

Strategic Corporate Social Responsibility Stakeholders In A Global Environment 2nd Second Edition By Werther William B Chandler David B Published By Sage Publications Inc 2010

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Management Culture and Corporate Social Responsibility - Pranas Žukauskas 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.

A Stakeholder Approach to Corporate Social Responsibility - Dr François Maon 2012-08-01

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.

Strategic Corporate Social Responsibility - International Student Edition - DAVID. CHANDLER 2019-11-14

Strategic Corporate Social Responsibility: Sustainable Value Creation, Fifth Edition, redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm and provides a framework that firms can use to navigate the complex and dynamic business landscape. Based on a theory of empowered stakeholders, this bestselling text argues that the responsibility of a corporation is to create value, broadly defined. The primary challenge for managers today is to balance the competing interests of the firm's stakeholders, understanding that what they expect today may not be what they will expect tomorrow. This tension is what makes CSR so demanding, but it is also what makes CSR integral to the firm's strategy and day-to-day operations.

Strategic Corporate Social Responsibility in Malaysia - Taylor &

Francis Group 2020-09-30

To fully comprehend corporate social responsibility (CSR), corporations must understand the many-sided nature of CSR. This book provides insight into the theoretical foundation, beliefs, and expectations of the multiple stakeholders; the governance of CSR commitment; and corporations' strategies associated with the design, development, implementation and communication strategies for CSR through the case study on Malaysia. The book also explains why corporations should pursue a dual economic and social function and why it being critical to an organisation's success. It also describes the CSR trends and influences such as sustainability and globalisation on the future of CSR. **Stakeholder Management and Social Responsibility** - Ovidiu Nicolescu 2022

"The main objective of this book is to provide an innovative set of concepts and tools regarding company management, internal and external stakeholders and social responsibilities, reflecting the necessities and opportunities generated by the digital transformation, the transition to a knowledge-based economy and the Covid-19 crisis. The book, based on a holistic vision and contextual approach of business, contributes to the development of company management and stakeholder and social responsibility theories and practices, being structured in twelve chapters. The original company management vision, approaches and tools are based on three pillars: a new 'manager-relevant stakeholder' rather than 'manager-subordinate' managerial paradigm; a new type of company social responsibility rather than corporate social responsibility; and a new concept of company-relevant stakeholder rather than that of salient stakeholders. The book contains two innovative managerial mechanisms: the managerial synapse and company-relevant stakeholders-based management system able to help companies and stakeholders face successfully the challenges of digital transformation and the Covid-19 crisis and to generate greater organization functionality and performance. The book will be of interest to company managers and management specialists, management academics, consultants and researchers and MBA students interested in a style of management with social responsibility at the forefront"-- *Governance in the Business Environment* - Guler Aras 2011-04-15

Published in association with the Social Responsibility Research Network, Volume 2 in this new and exciting series takes a global interdisciplinary perspective to the matter of governance in the business environment and includes key topics and contributions from the UK, Portugal, Belgium, Brazil, Japan, China and Malaysia.

SAGE Brief Guide to Corporate Social Responsibility - SAGE Publications 2012

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.

The Routledge Companion to Corporate Social Responsibility - Thomas Maak 2021-08-26

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.

Strategic Corporate Social Responsibility - David Chandler 2013-08-01 Blending theory with practical application, *Strategic Corporate Social Responsibility*, Third Edition is a comprehensive CSR and strategy text. As such, it supports courses taught either as standalone electives or as core components of the business school curriculum across all discipline areas. Integral to the book's unique format is its mix of theory and practical application divided into two parts. After five chapters that provide an overview of the field, core concepts, and practical challenges, the second half of the book illustrates the extensive and dynamic nature of CSR via 21 detailed issues and case-studies. The cases capture contentious debates across the spectrum of CSR topics that culminate with a series of questions designed to stimulate further investigation and debate.

Managing Corporate Social Responsibility - W. Timothy Coombs 2011-10-03

Managing Corporate Social Responsibility offers a strategic, communication-centred approach to integrating CSR into organizations. Drawing from a variety of disciplines and written in a highly accessible style, the book guides readers in a focused progression providing the key points they need to successfully navigate the benefits and implications of managing CSR. Chapters are organized around a process model for CSR that outlines steps for researching, developing, implementing, and evaluating CSR initiatives. Emphasizes stakeholder engagement as a foundation throughout the CSR Process Model. Discusses ways to maximize the use of social media and traditional media throughout the process. Offers international examples drawn from a variety of industries including: The Forest Stewardship Council, Starbucks Coffee, and IKEA. Draws upon theories grounded in various disciplines, including public relations, marketing, media, communication, and business.

Management Models for Corporate Social Responsibility - Jan Jonker 2006-08-25

This book harvests tried and tested management models - models that have demonstrated added value in everyday organisational practice - in an accessible and readable volume. Each contribution is structured around one central figure while describing concisely the nature, the use, actual experiences and some do's and don'ts of CSR. The book is written for a managerial and consultants audience, people that have to deal with CSR in everyday practice.

Leveraging Corporate Responsibility - C. B. Bhattacharya 2011-09-15 This book shows how companies can maximize the value of their CR initiatives by fostering strong stakeholder relationships.

Strategic Corporate Social Responsibility - Debbie Haski-Leventhal 2018-03-31

With the changing expectations of consumers, employees and regulators, being best in the world is no longer enough. Businesses are now also

expected to be best for the world: to be socially and environmentally responsible, sustainable and ethical. Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility, the author presents the key concepts, theories and philosophical approaches to CSR, along with the practical tools needed to implement this knowledge in the real world. The book is split into three parts; the first part provides the theoretical background of CSR, the second part examines various CSR approaches and how they can be implemented, and the third part discusses measuring and communicating CSR. Each chapter contains questions for reflection & discussion, exercises, and case studies from globally recognised brands such as Ben & Jerry's, Nestle, Marks & Spencer, TOMS Shoes, LEGO, Coca-Cola and McDonald's. The book is complemented by chapter specific lecturer PowerPoint slides, which can be found here. Suitable reading for students on Corporate Social Responsibility modules.

Stages of Corporate Social Responsibility - Samuel O. Idowu 2016-11-04 This book presents a multidisciplinary and multifaceted view of the state of corporate social responsibility (CSR) development in organizations in different industries around the world. It is based on the assumption that companies today must shift their focus to their long-term prosperity and the complex and interrelated environmental, social, economic and political ecosystems within which they function. The book tracks ideas through to impacts, offering unique perspectives on stimulating topics such as awareness among female entrepreneurs in Nigeria, views of upper-management in Polish firms, Japanese CSR strategies and the social relevance of corporate initiatives, pragmatic approaches of CSR design principles in Scandinavia and many more. The book collects not only examples from different countries and global regions, but also cases from a diverse range of globally relevant industries. It discusses the different stages of CSR development at a professional, conceptual and strategic level, and integrates them into a comprehensive framework to define the adequate course of action for each stage.

Engaging with Stakeholders - Adam Lindgreen 2019

Engaging with Stakeholders: A Relational Perspective on Responsible Business contends that meaningful and constructive stakeholder engagement efforts should be rooted in a deep relational process of shared understanding, expectations, and viewpoints, through honest, continued dialogue between stakeholders and company management. This anthology follows and reaffirms this view, which also establishes the increasing need to explore the subtleties of how companies can respectfully engage their stakeholders in ways that reflect the corporate strategy and contribute to the ongoing development of business activities and creation of value, for themselves and stakeholders, from social, environmental, and economic perspectives. Stakeholder engagement practices, however, remain highly complex and difficult to manage; their ability to generate value in an inclusive way requires critical consideration. Sound stakeholder engagement efforts also constitute a keystone for responsible business activities. Drawing on a wide range of literature and studies, this book addresses key dimensions of stakeholder engagement, through a responsible business lens, and thereby contributes to identifying the opportunities, challenges, and key organizational implications associated with their unfolding. The four main topics covered are: * Delineating the nature and multiple *raison d'être* of stakeholder engagement * Dialogical and communicational foundations of stakeholder engagement * Engaging with diverse stakeholders throughout the value chain * Reaping organizational returns and relational rewards of stakeholder engagement efforts

Strategic Corporate Social Responsibility in Malaysia - Rusnah Muhamad 2019-01-14

To fully comprehend corporate social responsibility (CSR), corporations must understand the many-sided nature of CSR. This book provides insight into the theoretical foundation, beliefs, and expectations of the multiple stakeholders; the governance of CSR commitment; and corporations' strategies associated with the design, development, implementation and communication strategies for CSR through the case study on Malaysia. The book also explains why corporations should pursue a dual economic and social function and why it being critical to an organisation's success. It also describes the CSR trends and influences such as sustainability and globalisation on the future of CSR.

A Casebook of Strategic Corporate Social Responsibility - Ananda Das Gupta 2021-12-04

This casebook argues that corporate sustainability agendas should look beyond stakeholder demands and desires, towards strategic opportunities to achieve social and commercial benefits simultaneously. It encourages shifting focus from a strategic approach to a sustainable

business practice. As the cases in the book highlight, it is in every company's best interest to identify a manageable number of sustainability initiatives whose shared benefits—for society at large and the company—are significant and also substantially help the company strategically position itself in the competitive marketplace. Strategic sustainable business practices can lead to shared value creation, strengthening the company's competitiveness and establishing a symbiotic relationship. Companies can achieve solid profits by doing good things for the environment; it is a "win-win" for society and for business. This casebook provides examples of multi-stakeholder partnerships that aim to create sustainable enterprises. Ideal for teaching purposes, after a brief introduction to the case method, the cases are presented with no comments or criticisms.

Corporate Social Responsibility - Andreas Rasche 2017-03-23

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

Sustainable Value Creation - David Chandler 2020-06-15

The goal of this book is to define Sustainable Value Creation in terms of a set of principles that differentiate it from existing definitions of CSR, and from related concepts such as sustainability and business ethics. To internalize these ten principles is to understand how the firm can respond to stakeholder needs to optimize value creation over the medium to long term. Ultimately, this second edition book aims to reform both business practice and business education. By building a theory that redefines CSR as central to the value creation process, the ten principles of Sustainable Value Creation redefine how firms approach each of their operational functions, but also how these subjects should be taught in universities worldwide. As such, this book will hopefully be of value to instructors as a complement to their teaching, students as a guide in their education, and managers as a framework to help them respond to the complex, dynamic context that they are expected to navigate every day. This book is a manifesto for success in today's complex, dynamic business environment. The book is designed as an easy-to-digest, critical introductory text to CSR. With supporting online teaching resources, it is aimed primarily at the MBA and Executive MBA market, and for CSR, sustainability, and business ethics courses taught by instructors skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics.

Doing Capitalism in the Innovation Economy - William H. Janeway 2018-05-17

Shows how the digital revolution, sponsored by government and funded by speculation, now challenges the authority and legitimacy of the state.

Strategic Decisions and Sustainability Choices - Olimpia Meglio 2019-03-06

This book integrates two different but equally prominent themes in the management field: mergers and acquisitions (M&As) and corporate social responsibility (CSR). It explores questions such as whether strategic goals overlap or conflict with sustainability choices, what the strategic and sustainability tensions are confronting expanding companies, and whether these companies can grow and be socially responsible for a variety of stakeholders. The authors provide a fresh perspective on the study of acquisitions, aiming to inspire the M&A field and using examples from different global and institutional contexts in both developed and developing economies. This ground-breaking book addresses the gap that has existed between acquisitions on the one hand and social responsibility and sustainability on the other, for an integrative perspective on enacting M&As and achieving the triple people-planet-profits bottom line.

Strategic Corporate Social Responsibility - David Chandler 2022-09-27

Strategic Corporate Social Responsibility: Sustainable Value Creation (Sixth Edition) redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm. Based on a theory of empowered stakeholders, this bestselling text argues that the responsibility of a corporation is to create value, broadly defined. The primary challenge for managers today is to balance the competing interests of the firm's stakeholders' understanding that what they expect today may not be what they will expect tomorrow. This tension is what makes CSR so complex and demanding, but it is also what makes CSR integral to the firm's strategy and day-to-day operations. In this new Sixth Edition, author David Chandler explores issues around COVID-19, the BLM movement, the supply chain crunch, and the "great resignation."

Corporate Social Responsibility in the Arctic - Gisele M. Arruda 2021-08-05

Corporate Social Responsibility in the Arctic considers the new trends and frontiers of Corporate Social Responsibility (CSR) studies that are shaping the future of global business strategy and ethics. This book systematically approaches the CSR framework of internal and external factors and their impact on the social responsibility of businesses within the sensitive environment of the Arctic. It presents traditional and contemporary models of CSR through case studies of the eight Arctic nations and explores the debates concerning social responsibility and ethical dilemmas related to social and environmental aspects of business operations, society, and ecosystems. Arruda and Johannsdottir also review approaches for engaging stakeholders in social responsibility, socio-environmental standards, and sustainability, according to frameworks like the UN Sustainable Development Goals, the UN Global Compact, the OECD Guidelines for Multinational Enterprises and the Global Reporting Initiative, but also according to the new CSR strategy in the Arctic based on circular economy, blue economy, smart specialization, knowledge-intensive entrepreneurship, and new parameters of education. Overall, this book examines the ways in which the changing climate and rich natural resources of the Arctic provide unique opportunities and challenges for businesses and societies. This book will be of great interest to students and scholars of CSR, sustainable business, and business ethics.

Corporate Social Responsibility as an International Strategy -

Christina Keinert 2008-03-13

Increased financial performance and employee commitment are among the benefits the CSR model can offer corporations. This discussion presents practitioners and scholars with a unique examination of how firms can maximise productivity through the implementation of CSR programs. This publication discusses how CSR addresses business concerns of feasibility, barriers and drivers of internal and external practice; and whether a CSR program is likely to constitute a success or failure.

The Economy as a Complex Spatial System - Pasquale

Commendatore 2017-09-18

This book is open access under a CC BY-NC 4.0 license. This collected volume represents the final outcome of the COST Action IS1104 "The EU in the new complex geography of economic systems: models, tools and policy evaluation". Visualizing the EU as a complex and multi-layered network, the book is organized in three parts, each of them dealing with a different level of analysis: At the macro-level, Part I considers the interactions within large economic systems (regions or countries) involving trade, workers migration, and other factor movements. At the meso-level, Part II discusses interactions within specific but wide-ranging markets, with a focus on financial markets and banking systems. Lastly, at the micro-level, Part III explores the decision-making of single firms, especially in the context of location decisions.

Corporate Social Responsibility and International Development - Michael Hopkins 2012

This book, written by noted Corporate Social Responsibility (CSR) practitioner Michael Hopkins, is the first to explicitly link CSR with development. It spells out what corporations are doing on development, what more they could do and how CSR can be a useful tool to promote economic development via corporations. This is important and challenging reading for all of those in government, business and NGOs who think that there must be a better, more effective and dynamic way to kick-start development and eradicate poverty.

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 & 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." René 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
[Strategic Management \(color\)](#) - 2020-08-18
 Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic

management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

Economics of Corporate Social Responsibility - Abigail McWilliams 2015-01-28

'The academic debate over CSR and its implications to the economy and society has been vast over the past decades. The current collection composes an innovative, thorough and holistic review of the literature regarding the economics of CSR. The contributions are categorized under the prism of their subject rather than their discipline. Therefore, the reader is being offered a unique, outstanding guidance throughout this imperative branch of the economics literature.' - Evangelos Mitrokostas, University of Portsmouth, UK In recent years, increasing numbers of articles and studies have emerged across the disciplines of economics, accounting, finance and management to examine the importance of considering both the private and social economic benefits of Corporate Social Responsibility (CSR). As stakeholders and their concerns have multiplied, and empirical evidence has accumulated, CSR has become a critical area of interest.

Corporate Social Responsibility - David Chandler 2014-11

The goal of this book is to detail the core, defining principles of strategic corporate social responsibility (strategic CSR) that differentiate it from related concepts, such as CSR, sustainability, and business ethics. The foundation for these principles lies in a pragmatic philosophy, oriented around stakeholder theory and designed to appeal to managers skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of academics committed to these ideas, but who approach them from more traditional perspectives. Most importantly, the goal of this book is to solidify the intellectual framework around an emerging concept, strategic CSR, which seeks to redefine the concept of value creation for business in the twenty-first century. Ultimately, therefore, the purpose of this book is radical--it aims to reform 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. In the process, they redefine how businesses approach each of these functions in practice, but also redefine how these subjects should be taught in business schools worldwide. As such, this book will hopefully be of value to instructors, as a complement to their work; students, as a guide in their education; and managers, as a framework to help respond to the complex set of pressures that they face every day.

Strategic Corporate Social Responsibility - William B. Werther, Jr. 2011

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.

Strategic Corporate Social Responsibility - David Chandler 2019-08-13

A holistic perspective for navigating and exploring the CSR landscape. *Strategic Corporate Social Responsibility: Sustainable Value Creation, Fifth Edition*, redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm and provides a framework that firms can use to navigate the complex and dynamic business landscape. Based on a theory of empowered stakeholders, this bestselling text argues that the responsibility of a corporation is to create value, broadly defined. The primary challenge for managers today is to balance the competing interests of the firm's stakeholders, understanding that what they expect today may not be what they will

expect tomorrow. This tension is what makes CSR so demanding, but it is also what makes CSR integral to the firm's strategy and day-to-day operations.

BUNDLE: Strategic Corporate Social Responsibility: Stakeholders in a Global Environment + Issues for Debate in Corporate Social Responsibility: Selections from CQ Researcher - William B. Werther, Jr. 2009-11-23

Strategic Corporate Social Responsibility - Debbie Haski-Leventhal 2021-11-06

Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility, the author presents the key concepts, theories and philosophical approaches to CSR, along with the practical tools needed to implement this knowledge in the real world.

Corporate Social Strategy - Bryan W. Husted 2010-11-11

Can good-will be good business? Firms are increasingly called upon to address matters such as poverty and human rights violations. The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their commitment to social action will be rewarded by lasting customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action. It shows how and when firms can develop successful corporate social strategies that establish strong commitments to shareholders, employees and other stakeholders.

Stakeholders, Governance and Responsibility - Shahla Seifi 2018-09-14

This book re-examines the relationships between stakeholders, governance and corporate social responsibility. It address different aspects of these relationships from a wide international and interdisciplinary perspective.

Strategic Corporate Responsibility - Ulpiana Kocollari 2018-05-24

In her book, Dr Ulpiana Kocollari presents a unique contribution to the debate on Corporate Social Responsibility and Sustainability by clearly expressing how the configuration of a firm's social dimension can help identify inclusive corporate governance models, define innovative management processes and reshape performance measurement systems for the evaluation and assessment of sustainable economic, social and environmental results. Moving a step further, a firm's social dimension is defined within the configuration of stakeholders - resources - rewards patterns intrinsic to their interactions with their environment and embedded in their business activities. Based on this approach, a framework is provided to guide firms in identifying management

activities grounded in and suited to their prevalent patterns, in order to support current and future strategies and establish adequate measurement and communication tools for pursuing their mission. The book contains original theoretical and empirical material and particular attention is paid to the principal social and environmental impact measurement models (i.e. Global Reporting Initiative, Social Return on Investments, Social Balanced Scorecard, etc.), analysing their main features in order to pinpoint their adequacy in assessing the social dimension and to tailor their use more closely to the specific patterns to which they refer. Finally, a detailed application of the analysis framework, which the author has identified is proposed for Innovative Start-Ups with a Social Goal and for Benefit Corporations, in order to detect the patterns embedded in their social dimension and their distinctive traits, which influence their management and measurement processes.

Strategic Corporate Social Responsibility - William B. Werther 2006

Strategic Corporate Social Responsibility: Stakeholders in a Global Environment provides faculty and students with a comprehensive, stand-alone text to support traditional and innovative courses in corporate social responsibility (CSR). Integral to the book's unique format is the real-life "mini-case-study" approach across the spectrum of CSR topics, backed by Internet accessible references. Adopting a stakeholder approach to CSR, the content and format of this sourcebook defines CSR within the global communications environment in which multinational corporations operate today.

Sustainability, Stakeholder Governance, and Corporate Social Responsibility - Sinziana Dorobantu 2018-08-10

The chapters in this volume cover a wide range of theoretical perspectives grounded in strategy, economics and sociology, employ various methodological approaches, and offer new arguments on the connections that exist between firms' decisions relating to sustainability, CSR, and the governance of their stakeholder relations.

Encyclopedia of Corporate Social Responsibility - Samuel O. Idowu 2013-01-27

The role of Corporate Social Responsibility in the business world has developed from a fig leaf marketing front into an important aspect of corporate behavior over the past several years. Sustainable strategies are valued, desired and deployed more and more by relevant players in many industries all over the world. Both research and corporate practice therefore see CSR as a guiding principle for business success. The "Encyclopedia of Corporate Social Responsibility" has been conceived to assist researchers and practitioners to align business and societal objectives. All actors in the field will find reliable and up to date definitions and explanations of the key terms of CSR in this authoritative and comprehensive reference work. Leading experts from the global CSR community have contributed to make the "Encyclopedia of Corporate Social Responsibility" the definitive resource for this field of research and practice.