

Embedding Csr Into Corporate Culture

Embedding CSR into Corporate CultureCorporate Social Opportunity!Research Handbook on Corporate Social Responsibility in ContextCorporate Social Opportunity!SAGE Brief Guide to Corporate Social ResponsibilityGlobalisation of Corporate Social Responsibility and its Impact on Corporate GovernanceThe Routledge Companion to Corporate Social ResponsibilityA Stakeholder Approach to Corporate Social ResponsibilityLegal Perspectives on Corporate Social ResponsibilityCases on Corporate Social Responsibility and Contemporary Issues in OrganizationsApproaches to Corporate Social ResponsibilityNew Perspectives on Corporate Social ResponsibilityThe Ashgate Research Companion to Corporate Social ResponsibilityStrategic Corporate Social ResponsibilityCorporate Social Responsibility in the 21st CenturyCorporate Social Responsibility: Concepts, Cases and TrendsCorporate Social Responsibility, Corporate Governance and Business Ethics in Tourism ManagementComparative Perspectives on Global Corporate Social ResponsibilityIntegrating Environmental Sustainability and Corporate Social Responsibility: A Move Beyond ProfitProfessionals’ Perspectives of Corporate Social Responsibility D. Swanson David Grayson Anders Örténblad David Grayson Sage Publications Jean J. du Plessis Thomas Maak Philip Kotler Jeehye You Antonaras, Alexandros Stefan Markovic Linda O’Riordan Professor Nicholas Capaldi William B. Werther, Jr. Bryan Horrigan PROF. DR. PRAKASH DIVAKARAN Erum Shaikh Jamali, Dima Pardeep Singh Samuel O Idowu

Embedding CSR into Corporate Culture Corporate Social Opportunity! Research Handbook on Corporate Social Responsibility in Context Corporate Social Opportunity! SAGE Brief Guide to Corporate Social Responsibility Globalisation of Corporate Social Responsibility and its Impact on Corporate Governance The Routledge Companion to Corporate Social Responsibility A Stakeholder Approach to Corporate Social Responsibility Legal Perspectives on Corporate Social Responsibility Cases on Corporate Social Responsibility and Contemporary Issues in Organizations Approaches to Corporate Social Responsibility New Perspectives on Corporate Social Responsibility The Ashgate Research Companion to Corporate Social Responsibility Strategic Corporate Social Responsibility Corporate Social Responsibility in the 21st Century Corporate Social Responsibility: Concepts, Cases and Trends Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management Comparative Perspectives on Global Corporate Social Responsibility Integrating Environmental Sustainability and Corporate Social Responsibility: A Move Beyond Profit Professionals’ Perspectives of Corporate Social Responsibility *D. Swanson David Grayson Anders Örténblad David Grayson Sage Publications Jean J. du Plessis Thomas Maak Philip Kotler Jeehye You Antonaras, Alexandros Stefan Markovic Linda O’Riordan Professor Nicholas Capaldi William B. Werther, Jr. Bryan Horrigan PROF. DR. PRAKASH DIVAKARAN Erum Shaikh Jamali, Dima Pardeep Singh Samuel O Idowu*

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

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

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designed to serve as a supplemental text for courses in business ethics corporate social responsibility corporate strategy and organizational behaviour this text is also

an indispensable companion text for business students to use throughout their full programme of study it provides objective coverage of key issues in corporate social responsibility the obligation of companies to various stakeholder groups the contribution of business to society and culture and the relationship between organizations and the quality of the environment key features of the text include the following a reader's guide that explains how to use the volume keyword entries featuring comprehensive essays on such crucial topics as strategic corporate social responsibility strategic philanthropy corporate social performance and social audits a listing of references and suggested readings for each entry so that readers can find more information on topics of particular interest

this book addresses the increasing overlap between corporate social responsibility csr and law with a particular focus on company law and corporate governance what is the impact of csr on company law and corporate governance and vice versa how do these systems impact on csr do they enable require or prevent the socially responsible conduct of companies for example through corporate theory directors duties or disclosure laws what is the role of shareholders and directors in the promotion of csr the theme of the book ensures a sharing of ideas and experiences globally and internationally for all jurisdictions to consider core legal and social aspects of csr

while the concept and domain of corporate social responsibility csr are not new its beginnings can be tracked back to the 1960s its scope urgency and relevance have shifted dramatically in recent years ceo responses show that the majority of business leaders understand that they operate in an environment of contested values and that stakeholders expect companies to do better and more however many corporate incentive systems are not in sync with societal norms and expectations moreover grand challenges such as climate change and global pandemics and growing interconnectedness shed light on the fault lines of value creation through complex supply chain systems exposing unacceptable working conditions modern slavery and the environmental consequences of highly distributed production at any cost as a consequence corporate social responsibility has become a widely accepted common denominator of the role and responsibilities of business in society ranging from core functions such as health safety and environment standards to governance and recognition of stakeholders supply chain design and corporations stand on climate change and its responsibility to future generations this volume assembles state of the art scholarship from leading scholars in the field and enables a full range view of csr from its roots normative foundations and institutional perspectives to matters of stakeholding the global value chain social innovation and future directions the routledge companion to corporate social responsibility represents a prestige reference work providing an overview of the subject area of csr for academics researchers postgraduate students as well as reflective practitioners

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.

This book offers readers a comprehensive and in-depth legal analysis of corporate social responsibility (CSR) by examining the theoretical foundations of corporate governance and its legal mechanism in the United States and South Korea. Moreover, it proposes a legislative blueprint for establishing the legal frameworks that might serve to legitimize and effectively implement CSR in general, reflecting the zeitgeist of improved corporate accountability and transparency. The ongoing movement to enhance CSR has permeated entire sectors of society the world over, despite the apparent ubiquity of CSR. The corporate laws of many countries remain relatively silent on the issue, omitting to include any explicit provision governing the concept. Partly in response to this lack of legislation, Korean corporate scholars, for example, have attempted to introduce American legal theories, systems, and laws on CSR into Korea. Yet traditional Korean jurisprudence provides no defining foundation for CSR. Indeed, the prevailing view in jurisprudence and scholarship passively resists instituting corporate responsibility into the law. In response to this jurisprudential and academic shortcoming and as an example for other countries, this book provides a comprehensive guide to the relevant legislation and theory on CSR in Korean corporate law by employing a comparative study of the relevant American theories and laws. Proceeding from this analysis, the book then puts forward a legislative blueprint for establishing a foundation to legitimize and effectively implement CSR.

The last decades witnessed a vigorous debate over the role of corporations in society. Interest in corporate social responsibility (CSR) has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses, and many corporations have developed CSR programs to harvest the benefits resulting from such initiatives. CSR practices have become a crucial component of business strategy, contributing to organizational success and sustainable competitiveness. Cases on corporate social responsibility and contemporary issues in organizations is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address environmental and social issues as well as economic and financial ones. Featuring research on topics such as sustainable development goals, CSR pillars, employee retention, gender equality, and social accountability, this book is ideally designed for business managers, researchers, practitioners, and students seeking coverage on innovative business practices enacted in multiple organizations and industries.

Following recent growth of ethical consumerism, customers and other stakeholders increasingly pressure organizations to be socially responsible and minimize their negative impact on the environment. Accordingly, a plethora of firms have integrated corporate social responsibility (CSR) at the center of their business strategies and actions. Whilst this has resulted in many firms meeting their broader responsibilities toward society and the environment, some firms have used CSR in a manipulative and insincere way. As stakeholders become aware of such misuse of CSR, largely thanks to the rapid evolution of information technologies, they start to penalize firms by spreading negative word of mouth about them and specifically about their CSR knowledge, values, and actions. Now more than ever before, stakeholders are increasingly

critical and cautious in their assessments of firms csr knowledge values and actions on this background this edited volume sheds light on different internal and external perspectives spanning csr knowledge values and actions it shares theoretical practical and case based insights on the broader topic and can be of interest to researchers academics practitioners and advanced students in the fields of csr and business ethics knowledge management strategy and marketing

providing a timely contribution to the ongoing questions surrounding topics which are by definition subject to varying stakeholder interpretations this book addresses the missing link between theoretical csr concepts and everyday management practice it acts as a guide to awaken managers to the advantages of adopting a csr mindset when developing sustainable business strategies the book consists of three parts 1 a theoretical realm which establishes the key concepts and rationale for the adoption of a sustainable csr approach 2 a practical realm which addresses putting csr and sustainability into business practice 3 an educational realm which proposes how to incorporate the concepts into teaching and training

the term corporate social responsibility csr has gained prominence both in business and in the media and has become one of the most debated management issues yet there is still a lack of consensus on what the concept means what it entails why it should be embraced and how this companion offers scholars and graduate students a valuable guide to current thinking and a comprehensive reference to this increasingly important field

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

as corporate states join the universe of nation states the challenge of securing both corporate social responsibility and accountability becomes one of the core challenges facing the social and legal order bryan horrigan s masterly comprehensive account of this protean subject offers an assured guide for future thought and action paul redmond professor university of technology sydney australia csr continues to be one of the most important aspects of business in the global economy receiving much attention from business managers government leaders and academics while continuing to increase in prominence there are many aspects and many approaches evolving in this global phenomenon in this book horrigan provides the most complete interdisciplinary analysis of these perspectives yet undertaken combining theoretical insights with practical examples while pointing the way forward towards future developments david crowther professor de montfort university uk and social responsibility research network in this book professor horrigan brings together the many facets of and perspectives on the concept of csr and he places them in the context of the development of thought in the crossover from the 20th to the 21st century i doubt whether such an ambitious and comprehensive account of the concept has been previously attempted there is no doubt that it is a hugely important subject in today s world and one which will not go away i believe that the book will be valuable to all who need to deal with this issue whether as government officials regulators businessmen lawyers academics media commentators or

concerned citizens the right honourable lord butler of brockwell kg gcb cvo was secretary of the united kingdom cabinet and head of the home civil service from 1988 to 1998 1998 2008 master of university college oxford and a non executive director of ici plc and of hsbc holdings also chairman of the board s corporate social responsibility committee this timely and thorough book offers one of the most wide ranging inter disciplinary and cross jurisdictional analyses of corporate social responsibility so far in the 21st century professor bryan horrigan spans subjects as diverse and topical as global corporate responsibility and governance debates practical guidelines for responsible businesses and their professional advisers governmental roles in corporate social responsibility corporations and human rights and the new era of enlightened shareholder value he also highlights an emerging transnational and comparative body of law regulation and practice on corporate social responsibility illustrated throughout with meaningful controversies and examples the book also highlights the major recent global developments in corporate social responsibility already this century focusing especially on europe the uk north america and australasia and charting its future regulatory and research directions worldwide the book s scholarly foundation up to date coverage and accessible style will appeal particularly to academic researchers and students of corporate social responsibility in the fields of law business management economics and political science in a number of countries it will also be of great interest and use to those whose work involves corporate social responsibility within government business and civil society

in the contemporary business environment corporate social responsibility csr has evolved from a voluntary philanthropic initiative into a strategic and ethical necessity organisations across the globe are now being measured not only by their financial success but also by their social environmental and ethical impact as businesses increasingly align profitability with sustainability csr has emerged as a cornerstone of responsible management and an essential component of modern business education the book corporate social responsibility concepts cases and trends a comprehensive guide for mba students and future managers has been written to bridge the gap between theory and practice in the field of csr it provides readers with a holistic understanding of the origins principles and frameworks of corporate responsibility while also highlighting contemporary trends and global perspectives designed primarily for mba students management educators and aspiring corporate leaders this text delves into the multidimensional aspects of csr from ethical governance and stakeholder engagement to sustainable development and corporate citizenship each chapter combines conceptual clarity with real world case studies enabling readers to critically analyse how socially responsible practices contribute to long term organisational success and societal well being the case studies included in this book have been carefully selected from indian and international contexts showcasing how leading corporations have integrated csr into their strategic decision making these practical illustrations not only enhance comprehension but also inspire future managers to design and implement socially responsible initiatives in their professional careers in recent years csr has transitioned from being a compliance driven activity to a core business strategy that fosters innovation brand equity and stakeholder trust this transformation is especially significant for emerging economies like india where inclusive growth and sustainable development remain national priorities the book thus reflects the evolving policy landscape regulatory frameworks and global best practices equipping readers to navigate the complex interconnections between business objectives and societal expectations it is my earnest hope that this book will serve as a comprehensive learning companion for management students researchers and practitioners who aspire to become responsible leaders in a rapidly changing world by understanding and applying the principles of csr today s learners can become tomorrow s changemakers driving not

only economic success but also ethical and sustainable progress i extend my sincere gratitude to colleagues mentors students and professionals whose insights and encouragement have contributed to the development of this work may this book inspire readers to view business not merely as a pursuit of profit but as a platform for positive social transformation

drawing on research from around the world this collection of essays explores key challenges solutions and applications of business ethics csr and corporate governance in the tourism industry

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

this book offers a comprehensive detail about the role that corporate social responsibility can play in promoting sustainable development thereby ensuring a resilient and greener future for all the book emphasises how business strategies and environmental harmony are becoming more integrated thereby supporting the agenda towards a sustainable development the synergistic and symbiotic relationship between social responsibility and sustainability has evolved over the years with enterprises becoming more aware of their commitment towards ethical equitable inclusive and environmentally conscious practices adopting a socially responsible attitude by the new age entrepreneurs represents the paradigm shift in how corporations understand and undertake their regular activities the traditional objective of wealth maximisation that the enterprises followed led to severe misutilisation of resources in terms of its environmental and societal impact and led to severe corporate disasters it gave rise to adopting alternative objectives that are not only holistic but also combine concern for profits humanity society and above all the environment the result is that almost every major corporation has adopted a code of conduct and established the necessary management structures and procedures to ensure compliance with the newly framed objective of socially responsible profits consequently the concept of corporate social responsibility has acquired momentum in recent times this has come after the realisation that social responsibility is a significant environmental and organisational sustainability dimension that only some enterprises can sustain for a while over the years this harmonisation has ushered in significant progress reshaping the perspective of businesses towards their societal and environmental impact

since the general acceptance of the field of corporate social responsibility worldwide corporate entities and those who act for them either as executives or ordinary employees are expected to be socially responsible being socially responsible has a number of quantifiable and unquantifiable benefits for the entity and its stakeholders it improves the entity s bottom line results protects jobs and is also better for the environment as such it makes good sense for professionals and those

that they interact with as colleagues suppliers of goods and services lenders etc to want to take the issue of csr seriously this perhaps explains why this book has chosen to explore how 19 professions across the world have integrated and continue to impress upon their staff the importance of csr in their operational activities we are constantly reminded that our world s natural resources are exhaustible we can therefore no longer live for today alone if we do not want to cause substantial problems for future generations

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