

The Challenge Of Organising And Implementing Corporate Social Responsibility

The A to Z of Corporate Social Responsibility International Corporate Social Responsibility Corporate Social Responsibility and International Development Corporation, be Good! Corporate Social Responsibility Corporate Social Responsibility The Oxford Handbook of Corporate Social Responsibility Key Concepts in Corporate Social Responsibility SAGE Brief Guide to Corporate Social Responsibility Research Handbook on Corporate Social Responsibility in Context Corporate Social Responsibility Corporate Social Responsibility Dictionary of Corporate Social Responsibility Corporate Social Responsibility Corporate Sustainability, Social Responsibility and Environmental Management Reframing Corporate Social Responsibility Corporate Social Responsibility Corporate Social Responsibility Wayne Visser Ramon Mullerat Jeremy Moon Michael Hopkins William C. Frederick David Chandler John O. Okpara Andrew Crane Suzanne Benn SAGE Publications Anders [rtenblad Chris A. Mallin Andrew Crane Samuel O. Idowu Baxi C.V. & Ray, Rupamanjari Sinha Mark Anthony Camilleri William Sun Adam R. Timpere Subhabrata Bobby Banerjee

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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

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

corporate social responsibility represents the social accountability a company holds for society this volume looks at how and why it developed how it is implemented in practice and the benefits and controversies it raises for companies governments and society worldwide

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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

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

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

csr encompasses broad questions about the changing relationship between business society and government an authoritative review of the academic research that has both prompted and responded to these issues the text provides clear thinking and perspectives on csr and the debates around it

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 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

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

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 ively casemate has also been created for this book at iveycases.com/casematebookdetail.aspx?id=335

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

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 provides a concise and authoritative guide to corporate social responsibility csr and related paradigms including environmental responsibility corporate sustainability and responsibility creating shared value strategic csr stakeholder engagement corporate citizenship business ethics and corporate governance among others it is primarily intended for advanced undergraduate and or graduate students moreover it is highly relevant for future entrepreneurs small business owners non profit organisations and charitable foundations as it addresses the core aspects of contemporary strategies public policies and practices it also features case studies on international policies and principles exploring corporate businesses environmental social and governance reporting mark camilleri s new book provides an excellent overview of the eclectic

academic literature in this area and presents a lucid description of how savvy companies can embed themselves in circular systems that reduce system wide externalities increase economic value and build reputation a valuable contribution charles j fombrun founder of reputation institute and a former professor of management at new york university and the wharton school university of pennsylvania usa i am pleased to recommend dr camilleri s latest book corporate sustainability social responsibility and environmental management the book is a rich source of thought for everyone who wants to get deeper insights into this important topic the accompanying five detailed case studies on a wide array of corporate sustainable and responsible initiatives are helpful in demonstrating how theoretical frameworks have been implemented into practical initiatives this book is a critical companion for academics students and practitioners adam lindgreen professor and head of department of marketing copenhagen business school denmark this book is an essential resource for students practitioners and scholars dr mark camilleri skillfully delivers a robust summary of research on the business and society relationship and insightfully points to new understandings of and opportunities for responsible business conduct i highly recommend corporate sustainability social responsibility and environmental management an introduction to theory and practice with case studies diane l swanson professor and chair of distinction in business administration and ethics education at kansas state university ks usa mark s latest book is lucid insightful and highly useful in the classroom i strongly recommend it donald siegel dean of the school of business and professor of management at the university at albany state university of new york ny usa the theory and practice of corporate sustainability social responsibility and environmental management is complex and dynamic this book will help scholars to navigate through the maze dr camilleri builds on the foundations of leading academics and shows how the subject continues to evolve the book also acknowledges the importance of csr 2 0 or transformative corporate sustainability and responsibility as a necessary vision of the future wayne visser senior associate at cambridge university uk he is the author of csr 2 0 transforming corporate sustainability responsibility and sustainable frontiers unlocking change through business leadership and innovation corporate sustainability social responsibility and environmental management an introduction to theory and practice with case studies provides a useful theoretical and practical overview of csr and the importance of practicing corporate sustainability geoffrey p lantos professor of business administration stonehill college easton massachusetts usa this book offers a truly comprehensive guide to current concepts and debates in the area of corporate responsibility and sustainability it gives helpful guidance to all those committed to mainstreaming responsible business practices in an academically reflected yet practically relevant way andreas rasche professor of business in society copenhagen business school denmark a very useful resource with helpful insights and supported by an enriching set of case studies albert caruana professor of marketing at the university of malta malta and at the university of bologna italy a good overview of the latest thinking about corporate social responsibility and sustainable management based on a sound literature review as well as useful case studies another step forward in establishing a new business paradigm ren schmidpeter professor of international business ethics and csr at cologne business school cbs germany dr camilleri s book is a testimony to the continuous need around the inquiry and advocacy of the kind of responsibility that firms have towards societal tenets understanding how csr can become a modern manifestation of deep engagement into socio economic undercurrents of our firms is the book s leading contribution to an important debate that is more relevant today than ever before mark esposito professor of business and economics at harvard university ma usa mark s book is a

great addition to the literature on csr and em it will fill one of the gaps that have continued to exist in business and management schools since there are insufficient cases for teaching and learning in csr and environmental management in business schools around the globe samuel o idowu senior lecturer in accounting at london metropolitan university uk professor of csr at nanjing university of finance and economics china and a deputy ceo global corporate governance institute usa corporate social responsibility has grown from nice to have for big companies to a necessity for all companies dr mark camilleri sketches with this excellent book the current debate in csr and csr communication and with his cases adds valuable insights in the ongoing development and institutionalization of csr in nowadays business wim j l elving professor at the university of amsterdam netherlands

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 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

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