

Embedding Csr Into Corporate Culture

Embedding CSR into Corporate CultureCorporate Social Opportunity!SAGE Brief Guide to Corporate Social ResponsibilityMost Organisations Can Only Have a Rhetorical Commitment to Corporate Social ResponsibilityCorporate Social Responsibility. CSR Communication as an Instrument to Consumer-Relationship MarketingHow do personal values about Corporate Social Responsibility affect Human Resource Management Practice?Developing Corporate Governance Structures to promote Corporate Social ResponsibilityCorporate Social Responsibility (CSR) in the APECResearch Handbook on Corporate Social Responsibility in ContextCorporate Social Opportunity!Interaction Between CSR and Financial Performance. Comparing the Largest Multinational FMCG Corporations in Europe and the USAAsian Forum on Corporate Social ResponsibilityCorporate Social ResponsibilityRethinking Business Responsibility in a Global ContextInternational Journal of Social Policy Research and DevelopmentPutting a Price on Corporate VirtueComparative Perspectives on Global Corporate Social ResponsibilityEmbedding Human Rights Into Business PracticeESG and CSRA Stakeholder Approach to Corporate Social Responsibility D. Swanson David Grayson SAGE Publications Martina Jansen Elena Bueble Mi-Ra Prinz Uschi Drexler Pyöng-il Ch'oe Anders Örtenblad David Grayson Evgeny Nosenko Felipe B. Alfonso Bodo B. Schlegelmilch Jill S. Scheneiderman Anastasia Giakoumelou Jamali, Dima Nirbhay Lumde Philip Kotler Embedding CSR into Corporate Culture Corporate Social Opportunity! SAGE Brief Guide to Corporate Social Responsibility Most Organisations Can Only Have a Rhetorical Commitment to Corporate Social Responsibility Corporate Social

Responsibility. CSR Communication as an Instrument to Consumer-Relationship Marketing How do personal values about Corporate Social Responsibility affect Human Resource Management Practice? Developing Corporate Governance Structures to promote Corporate Social Responsibility Corporate Social Responsibility (CSR) in the APEC Research Handbook on Corporate Social Responsibility in Context Corporate Social Opportunity! Interaction Between CSR and Financial Performance. Comparing the Largest Multinational FMCG Corporations in Europe and the USA Asian Forum on Corporate Social Responsibility Corporate Social Responsibility Rethinking Business Responsibility in a Global Context International Journal of Social Policy Research and Development Putting a Price on Corporate Virtue Comparative Perspectives on Global Corporate Social Responsibility Embedding Human Rights Into Business Practice ESG and CSR A Stakeholder Approach to Corporate Social Responsibility D. Swanson David Grayson SAGE Publications Martina Jansen Elena Bueble Mi-Ra Prinz Uschi Drexler Pyöng-il Ch'oe Anders Örtenblad David Grayson Evgeny Nosenko Felipe B. Alfonso Bodo B. Schlegelmilch Jill S. Scheneiderman Anastasia Giakoumelou Jamali, Dima Nirbhay Lumde Philip Kotler

embedding csr into corporate culture demonstrates that a new frontier for corporate social responsibility is possible in theory and practice the key idea discovery leadership enables corporate managers to deal effectively with problems issues and value clashes occurring at the corporation society interface

don t be misled by the word social in the title this is a book about how to improve corporate performance and gain competitive advantage in corporate social opportunity grayson and hedges challenge perceived wisdom that adherence by business to corporate social responsibility csr is a zero sum game where the impact on companies is added costs and extra regulatory burden from their unique vantage point working with leaders of global businesses and of local communities the authors explain how powerful drivers forcing companies to adopt stringent social ethical and environmental standards

simultaneously create largely untapped opportunities for product innovation market development and non traditional business models the key to exploiting these opportunities lies in building csr into business strategy not adding it on to business operations with examples from 200 companies to illustrate their case they outline both in theory and practice a seven step process managers can apply to assess the implications of csr on their business strategy and identify their own corporate social opportunities business is operating in a whirlwind of interacting global forces revolutionary developments in communications and technology significant changes in markets shifts in demographics and a transformation of personal values the fallout from these forces is the underlying reason that corporate social responsibility has come of age these global forces have led to a number of issues such as ecology and environment human rights and diversity health and well being and communities becoming potential liabilities for companies once regarded as soft management issues they are now increasingly recognised as hard to predict and hard for the business to deal with when they go wrong corporate social opportunity by the authors of the best selling everybody's business moves the argument from the why of corporate social responsibility csr to the how and beyond to a future where csr is perceived as an opportunity for business both in terms of reaping the benefits of retaining brand or organisational value and by developing new products and services serving new markets and adopting new business models this is not always a story of black and white of what is right or what is wrong often it embraces apparently conflicting demands which require the application of judgement guided by a clear sense of overall direction and corporate purpose this book is designed to act as a compass for aiding navigation through such dilemmas and complex decisions using examples of current good practice detailed interviews with leading ceos and newly created diagnostic planning tools all framed within a seven step model for making csr happen the book aims to provide a practical guide to help business leaders and their managers understand how to assess the impact of corporate social responsibility factors on their core business strategy and operations and help them identify and prioritise between

subsequent options and resulting business opportunities the book is structured into two parts both parts describe the same seven step model which if followed will help managers think through desired changes to business strategies and necessary corresponding changes to operational practices in part 1 the seven steps triggers scoping making the business case committing to action resources and integrating operations engaging stakeholders and measuring and reporting are described and illustrative evidence and corresponding data provided in part 2 the authors have created a worked example of the diagnostic processes that form the backbone of the seven steps based on the health and well being issue of fast food and the growing problem of obesity particularly among children along with notes on how a manager might work through the processes with colleagues the authors are pro business although not business as usual the book is written first and foremost with the purpose of helping to improve business performance because business is after all the principal motor for growth and development in the world today the authors argue that companies adhering to best practice in csr and taking advantage of possibilities inherent in corporate social opportunity are good for shareholders as well as customers and employees provided by publisher

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

essay from the year 2009 in the subject psychology work business organisational and economic psychology grade high merit european college of business and management ecbm london london school of economics and political science language english abstract i t remains a fact that many business leaders still only pay lip service to csr or are merely

reacting to peer pressure by introducing it into their organisations a smaller number have an inherent sense that it is the right thing to do and feel committed to it fewer still are convinced about the business benefits and have embedded it throughout their organisations bevan et al 2004 4 to shed light on the hypothesis that most organisations can only have a rhetorical commitment to corporate social responsibility csr and hence to further explore the above citation is the aim of this essay in order to do so the analysis is organized in three chapters firstly three different alternative perspectives on organizations responsibilities in general are examined concluding that there is potential divergence on whether social aspects have to be considered as key elements for organizations secondly the essay argues that some perspectives potentially conflict with the steep increase of csr popularity during the past decades and defines real and rhetoric csr commitment accordingly thirdly rhetoric csr as a gap between communication and implementation of csr is decomposed into fixed and variable economic cycle dependent effects the essay concludes with verifying the initial hypothesis especially for periods of economic downturns and emphasising the importance of further empirical research to better measure and fully grasp the implications of csr nowadays

diploma thesis from the year 2008 in the subject business economics offline marketing and online marketing grade 10 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 among women can be considered as a given basis to consumercompany identification it implies the potential for perceived congruence between consumers self concept and company csr values and also highlights the relationbuilding dimension of csr and its opportunities for consumer relationship marketing this research suggests that csr should be communicated more proactively as the majority of respondents stated that they would like to know more about it and affirmed the acceptability of advertising on csr as a proactive means of communication

master s thesis from the year 2011 in the subject leadership and human resources miscellaneous grade 72 with distinction queen mary university of london course international human resource management language english abstract abstract little research has been conducted into corporate social responsibility and its implications for human resource management in particular with regard to application and recruiting process the study recognizes the importance of csr in

current management practice and strategy and examines the way in which personal values regarding csr affect application and recruitment practices in germany to this end the study explores how individuals understand and define csr and asks which factors influence this moreover the findings show what role individual understandings of csr play in the application and recruiting process the research seeks to understand the external environment that decisions are taken within and thus highlights the impact of socio economic context on personal values regarding csr in general and in specific regarding the first point of contact between job applicant and targeted company the theoretical lens applied makes use of carroll s 1991 pyramid of csr and festinger s 1962 theory of cognitive dissonance the study is qualitative and includes an analysis of 16 semi structured interviews with business students and hr managers working in companies in germany the results are used to present a complex and multifaceted model that reflects the variety of factors that should be taken into consideration during the application and recruiting process

seminar paper from the year 2010 in the subject business economics business management corporate governance grade 2 5 university of regensburg führung organisation course corporate responsibility language english abstract the seminar paper examines which corporate governance structures promote corporate social responsibility csr in joint stock corporations the stakeholder perspective links the concept of corporate governance with csr transparency and accountability represent cross cutting functions of corporate governance which in combination may enhance csr in terms of corporate governance structures board heterogeneity and the engagement of stakeholder impact on csr and in the long run on a corporation s overall performance

is corporate social responsibility csr a universal idea is the same exact definition of csr relevant for any organization regardless of context or would such a definition need to be adapted to fit different types of organizations in different cultures

industries and sectors this book discusses how csr preferably should be practiced in various generalized contexts experts share their knowledge on whether a broad definition of csr can be practiced as is or if it first has to undergo changes in as various generalized contexts as buddhist and islamic organizations developing countries the food processing industry the shipping industry and the pharmaceutical industry

business is operating in a whirlwind of interacting global forces revolutionary developments in communications and technology significant changes in markets shifts in demographics and a transformation of personal values the fallout from these forces is the underlying reason that corporate social responsibility has come of age these global forces have led to a number of issues such as ecology and environment human rights and diversity health and well being and communities becoming potential liabilities for companies once regarded as soft management issues they are now increasingly recognized as hard to predict and hard for the business to deal with when they go wrong corporate social opportunity by the authors of the best selling everybody's business moves the argument from the why of corporate social responsibility csr to the how and beyond to a future where csr is perceived as an opportunity for business both in terms of reaping the benefits of retaining brand or organizational value and by developing new products and services serving new markets and adopting new business models this is not always a story of black and white of what is right or what is wrong often it embraces apparently conflicting demands which require the application of judgement guided by a clear sense of overall direction and corporate purpose this book is designed to act as a compass for aiding navigation through such dilemmas and complex decisions using examples of current good practice detailed interviews with leading ceos and newly created diagnostic planning tools all framed within a seven step model for making csr happen the book aims to provide a practical guide to help business leaders and their managers understand how to assess the impact of corporate social responsibility

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seminar paper from the year 2014 in the subject business economics business ethics corporate ethics grade 9 out of 10 max 10 course 3 language english abstract several research studies have examined corporate social responsibility csr and its effects on business performance but their results vary widely this paper studies the interaction between social environmental and short term financial performance using a sample of the 16 largest multinational fmccg companies from the us and europe covering the period 2005 2012 and employing two different test methods namely ordinary least squares ols and granger causation we demonstrate that while all csr dimensions have significant financial effects there has been only one causality link found between employment structure and short term profitability

recoge 1 belgium 2 denmark 3 germany 4 greece 5 spain 6 france 7 ireland 8 italy 9 luxembourg 10 netherlands 11 austria 12 portugal 13 finlandia 14 swedwn 15 united kingdom

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

research paper undergraduate from the year 2011 in the subject economics international economic relations course sustainable development language english abstract international journal of social policy research and development was established in february 2009 by the international center for social policy research and development a research arm of self help agriculture and education foundation to strengthen the link between research and development by bridging the gap between development practitioners and the academia in the conceptualization of social policy issues and to serve as a forum for deliberation on ideas by the international community of scholars and development practitioners the aim is to promote interdisciplinary research and undertake publications on critical developmental challenges confronting developing and transitional countries therefore manuscripts that provide multidisciplinary approach to social problems or chart a new course in proffering new ways of tackling contemporary development challenges will be favored the journal is a collaborative work of the center for social policy research and development and the department of geography and regional planning university of uyo in partnership with international scholarship in usa and asia goals advance the study of social policy and sustainable development explore the relationship between policy research and practice contribute to knowledge

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it has been a buzzword for decades and gained the title of a global megatrend with many endorsing and others discrediting its importance what are the real economics of corporate social responsibility how do we measure sustainability in corporations and who does it benefit is any effort appreciated by the market and the public is csr merely in fashion or does it have a concrete place in a quantitative science such as finance these are some of the questions this book deals with we discuss the shift from a shareholder oriented business world towards a stakeholder oriented system and explore how csr fairs with the traditional financial theories and corporate law a new view of csr sees it as a means to reconcile the conundrum shareholders or stakeholders and gives a paradigm that combines the two furthermore we move past the current belief that investors inject capital into more sustainable corporations while sacrificing returns and investigate the role of sustainability in a firm's risk profile what if investors gain less out of responsible investments because they risk less in the second part of the book we test how real market actors respond to corporate social performance we look into the potential of csr to be incorporated in risk valuations as performed by credit rating agencies the debt market's investors and corporate management itself what we discover is a complex but intriguing reality that offers bright new horizons for corporations worldwide

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

features 20 case studies from around the world outlining policies and practices to implement human rights within business operations among the companies profiled are abb achilles anglogold ashanti areva barloworld basf eskom ipek kagit ketchum mas holdings newmont mining corporation nike inc novartis sasol royal dutch shell starbucks titan industries volkswagen and westpac banking corporation

in a rapidly shifting corporate world understanding and adapting to corporate social responsibility csr and environmental social and governance esg nuances become crucial dive deep into india s evolving csr and esg landscape which is uniquely rich with challenges and prospects this book is more than just an introduction to csr and esg it s a comprehensive guide a bridge between knowledge gaps and a beacon for transformative action the book offers unparalleled insights from foundational concepts and the integration of environmental social and governance esg factors to futuristic views on sustainable development whether you re a seasoned csr professional a student or someone transitioning from the ngo sphere find clarity strategy and direction in this essential read explore case studies real world examples and strategic insights that will enlighten and inspire action

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

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