Defining Corporate Social Responsibility A Systems

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 "achieving commercial success in ways that honour ethical values and respect people, communities, and the natural environment" and 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 effects. 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 am

Emerging economies arguably have different socio-fiscal dynamics compared to developed economies. On one side they have the need for corporate interventions in national development, on the other hand, they do not have enough research to support the agenda. In recent times there has been a conscious effort to legislate Corporate Social Responsibility (CSR) in some of these countries in order to bring about sustainable development. Yet, it is this legislation, which is debated among many others. This book provides its readers with a comprehensive interpretation of the various CSR perspectives in emerging economies through academic research and case studies from practice. It not only points out the challenges, the debates, but also the dynamics of implementation and the impact of such CSR spent. This book therefore is targeted both towards academics as well as practitioners in an attempt to bring about an active academic-industry interface as CSR as a management function is part of dynamic social science.

CSR has now moved beyond the stage of specialist or niche subject to become an integral part of global business and society. This timely edition is destined to become the definitive guide to CSR, Sustainability, Business Ethics and the organizations and standards in the field. The A to Z of Corporate Social Responsibility is a unique publication and is the culmination of over a hundred of the world's leading thinkers, opinion formers, academic and business people providing an easy-to-use guide to CSR: from general concepts such as sustainability, stakeholder management, business ethics and human rights to more specific topics such as carbon trading, microfinance, biodiversity, the Base of the Pyramid model and globalisation. In addition to definitions of the most important terms across the wide range of CSR associated topics, this book also covers all the most important codes and guidelines, such as the Equator Principles, the UN Global Compact and ISO standards, as well as providing background on organizations such as the World Business Council for Sustainable Development and Transparency International and profiles of CSR in particular industries and regions. This paperback edition includes all the latest developments in CSR as well as incorporating new sections on boardroom pay, the sub-prime market and the financial crisis. Praise for the first edition: "A complete reference guide...offers an invaluable combination of lessons learned and best practice for the future...provides first–hand insights" (Forum CSR International, October 2008) "This is a timely and innovative contribution to the field of Corporate Social Responsibility" (Retail & Leisure International, February 2008) "...a handy reference to have on the shelf behind your desk..." (Ethical Performance, February 2008) "You will not find a wider display of today's key global players and their action programs than here." (CSR–News.net, May 2008) "The book contains a great deal of detailed research." (Supply Management, May 2008)

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The goal of this book is to detail the core, defining principles of strategic corporate social responsibility (strategic CSR) that differentiate it from related concepts, such as CSR, sustainability, and business ethics. The foundation for these principles lies in a pragmatic philosophy, oriented around stakeholder theory and designed to appeal to managers skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of academics committed to these ideas, but who approach them from more traditional perspectives. Most importantly, the goal of this book is to solidify the intellectual framework around an emerging concept, strategic CSR, which seeks to redefine the concept of value creation for business in the twenty-first century. Ultimately, therefore, the purpose of this book is radical--it aims to reform both business education and business practice. By building a theory that defines CSR as core to business operations and value creation (as opposed to peripheral practices that can be marginalized within the firm), these defining principles become applicable across the range of operational functions. In the process, they redefine how businesses approach each of these functions in practice, but also redefine how these subjects should be taught in business schools worldwide. As such, this book will hopefully be of value to instructors, as a complement to their work; students, as a guide in their education; and managers, as a framework to help respond to the complex set of pressures that they face every day.

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's Sustainable Development Goals. The contributions gathered here provide comprehensive information on CSR for both practitioners and researchers around the globe.

This is the first in a two volume study of Corporate Social Responsibility and corporate behaviour from around the world, taking in viewpoints from five continents and over ten countries. These case studies present a detailed analysis of best practice in the corporate world in the areas of social ethics and community engagement.

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.

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.

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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.

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 ist 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.

Research Paper from the year 2011 in the subject Business economics - Business Ethics, Corporate Ethics, grade: none, - (Vestfold University College), language: English, abstract: This essay will provide a brief overview on the historical background of Corporate Social Responsibility and a perspective on the possible definitions of the term. Subsequently, the most popular models of CSR and the business case will be explained to provide a basis for discussing the limits and potentials of CSR in the process of promoting sustainable 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: Part IBookboon???????????????

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: 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. 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.

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.

'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.

In the modern era, businesses have developed a complex relationship with the society surrounding them. While the effects of business activity are clearly seen, their direct impact varies from country to country. Comparative Perspectives on Global Corporate Social Responsibility is a pivotal reference source for the latest scholarly research on the accountability contemporary businesses face for the environmental, social, and economic impacts that they create. Highlighting the variant expressions between developed and developing countries, this book is ideally designed for graduate students, professionals, practitioners, and academicians interested in furthering their knowledge on corporate social responsibility.

In the beginning of the 1960 s, pollution and immoral behaviour was common in the business world and as a reaction to this, an increased interest for socially beneficial activities occurred. Since then, large amount of literature and research has been conducted within the matter and the concept of corporate social responsibility (CSR) has developed. Today, stakeholder theory is a common aspect when discussing CSR and some researchers argue that the stakeholders influence to what extent an organization engages within socially responsible activities. Yet, there is still an inquiry to identify what social responsibility really is and to de-fine it. Due to the augmented interest for CSR many large organizations engage in CSR activities. However, one industry where little research and literature has been conducted in the field of CSR is in the context of service organizations. The purpose of this thesis is to analyze how Corporate Social Responsibility is defined and how it is exercised in the context of service organizations and also the importance of different stakeholders in this process.

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.

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In a changing and complex environment currently facing the main challenges of sustainable development, effective management of knowledge, intellectual assets, organizational learning, and talent management are the basis for social innovation and new ways of competition. In this sense, management and business practice are incorporating social and environmental demands made by all types of stakeholders to improve business decisions and strategies. Knowledge Management for Corporate Social Responsibility provides research exploring the theoretical and practical aspects of linking firm profitability, social development, and natural environment in respect to business management practices. Featuring coverage on a broad range of topics such as employer branding, intellectual capital, and organizational performance, this book is ideally designed for business professionals, small business owners, entrepreneurs, academicians, researchers, and business students.

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.

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.

Being socially responsible on the part of corporate entities is now no longer an option, it is part of their normal business obligations to all their stakeholders regardless of whether these are primary or secondary stakeholders. Modern societies around the world now expect corporate entities of all shapes and forms to be socially responsible in whatever they do; the "Global Practices of Corporate Social Responsibility" is a first attempt at bringing together in one book experts' accounts of how corporate entities in twenty independent nations around the world are

dealing with the issue of CSR. The world today faces diverse social problems. These become apparent as one moves from one country to the next, interestingly, society now expects corporations to help in finding solutions to these problems. The problem of global warming affects us all; modern corporations can no longer continue to assume that the problem will go away, if nothing is done by them. We can all make a little difference by our actions.

"Just Good Business" shows leaders and managers how to develop a unifying strategy for guiding their corporate social responsibility (CSR)--and why it's critical to embed CSR initiatives into larger corporate strategy.

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.

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.

The decisions a corporation makes affect more than just its stakeholders, for they can have wide social, environmental, and economic consequences. The relationship between marketing and corporate social responsibility is important to facing these consequences and providing organizational success. Strategic marketing is a tool that can help to defuse tension between companies and their wider stakeholders as well as fend off criticism. Corporate Social Responsibility and Strategic Market Positioning for Organizational Success is a critical scholarly resource that explores different approaches to understanding the nexus between business, marketing, technology, education, engagement, and sustainability. Featuring research on topics such as business strategy, marketing strategies, and organizational culture, this book is ideally designed for business managers and practitioners, commercial and corporate organizations, researchers, and academicians seeking coverage on the strategic importance of corporate social responsibility and marketing for commercial success.

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.

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. About the Author: Mr. Katamba and his fellow Editors wish to thank German International Cooperation (GIZ), Prof. Waswa Balunywa, Mrs. Annet Nabatanzi Muyimba, Jean Hensly Kekaramu (RIP), Dr. Isaac Kayongo, Mr. Sam Musigire, Dr. Cedric Marvin Nkiko, Prof. Dr. Geoffrey Bakunda, Ms. Sabine Gisch-Boie, and Hamid Tenywa. Publisher's website: http: //www.sbpra.com/DavidKatamba

Corporate social responsibility has grown into a global phenomenon that encompasses businesses, consumers, governments, and civil society, and many organizations have adopted its discourse. Yet corporate social responsibility remains an uncertain and poorly defined ambition, with few absolutes. First, the issues that organizations must address can easily be interpreted to include virtually everyone and everything. Second, with their unique, often particular characteristics, different stakeholder groups tend to focus only on

specific issues that they believe are the most appropriate and relevant in organizations' corporate social responsibility programs. Thus, beliefs about what constitutes a socially responsible and sustainable organization depend on the perspective of the stakeholder. Third, in any organization, the beliefs of organizational members about their organization's social responsibilities vary according to their function and department, as well as their own managerial fields of knowledge. A Stakeholder Approach to Corporate Social Responsibility provides a comprehensive collection of cutting-edge theories and research that can lead to a more multifaceted understanding of corporate social responsibility in its various forms, the pressures and conflicts that result from these different understandings, and some potential solutions for reconciling them. Transformative Cooperation (TC) presents new ways for individuals and organizations to partner to create a more sustainable future and take people to a higher stage of moral development. This handbook invites readers to consider how businesses can partner with organizations in other sectors of society, including governments and nonprofits, to address global concerns and improve the lives of all. It documents the need for and early examples of cooperative efforts that have transformed the relationships between corporations and the communities in which their employees live and work. The editors begin by issuing a call for TC, explaining the economic and social reasons for working across traditional organization, national, and international boundaries. The book then goes on to explain the dynamics of transformative cooperation, exploring the leadership characteristics that facilitate the transformation and its social benefits. Throughout this handbook, the editors present some of the best designs in transformative cooperation, and conclude by explaining transformative cooperation as a generative possibility. Overall, the editors and contributors argue that TC is about the search for the best in people, their organizations, and the world around them.

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