast majority of businesses globally are small If business is to be socially responsible we need to go beyond the westernised concept of Corporate Social Responsibility to develop Small Business Social Responsibility This agenda setting Research Handbook on

Small Business Social Responsibility includes leading research from around the world including developed and developing country contexts It provides a foundation for the further development of small business social responsibility as a scholarly subject and crucially important practice and policy field

Corporate Social Responsibility (CSR) Practices Nilanjan Ray,Abhijeet Bag,2021-12-22 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 and Employer Attractiveness Silke Bustamante,Fabio Pizzutilo,Martina Martinovic,Susana Herrero Olarte,2021-12-19 This book investigates the preferences of young job seekers for different aspects of corporate social responsibility CSR in comparison to other non CSR related employer attributes It takes into account the potential influence of cultural and socio economic variables and provides a differentiated global perspective In its first part the book gives an overview about the impact of CSR on employer attractiveness and explains the factors that potentially influence CSR preferences of young job seekers all over the world In a second part the research design is outlined and employer related preferences of 4783 graduates and students coming from 22 countries across the globe are discussed In the third part research results are presented for different cultural clusters The most important criteria for employer choice of respondents are reflected against the socio economic background and against the characteristics of CSR of the countries in question Finally the results are summarized and implications for global employer branding are derived

Corporate Social Responsibility Kolja Paetzold,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

Stages of Corporate Social Responsibility Samuel O. Idowu, Stephen Vertigans, 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

Communicating Corporate Social Responsibility Ralph Tench, William Sun, Brian Jones, 2014-02-07 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

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