

Reframing Corporate Social Responsibility Lessons From The Global Financial Crisis

Reframing Corporate Social ResponsibilityThe Impact of Corporate Social ResponsibilityEthics, Social Responsibility and Sustainability in MarketingCommunicating Corporate Social Responsibility in the Digital EraCorporate Social Responsibility in Developing and Emerging MarketsCorporate Social Responsibility in a Dynamic Global EnvironmentDealing with Socially Responsible ConsumersProceedings of the XV International symposium Symorg 2016Developing Personal and Social Responsibility... Select Notes on the International Sunday School Lessons ...Toward a Model of Strategic Management of the Socially Responsible FirmCorporate Social ResponsibilityReprint SeriesSocial Responsibilities of BusinessPerspectives on International Corporate ResponsibilityPrinciples of Modern ManagementClass List of the Books in the Reference LibraryThe Bible Study Union LessonsNagarloKStudy Guide to Accompany Fundamentals of Management William Sun Robert Kudłak Ipek Altinbasak-Farina Adam Lindgreen Onyeka Osuji Irene Guia Arraiano Jishnu Bhattacharyya Ondrej Jaško Donald R. Grossnickle Wilbur Moorehead Smith Keith B. Murray Suzanne R. Ontiveros K. M. Mital John Hooker Samuel C. Certo Nottingham (England). Free Public Reference Library Kim Stewart

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this collection brings together leading scholarly thinking to understand why csr failed to prevent the global financial crisis how corporate social

irresponsibility 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

the impact of corporate social responsibility corporate activities the environment and society adds to the current debate on the societal level impacts of corporate social responsibility csr this edited volume offers conceptual and empirical contributions highlighting various dimensions of csr impacts what differentiates the book from others is that we examine the impact of csr at the societal level rather than focussing only on those that occur at the level of the firm the book's contributions present novel perspectives that comprise among others empirical analyses of csr activities accounts of impacts in various geographic locations and state of the art reviews of extant literature on the topic the practical examples and theory building presented here help us to better capture the societal impacts of contemporary csr practice this book will appeal to scholars and students as well as practitioners and policy makers interested in practical and theoretical aspects of csr impacts at the societal level chapter 3 of this book is freely available as a downloadable open access pdf at taylorfrancis.com under a creative commons attribution non commercial no derivatives cc by 4.0 license

this book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well being of a society as a whole in the past social responsibility and corporate ethics may not have been the key elements of corporate and business strategy however in the last decade the picture has changed dramatically consumers are more concerned about ethical issues and the effects of business activities on the environment and the society the impact and importance of ethical consumerism is escalating the consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions this book also reveals how companies should realize that corporate social responsibility csr is not an illustration of corporate altruism but a source of opportunity and competitive advantage finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances this book covers different issues related to ethics social responsibility and sustainability in marketing and presents different cases and applications from different countries together with the best practices each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well being of the society

although literature on corporate social responsibility is vast research into the use and effectiveness of various communications through digital platforms about such corporate responsibility is scarce this gap is surprising communicating about corporate social responsibility initiatives is vital to organizations that increasingly highlight their corporate social responsibility initiatives to position their corporate brands for both consumers and other stakeholders yet these

organizations still sometimes rely on traditional methods to communicate or even decide against communicating at all because they fear triggering stakeholders skepticism or cynicism a systematic interdisciplinary examination of corporate social responsibility communication through digital platforms therefore is necessary to establish an essential definition and up to date picture of the field this research anthology addresses the above objectives drawing on marketing management and communication disciplines among others this anthology examines how organizations construct implement and use digital platforms to communicate about their corporate social responsibility and thereby achieve their organizational goals the 21 chapters in this anthology reflect six main topic sections challenges and opportunities for communicating corporate social responsibility through digital platforms moving toward symmetry and interactivity in digital corporate social responsibility communication fostering stakeholder engagement in and through digital corporate social responsibility communication leveraging effective digital corporate social responsibility communication digital activism and corporate social responsibility digital methodologies and corporate social responsibility

a valuable interdisciplinary resource examining the concept and effectiveness of csr as a tool for sustainable development in emerging markets

this book highlights the latest research on responsible business and its practical implications for the economy society academia and politics it presents selected contributions from respected scholars and experts who have conducted international research on corporate social responsibility sustainability ethics corporate governance finance and responsible investing the book examines the spreading and enhancement of csr and sustainability at the micro meso and macro levels especially in light of their increased relevance following the recent pandemic taken together the results of the empirically and theoretically based contributions offer a unique and multi faceted perspective on current global trends and expected developments in this area they cover a wide range of contexts and situations helping readers expand their knowledge and drive effective change to tap their organizations full potential

this book contains a collection of teaching cases that study and emphasise how twenty first century businesses address and satisfy the needs and wants of socially conscious consumers while remaining profitable this book explores the practise of marketing for societal benefit through real life case studies it provides a critical understanding of marketing approaches such as social marketing sustainability marketing and other practises of a similar nature this book is made up of both long and short real life cases from various industries with varying degrees of difficulty

noting that much is known about teaching and learning personal and social responsibility but little is incorporated into the k 12 curriculum this book is intended for parents and educators as a guide to helping children develop personal and social responsibility especially as it relates to behavior in school part

1 of the book consists of five chapters 1 making responsibility education a priority at home and school 2 teaching responsibility 3 exploring the meaning of personal and social responsibility 4 setting goals for learning to be responsible and 5 parents and schools co partners in teaching responsibility part 2 consists of one chapter that provides examples of model practices in teaching personal and social responsibility while the single chapter that makes up part 3 describes 16 exemplary programs resources and references for parents schools and the community six appendixes contain a sample teaching unit from the character education institute a sample responsibility lesson from the home school institute a description of a responsible student from a high school department a letter from a teacher to parents on course responsibility a sample parent student handbook and a list of responsibility oriented elementary school behavioral expectations mdm

includes social performances by business enterprises in india

the field of international corporate responsibility has emerged as an important subfield of business ethics in response to increasing concerns about the ethical conduct of international businesses this volume contains intensive discussions by prominent scholars from many countries of codes of business conduct for multinational enterprises socially responsible investing corporate reputation and globalization corporate responsibility and environmental issues investment in developing economies and responsible marketing

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Introduction

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