

# Strategic Corporate Social Responsibility Stakeholders In A Global Environment

## Ebook William B Jr Werther David B Chandler

Corporation, be Good! The A to Z of Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility: A Very Short Introduction Corporate Social Responsibility Key Concepts in Corporate Social Responsibility Reframing Corporate Social Responsibility Corporate Social Responsibility SAGE Brief Guide to Corporate Social Responsibility Research Handbook on Corporate Social Responsibility in Context Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility in the Digital Age Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility in the Manufacturing and Services Sectors Corporate Social Responsibility International Corporate Social Responsibility Corporate Social Responsibility and International Development William C. Frederick Wayne Visser Chris A. Mallin John O. Okpara Jeremy Moon Andrew Crane Suzanne Benn William Sun Adam R. Timpere SAGE Publications Anders Örténblad Baxi C.V. & Ray, Rupamanjari Sinha Subhabrata Bobby Banerjee Ana Adi David Chandler Paulina Golinska-Dawson Catherine Malecki Ramon Mullerat Michael Hopkins

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*Okpara Jeremy Moon Andrew Crane Suzanne Benn William Sun Adam R. Timpere SAGE Publications Anders Örténblad Baxi C.V. & Ray, Rupamanjari Sinha Subhabrata Bobby Banerjee Ana Adi David Chandler Paulina Golinska-Dawson Catherine Malecki Ramon Mullerat Michael Hopkins*

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

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

finally a book that crosses the great divide between academia and practice a rare feat especially in edited volumes with scholarly contributions there is much to like about what the book does cover wayne visser ethical performance mallin brings together academics and business experts to share a wide range of accounts from across the globe readers will find insights and guidance on how countries and companies have tried to balance the perceived needs of often disparate groups james mcritchie corpgov net chris mallin has put together a fine volume providing detailed insights into the global spread of csr it wonderfully showcases the diversity and dynamics of csr in different countries regions and key industries it is an essential read for everybody interested in the dialectics of global homogenization and local adaptation of csr related management practices dirk matten york university toronto canada professor mallin has edited a remarkable range of studies illustrating how companies across the world regard and respond to their social responsibilities her book will prove an invaluable source of information for everyone interested in comparative corporate social responsibility aided by the admirable learning points and questions following each case study it will also be turned to for guidance by investors concerned to promote corporate social values internationally sir adrian cadbury aston university business school birmingham uk corporate social responsibility csr is an area of increasing global interest with companies taking csr issues more seriously devoting more resources to such issues and acknowledging the benefits of csr activities this insightful book provides a comprehensive analysis of the development of csr in a diverse range of countries including the uk italy poland turkey the usa the middle east australia japan and korea christine mallin has brought together leading experts from both academia and the business world to

provide fully up to date accounts of developments in csr from a range of legal cultural and economic perspectives this timely resource will serve as an invaluable teaching and resource tool for advanced students and academics and will provide insights and guidance to the wider business community

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 has been defined as the responsibility of enterprises for their impacts on society is corporate social responsibility csr just window dressing or is it a contradiction in terms in this very short introduction jeremy moon shows that csr holds much more value than it first appears and shows how it has come of age in recent years illustrating the sorts of csr investments companies make the ways in which they practice csr and the challenges this brings moon considers how the principles migrated from their us roots to become a global business phenomenon exploring the place of csr in different economic social political and managerial contexts this short guide considers the many positives but also challenges that csr can present for companies societies and governments worldwide about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

as a relatively young subject matter corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published retaining the features which made the first edition a top selling text in the field the new edition continues to be the only

textbook available which provides a ready made enhanced course pack for csr classes authoritative editor introductions provide accessible entry points to the subjects covered an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research led approach new case studies are integrated throughout the text to enable students to think and analyze the subject from every angle the entire textbook reflects the global nature of csr as a discipline and further pedagogical features include chapter learning outcomes study questions challenges for practice boxes and additional further reading features at the end of each chapter this highly rated textbook now also benefits from a regularly updated companion website which features a brand new csr case club presenting students and lecturers with further case suggestions with which to enhance learning lecture slides updates from the popular crane and matten blog links to further reading and career sites youtube clips and suggested answers to study questions an ivey casemate has also been created for this book at [iveycases.com/casematebookdetail.aspx?id=335](http://iveycases.com/casematebookdetail.aspx?id=335)

introducing the key concepts in corporate social responsibility the authors bring together the essential issues relevant to the responsible management of businesses not for profit organizations and government with detailed coverage and cross referencing for each concept and over 50 concepts introduced this guide to both the theory and implementation of csr and sustainability provides an indispensable reference for any student of the subject key concepts include accountability business ethics corporate citizenship corporate environmental reporting definitions of csr ethical consumerism human rights ngos risk management stakeholder theory and 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 csr is a concept whereby organisations consider the interests of society by taking responsibility for the impact of their activities on customers employees shareholders communities and the environment in all aspects of their operations this obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organisations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large this book presents new analyses of this very active field

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

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

corporate social responsibility a study of csr practices in indian industry takes a close look at the csr scenario in india while throwing light on the various issues faced by companies and their stakeholders during the implementation of csr it also offers strategies and recommendations for improved synergy among the stakeholders and a more effective csr the book is based on the authors primary research study and is illustrated with various company examples and primary surveys on how csr implementation varies from organization to organization including family based firms public sector enterprises multinational corporations and professional enterprises sectoral differences in csr implementation have also been covered as well as the important issue of csr reporting practices with csr and sustainability as emerging domains the book will prove to be invaluable for researchers academicians students practitioners and public policy makers

this book has many merits it will make fascinating reading for the increasing number of organizational scholars who wonder how organizational research can engage more in accounting for the impact of corporations on their environment in a broad sense bahar ali kazmi bernard leca and philippe naccache organization studies this book is for those who will enjoy a thoughtful and informative monograph that acutely summarises and refreshes critique from a political and sociological perspective it is a comprehensive re interpretation of the corporate world and the evidently meretricious regime of csr which

makes it an enjoyable compendium for critical management studies fans this erudite volume will be valuable to mainstream social science academics either involved in or dismissive of csr and sustainability discourses in management education and research david bevan scandinavian journal of management banerjee s book is thought provoking and must be read but it should be read not only by corporate social responsibility scholars but by all business scholars it is through banerjee s provocations that we can understand the shortcomings of corporate systems and the boundaries of corporate social responsibility pratima bansal administrative science quarterly this is a tour de force that carefully assembles and incisively interrogates perhaps the most pressing problem of our age how to harness the resources of corporations to tackle global problems of poverty oppression and environmental degradation banerjee does not present us with glib pronouncements or simplistic fixes instead he brilliantly illuminates the scale of the challenges and lucidly assesses the relevance and value of csr responses to date hugh willmott university of cardiff uk bobby banerjee takes on the popular mythologies of neo liberal corporate social responsibility with enviable flair and a thoroughness of scholarship that will dismay its apologists his critique extends from the origins of the modern corporation and its well known abuses and excesses to far harder targets the more attractive alternatives that have been developed for theory and practice that as banerjee shows brilliantly only serve to mask continuing neo colonial abuses banerjee is not content simply to expose the impossibilities of doing good works whilst maximizing shareholder value the win win view of csr but he bites the bullet with some uncompromising but realistic proposals for the future reconstruction of csr both as a field of study and as a business practice we have needed this exposure of the bad and the ugly for a long time the current versions of csr are simply just not good enough stephen linstead university of york uk banerjee pulls the beguiling mask off corporate social responsibility taking the vantage point of the world s poor he shows csr to be a cruel hoax corporations cynical effort to undermine growing demands for economic and environmental justice paul s adler university of southern california us this book problematizes the win win assumption underlying discourses of csr and suggests that it is a rhetoric that is invariably subordinated to that of corporate rationality rather than see csr as providing the means to transform corporations by advocating a stakeholder view of the firm it argues that csr represents an ideological movement designed to consolidate the power of transnational corporations and provide a veneer of liberality to the illiberal economic agenda of the major global institutions stewart clegg university of technology sydney australia professor banerjee offers us a refreshing analysis of corporate social responsibility csr in an otherwise comparatively turgid literary landscape people may disagree with his criticism that because of its preoccupation with shareholder value the corporation is an inappropriate agent for social change but it is backed up by strong theoretical and

substantive empirical

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

the goal of this project is to detail the core defining principles of strategic csr that differentiate it as a concept from the rest of the csr sustainability business ethics field it is designed to be a provocative piece but one that solidifies the intellectual framework around an emerging concept strategic csr the foundation for these principles comes from my perspective as a management professor within the business school as such it is a pragmatic philosophy oriented around stakeholder theory that is designed to persuade business leaders who are skeptical of existing definitions and organizing principles of csr sustainability or business ethics it is also designed to stimulate thought within the community of intellectuals and business school administrators committed to these issues but who approach them from more traditional perspectives ultimately therefore the purpose of the strategic csr concept and this book is radical it aims to redefine 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 as such they redefine how businesses approach these functions in practice but also redefine how these subjects should be taught in business schools

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 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

at present corporate social responsibility csr for some may not be more than an attitude can it be more what degree of commitment can we reasonably expect of corporations in the struggle to eradicate poverty promote human rights halt climate change and reverse ongoing environmental destruction it is not a question of power more than half of the worlds top 100 economies are corporations not nation states whatever can be done to fix the world s problems corporations are in the best position to do it back cover

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