

Zara Corporate Social Responsibility Business Articles

The A to Z of Corporate Social Responsibility
Corporate Social Responsibility Corporation, be Good!
Corporate Social Responsibility (CSR), Sustainability and Environmental Social Governance (ESG)
Corporate Social Responsibility Strategies for Responsible Business
Corporate Social Responsibility and International Development
Corporate Social Opportunity!
Corporate Social Responsibility: A Very Short Introduction
Making Corporate Social Responsibility a Global Concern
SAGE Brief Guide to Corporate Social Responsibility
Key Concepts in Corporate Social Responsibility
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CSR for Sustainability and Success
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Corporate Social Responsibility Agenda, The: The Case For Sustainable And Responsible Business
The Oxford Handbook of Corporate Social Responsibility
Corporate Social Responsibility: Doing The Most Good For Your Company And Your Cause
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Your Company And Your Cause *Wayne Visser Chris A. Mallin William C. Frederick Tracy Dathe Philip Kotler Murali Mg Michael Hopkins David Grayson Jeremy Moon Lisbeth Segerlund SAGE Publications Suzanne Benn Andreas Rasche Wayne Visser Evelyn S. Wong Oliver F. Williams Steven K. May Olivier Delbard Andrew Crane Philip Kotler*

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

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

this book provides a comprehensive overview of corporate social responsibility csr and its practical applications in addition to the structured procedure with definitions and csr approaches functions within the value chain are described in comprehensive manner with reference to business practice business trends in special sectors such as innovation management and hospitality management are also covered numerous practical examples and country specific recommendations for decisions in practical situations are also offered

today corporations are expected to give something back to their communities in the form of charitable projects in corporate social responsibility philip kotler one of the world s foremost voices on business and marketing and coauthor nancy lee explain why charity is both good p r and good for business they show business leaders how to choose social causes design charity initiatives gain employee support and evaluate their efforts they also provide all the best practices and cutting edge ideas that leaders need to maximize their contributions to social causes and do the most good with personal stories from twenty five business leaders from socially responsible companies this is the bible for today s good corporate citizen

seminar paper from the year 2013 in the subject communications public relations advertising marketing social media grade 65 university of aberdeen course mba language english abstract corporate social responsibility is a traditional concept which has existed since before the world war ii a b caroll k m shabana the evolution of concept theoretically relates to abram s 1951 who argued that companies should not only focus on profit maximisation but also should think about

its employees customers and public at large which was further discussed in seminal book social responsibilities of businessman published by Howard R Bowen in 1953 corporate social responsibility when simplified signifies the social responsibilities of a corporate firm according to the international organisation for standardisation ISO CSR is described as a balanced approach for organisations to address economic social and environmental issues in a way that aims to benefit people communities and society CSR takes major issues that include human rights workplace and employee issues unfair business practices organisational governance and environmental practices into consideration corporate social responsibility is a conceptual where firms try to integrate social and environmental concerns into their business and operations and in their interaction with their stakeholders on a voluntary basis which as stated by the European Commission companies as engage business and activities their certain objectives will be directed towards the society which is likely to improve societal image monetarily as well as non monetarily contradictorily not all companies engaging in CSR look out for monetary outcomes organisations like NGOs engage in CSR to improve the welfare of the society

presenting ideas for how business can lead the way in deriving the good from globalisation this book makes the case that governments and their international agencies grouped under the umbrella of the United Nations have failed in their attempts to rid the planet of underdevelopment and poverty

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 recognized 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 organizational 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 prioritize 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

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

driven by the theory of the norm life cycle model the book uses a range of case studies to trace the development of corporate social responsibility as an international norm the book makes a lucid contribution to an emerging scholarship and will interest researchers and practitioners involved in issues of global governance and global civil society

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

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 introductory textbook explores the key issues in global business in corporate social responsibility

this is the world s first complete reference on csr compiled by the institute for corporate cultural affairs the icca the entries have been written by leading experts leading global thinkers and csr practitioners in these pages lie the answers to questions such as what do we mean by csr in what way are organizations viewed as citizens of the countries in which they operate how does

a company know when it is operating in a sustainable way what is ethical investment the reference also lists and describes the most important organizations and landmarks in the field of csr the book comprises 339 terms which are split into core concepts key words and definitions to form the standard reference for managers academics teachers students officials and volunteers in the field of csr this is a timely and innovative contribution to the field of corporate social responsibility the definitive terminology reference on csr business society relations and the organizations and standards in the field

over the last 30 years corporate social responsibility csr has become a household term reflecting a combination of factors that we have come to associate with that most catch all of terms globalization including the widespread popular concern with such social issues as the environment and international human rights corporate social responsibility examines the history of the idea of business ethics which goes back at least to ancient mesopotamia before exploring the state of csr today this book argues that a wide ranging understanding of the purpose of business is necessary to create value for a community of stakeholders which in turn can generate a sustainable future the book suggests that corporations still have a long way to go but remains optimistic the book s sanguine interpretation of the current state of corporate affairs and a recommended way forward results not only from the authors analysis but also his direct experience this book presents the case that we are in the midst of a major paradigm shift in our understanding of the purpose of business and that this new understanding holds much promise for business being a significant force for a more just and peaceful world this work provides a concise overview of csr and an important examination of the present and future work of the un global compact and will be of interest to students of international organizations international business and corporate social responsibility

should business strive to be socially responsible and if so how the debate over corporate social responsibility updates and broadens the discussion of these questions by bringing together in one volume a variety of practical and theoretical perspectives on corporate social responsibility it is perhaps the single most comprehensive volume available on the question of just how social business ought to be the volume includes contributions from the fields of communication business law sociology political science economics accounting and environmental studies moreover it draws from experiences and examples from around the world including but not

limited to recent corporate scandals and controversies in the u s and europe a number of the chapters examine closely the basic assumptions underlying the philosophy of socially responsible business other chapters speak to the practical challenges and possibilities for corporate social responsibility in the twenty first century one of the most distinctive features of the book is its coverage of the very ways that the issue of corporate social responsibility has been defined shaped and discussed in the past four decades that is the editors and many of the authors are attuned to the persuasive strategies and formulations used to talk about socially responsible business and demonstrate why the talk matters for example the book offers a careful analysis of how certain values have become associated with the business enterprise and how particular economic and political positions have been established by and for business this book will be of great interest to scholars business leaders graduate students and others interested in the contours of the debate over what role large scale corporate commerce should take in the future of the industrialized world

corporate social responsibility csr has become a buzzword in management today and yet skepticism often prevails as csr is often associated with traditional philanthropic practices enabling companies to greenwash their unethical social and environmental practices this book offers a fresh view on today s csr from both historical and geographical perspectives exploring its roots and theoretical developments in the us the author then focuses on how csr has spread across the world first in europe and later in the developing world an updated overview of today s csr agenda is provided with a focus on four key issues stakeholder inclusion employee engagement and social dialogue human rights and environmental sustainability with the support of multiple cases and examples taken from various continents and industries the book adopts a sustainability driven perspective based on the belief that the future of csr lies in the strategic embeddedness of key issues into the company s value chain finally the book attempts to draw the contours of tomorrow s csr by proposing a new terminology reflecting the current evolution of csr

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

one of the business world's foremost thought leaders presents a social responsibility bible for corporations. Companies on the whole are looking to support more good causes but are ill informed of their options both in terms of the organizations they might choose among and also how to work philanthropy into their existing budgets. Acknowledgments: Introduction 1. The case for doing at least some good 2. Corporate social initiatives 3. Six options for doing good 4. Corporate cause promotions 5. Increasing awareness and concern for social causes 6. Cause related marketing 7. Making contributions to causes based on product sales 8. Corporate social marketing supporting behavior change campaigns 9. Corporate philanthropy making a direct contribution to a cause 10. Community volunteering 11. Employees donating their time and talents 12. Socially responsible business practices 13. Discretionary business practices and investments to support causes 14. Twenty five best practices for doing the most good for the company and the cause 15. A marketing approach to winning corporate funding and support for social initiatives 16. Ten recommendations

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