

The Pyramid of Corporate Social Responsibility



Theory And Practice Of Corporate Social Responsibility

Xiaolong Qi



Theory And Practice Of Corporate Social Responsibility:

Theory and Practice of Corporate Social Responsibility Samuel O. Idowu, Celine Louche, 2011-01-11 Modern businesses and organizations understand that corporate social responsibility CSR has become an important factor for sustainable success At the same time CSR has established itself as a widely accepted element of courses in managerial training and education This book designed to support CSR teaching collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies Aligning theory and practice the book focuses on four central themes management environment and sustainability corporate social responsibility and accounting and financial reporting Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link successful management with corporate social responsibility

Theory and Practice of Corporate Social Responsibility Samuel O Idowu, Celine Louche, 2011-01-06 Modern businesses and organizations understand that corporate social responsibility CSR has become an important factor for sustainable success At the same time CSR has established itself as a widely accepted element of courses in managerial training and education This book designed to support CSR teaching collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies Aligning theory and practice the book focuses on four central themes management environment and sustainability corporate social responsibility and accounting and financial reporting Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link successful management with corporate social responsibility

Corporate Social Responsibility Renu Jatana, David Crowther, 2008-01-01 *The Dynamics of Corporate Social Responsibility* Maria Aluchna, Samuel O. Idowu, 2016-12-27 This book explores recent developments in the theory strategic perspective and international practice of corporate social responsibility In particular it discusses the consequences of the economic slowdown apparent in many economies and the impact of changes in the regulatory environment It consists of three parts Part one addresses a variety of theoretical approaches as well as the dynamics and criticism of corporate social responsibility It takes into account social and governmental expectations for the new and extended role of companies in the economy and in society and provides a new context and theoretical assumptions regarding the functions and tasks of corporate social responsibility Part two discusses the practical aspects relating to strategic management and corporate governance corporate disclosure and reporting as well as the empowerment of stakeholders Lastly part three focuses on the international practice of corporate social responsibility in various organizational and institutional settings Using numerous case studies the book explores the challenges and tasks of CSR in emerging markets in the fashion industry and in global and family companies It identifies the changes that can be detected following the financial crisis closing the loop and linking the empirical findings with the revised theoretical framework

Corporate Social Responsibility and Governance Samuel O. Idowu, Claus Strue Frederiksen, Asli Yüksel Mermod, Morten Ebe Juul Nielsen, 2014-11-27 This book deals with the role of

international standards for corporate governance in the context of corporate social responsibility Based on the fundamentals of moral theory the book examines governance and CSR in general addressing questions such as Is good governance not affected by moral concerns How do the principles and practices of CSR standards adhere to or conflict with insights from business ethics and moral theory To what extent do the standards and governance models provide normative guidance Do the standards and governance guidelines provide an adequate means of benchmarking and auditing Are these standards a help or a hindrance to stakeholder engagement and transparency The book provides insightful and thought provoking answers to these and many other important questions concerning CSR standards and offers a valuable resource for practitioners academics and students at business schools and other institutions

Corporate Sustainability, Social Responsibility and Environmental Management Mark Anthony Camilleri, 2017-02-27 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 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 Theory and Practice in the Ethics of Corporate Social Responsibility John George Fast,1990 *Corporate Social Responsibility* Subhabrata Bobby Banerjee,2009-01-01 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

Corporate Social Responsibility David

Chandler,2014-11-15 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) Ramez Rafik Hassane Mirshak,2005 The present research aspires to offer a better understanding of the concept of

Corporate Social Responsibility CSR which is very controversial evolving and not easily defined The research attempts to dissect the notion s components origin s and implications for today s business organizations Also it examines where various firms operating in Lebanon stand vis a vis CSR The research capitalizes on existing secondary literature to synthesize recent research themes and strands relating to CSR and includes a primary research comp onent through in depth interviews with key figures in select organizations operating in Lebanon The study shows that internationally CSR is evolving towards a broader definition that integrates economic and legal responsibility which have always been vital pillars for any business operation in addition to ethical and social resp onsibility which are becoming new pillars that sustain survival and competitiveness Moreov er the study demonstrates that CSR is becoming a business imperative whether adopte d by business out of genuine conviction or as a defensive mechanism In the Lebanese context the study illustrates that there are very promising examples of CSR initiatives that would probably grow and develop over time Such promising examples are expected to bring about more CSR initiatives in Lebanon a nd perhaps the region because the more companies embrace CSR the more likely the notion will develop into a new competitive advantage that more companies would s eek to acquire Finally the research proposes some suggestions for further research recommendations to companies that embraced CSR and companies that have not done that yet and finally it suggests some changes that the Lebanese government shou ld consider

Best Practices in Corporate Social Responsibility Iris Pufé, 2012-06-29 Master s Thesis from the year 2010 in the subject Business economics Business Management Corporate Governance grade 1 6 University of applied sciences Duisburg course Strategic Management language English abstract Companies engaging in CSR do better they tend to benefit from lower costs better reputation more motivated employees improved stakeholder relationships in short a better performance reputation and competitive advantage The problem is Most companies still do not know how to integrate CSR into their existing business processes and infrastructure Some miss to select appropriate activities and instruments others do not go far enough The knowledge and insight from leaders and best practices in their field remain ignored The study at hand seeks to verify the initially stated hypothesis The purpose is to identify what CSR concept is suited for what industry and company as well as parallels and differences among industries regarding CSR strategy and their implementation As enticing CSR appears as new key concept in business and management there is little research and literature in particular when looking at empirical cross industrial analysis The study at hand seeks to adress that black spot in CSR knowhow and theory by proceeding in four steps First the theoretical background and the concept of CSR is explained second the empirical resesarch and cross industrial is conducted third based on the analysis an evaluation is made results and conclusions are stated and fourth a concrete recommendation in form of a CSR modell is given The greater framework is given by explaining the theoretical background in form of concepts and models such as sustainability and triple bottom line TBL since the CSR concept can be derived from the political arena that is transferred as a business ethics and compliance subject into the

corporate business context By selecting best practices a cross industrial analysis was conducted With BMW as the leading brand in the currently technology wise changing automotive sector Deutsche Bank as strongly socially engaged big player with a fantastic yield rate in the currently turbulent banking industry and Bayer as strongly subdivisoned and traditional performer in the pharmaceutical industry that is demographically seen said to be in a long term upward trend

Corporate Social Responsibility in China Dashi Zhang, 2017-05-25 This book explores how the traditional Chinese culture and business ownership influence corporate social responsibility in China By comparing state owned enterprises private companies and multinational companies it shows how corporate social responsibility is perceived and practiced at the corporate level in these companies It also studies how intertwined company practices and the Chinese culture are and how this relationship affects the business environment in China Further it highlights the value of economic factors in corporate social responsibility and the influence of Chinese philosophy on corporate ethics It is a valuable tool for researchers and academics wishing to understand the dynamics of corporate social responsibility in China and discover the significant influencing factors in China s business arena

A Handbook of Corporate Governance and Social Responsibility Güler Aras, David Crowther, 2010 Written by experts from all over the world A Handbook of Corporate Governance and Social Responsibility is the most authoritative single volume guide to the relationship between good governance and social responsibility and the reality of managing both In addition to the theory and practice of governance and CSR the book includes case studies from large and small organizations and NGOs

Corporate Social Responsibility, Sustainability and Public Relations Donnalyn Pompper, 2015-11-19 While public relations offers numerous assets for organization stakeholder relationship building and for ethical corporate social responsibility and sustainability communication it also faces challenges linked to negative perceptions of the profession which can lead to accusations of greenwashing This innovative book critically explores the growing complex and sometimes contradictory connections among public relations corporate social responsibility and sustainability This book advocates a postmodern insider activist role for public relations which can transform organizations into moral places committed to people planet and profit By amplifying voices of nearly 100 for profit and nonprofit professionals and using hermeneutic phenomenological theme analyses of CSR Sustainability reports and websites this book invokes public relations postmodern and critical theories to empower public relations professionals to transform organizations into ethical authentic and transparent actors in the public sphere It is essential reading for scholars educators and enquiring professionals working in public relations corporate communication sustainability and corporate social responsibility

Corporate Social Responsibility, Entrepreneurship, and Innovation Kenneth Amaeshi, Paul Nnodim, Onyeka Osuji, 2013 Despite its recent popularity in literature theory and practice Corporate Social Responsibility CSR remains a vague concept that struggles to define itself beyond the confines of corporate philanthropy or sustainability In some circles it is a response to the present and anticipated climate change challenges while in others it focuses on fair trade

corporate governance and responsible investment What then is CSR and how do we understand its purpose In Corporate Social Responsibility Entrepreneurship and Innovation authors Kenneth Amaeshi and Paul Nnodim consider the governance of corporate externalities positive and negative impacts of firms on society and the environment as the main thrust of the CSR discourse a field that hitherto only the state has regulated with sometimes coercive actions This book contributes to the theorization of CSR by presenting the meaning of CSR in a clear and distinct manner giving the ongoing CSR debate a new direction anchored on a firm economic philosophy It reinforces the view of firms as social institutions as well as economic actors establishing CSR as a form of justice rather than philanthropy Articulating CSR as private governance of corporate externalities for the first time this book provides researchers with a new paradigm to translate knowledge into action and offers reflective managers an alternative framework in which to explore their corporate strategies and decisions

Management Culture and Corporate Social Responsibility Pranas Žukauskas, Jolita Vveinhardt, Regina Andriukaitienė, 2018-04-18 This monograph focuses on the level of management culture development in organizations attempting to disclose it not only with the help of theoretical insights but also by the approach based on employees and managers Why was the term management culture that is rarely found in literature selected for the analysis We are quite often faced with problems of terminology Especially it often happens in the translation from one language to another While preparing this monograph the authors had a number of questions on how to decouple the management culture from organization's culture and from organizational culture how to separate management culture from managerial culture etc However having analysed a variety of scientific research it appeared that there is no need to break down the mentioned cultures because they still overlap Therefore it is impossible to completely separate the management culture from the formal or informal part of organizational culture Management culture inevitably exists in every organization only its level of development may vary *Corporate Social Responsibility and the Supply Chain* Monika Jedynak, 2024-07-12 Due to the growing importance of global interdependencies corporate social responsibility has become an important issue both for the business and the entire society Customers expect corporate social responsibility and if an organization is insensitive to these issues it runs the risk of losing its key customers The interaction and integration of corporate social responsibility and supply chain management have led to the emergence of sustainable supply chain management This book is a comprehensive study that deals with the subject of collaboration with suppliers considering the CSR guidelines It presents new research about suppliers their importance in supply chains and in the context of social responsibility and acts as a new source of content that fills the gap in this area It may be of interest to researchers interested in CSR as well as supply chains business relations and broadly understood collaboration It provides knowledge to many recipients including scientists and researchers advanced students and graduates The Open Access version of this book available at www.taylorfrancis.com has been made available under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license Any third party material in

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Corporate Sustainability & Responsibility Wayne Visser, 2014 The textbook is a collection of chapters on Corporate Sustainability and Responsibility an adapted definition of CSR by Wayne Visser It comprises eight chapters that describe the definitions of CSR its evolution how it can be implemented and what it means to be a leader in CSR The textbook presents 25 cases from leading corporations and each chapter is accompanied by a number of discussion topics which can be used in a classroom setting

Implementing Corporate Social Responsibility Subhasis Ray, S. Siva Raju, 2014-03-19 This book is a compilation of Corporate Social Responsibility CSR theory and practices with special reference to the Indian context Over the last few decades which have seen the onset of globalization emergence of the industrial sector and an increased focus on community development much attention has been focused on the role of corporations towards developing those societies where their operations are based The introduction and evolution of CSR theories and practice in the developed countries has given CSR theorists and practitioners the guidance to appropriately place and implement CSR initiatives to help develop their role in the developed societies However while ample literature exists on such CSR practices little has been done to aid the development of CSR in developing countries Characterized by peculiar economic political and social settings the developing world needed its own blueprint for how CSR works and how it could best succeed The need for doing is especially pertinent to a country like India which is presently at a very crucial threshold economically politically and socially Given the need to contextualize CSR theory and practice to the developing context several CSR theories and practices have been explored in this book which will provide readers with a thorough understanding of CSR and its successful implementation

Communicating Corporate Social Responsibility Ralph Tench, William Sun, Brian Jones, 2014-02-07 This book offers a groundbreaking collection of themed chapters in the emerging field of Corporate Social Responsibility CSR Communication Via an international approach these chapters explore the theory practice and issues involved in communicating CSR and make for fascinating reading

Enjoying the Song of Phrase: An Emotional Symphony within **Theory And Practice Of Corporate Social Responsibility**

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