Strategic Corporate Social Responsibility: Sustainable Value Creation

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.

In this book we capture and explore different aspects of value in corporate social responsibility (CSR). This includes the historical development of value in CSR, how value is linked to a positive vision of the future, and how it is communicated by a range of private and public organisations to various audiences. The book contrasts corporate strategic value with co-operative value, and community value in the context of sustainable development. It explains how leaders' values can drive responsible business practice and enhance social cohesion, solidarity and resilience in fractured and unequal communities. The book asks the reader to consider what value means in CSR for business and society, where it comes from and how it is enacted, alongside its broader purpose and value to the community. Finally, the book presents CSR as a global project by noting how values are cultural and how sustainability has become an urgent international priority.

Globalization has changed the nature of many markets. Previously protected local industries have been forced to become more competitive, a situation that provides both opportunities and challenges. Key among these is the challenge of implementing responsible business practices. Corporate social responsibility (CSR) is widely recognized as a worthy commitment to ensure sustainable benefit for both corporations and communities. CSR is also becoming an important base for businesses to build trust and confidence in their stakeholders, with the potential to provide a competitive edge. To ensure sustainable growth opportunities, companies should pursue the three key dimensional values of creation: Profit People Planet Well defined and strategic CSR activities will ensure an optimum balance between social, environmental, and economic factors for sustainable profits. Hence, CSR has to be embedded within the business strategy to provide a competitive edge in the areas of brand equity, corporate reputation, employee retention, and environmental conservation. Although the principles of CSR are essentially the same globally, each location still calls for different emphasis in the implementation process. Successful application of CSR principles is directly influenced by the business understanding of its business strategy in proportion to the needs of the local community. As someone who has implemented all the above activities successfully, author Sri Urip is well placed to discuss effective CSR strategies to 21st century companies.

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.

Corporate Social Responsibility and Sustainable Development
Corporate Diplomacy
A Casebook of Strategic Corporate Social Responsibility
The Oxford Handbook of Corporate Social Responsibility
Sustainable Development and Corporate Social Responsibility
Measuring and Controlling Sustainability
Stages of Corporate Social Responsibility

Organizations have developed a variety of strategies for dealing with the intersection of societal needs, the natural environment, and corresponding business imperatives. At one end of the continuum are organizations that do not acknowledge any responsibility to society and the environment. And on the other end of the continuum are those organizations that view their operations as having a significant impact as well as reliance on society at the economic, social, and ecological levels. This sourcebook presents current knowledge related to what has become known as "corporate social responsibility" (CSR). Ongoing research reveals that a variety of strategies, alliances and partnerships, and approaches are being used around the globe to respond to issues of CSR. The aspirations of many corporations to contribute to a better world is great, but translating that aspiration into reality remains a challenge for organizations the world over.

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 responsibility and sustainable development are two concepts that may be able to reconcile many of the big challenges facing the world; challenges such as tensions between respect for the natural environment, social justice, and economic development; the long view versus short-term imperatives and the competing priorities between developed and developing economies. This book explores the gaps and overlaps between corporate responsibility and sustainable development. These concerns overlap because they implicate corporate practices, state development policy challenges, the concerns and priorities of non-governmental organisations, and the potential for innovative forms of organisation to address these challenges. This collection examines these questions in terms of tensions and interdependencies, between competing claims to resources, rights and responsibilities, strategy and governance, between public and private interest, and the implications for equity and the common good over the long term. This is a valuable resource for researchers, lecturers, practitioners, postgraduate and final year undergraduates in business strategy, international business and international management, public sector policy and management, international development, political economy. It is also suitable for more specialist courses on sustainability, corporate responsibility, governance and international development.

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.

CSR and Sustainable Development
Root Causes and Evidence from Case Studies
Exploring the nexus of private and public interests
Sustainable Business Strategy
Tools and Theories for Responsible Management
A Guide to Their Leadership Tasks and Functions
From Risk Management to Value Creation

We commonly think of society as made of and by humans, but with the proliferation of machine learning and AI technologies, this is clearly no longer the case. Billions of automated systems tacitly contribute to the social construction of reality by drawing algorithmic distinctions between the visible and the invisible, the relevant and the irrelevant, the likely and the unlikely – on and beyond platforms. Drawing on the work of Pierre Bourdieu, this book develops an original sociology of algorithms as social agents, actively participating in social life. Through a wide range of examples, Massimo Airoldi shows how society shapes algorithmic code, and how this culture in the code guides the practical behaviour of the code in the culture, shaping society in turn. The 'machine habitus' is the generative mechanism at work throughout myriads of feedback loops linking humans with artificial social agents, in the context of digital infrastructures and pre-digital social structures. Machine Habitus will be of great interest to students and scholars in sociology, media and cultural studies, science and technology studies and information technology, and to anyone interested in the growing role of algorithms and AI in our social and cultural life.

Efforts to establish the measurement and control of sustainability have produced notable tools, but those instruments lack applicability in practice. Increasing the level of standardization of such tools also seems difficult to achieve, because the contexts surrounding the focal organizations differ considerably. Therefore, what we need is a systematic, interdisciplinary assessment of how to measure and control sustainability, so that we can establish an essential definition and up-to-date picture of the field. Measuring and Controlling Sustainability attempts to provide such an assessment in 17 chapters, organized into four main topic sections: (a) organizations and social value creation: Concepts, responsibilities, and barriers; (b) accounting, measurement, performance, and diffusion of social value; (c) practical and managerial insights from real-life cases; and (d) choices, incentives, guidance, and ethics. This research anthology provides a comprehensive collection of cutting-edge theories and research that will further the development and advancement of measuring and controlling sustainable efforts in theory and managerial practice.

Strategic Corporate Social Responsibility Sustainable Value Creation SAGE Publications

Business Strategies for Sustainability brings together important research contributions that demonstrate different approaches to business strategies for sustainability. Many corporate initiatives toward what firms perceive to be sustainability are simply efficiency drives or competitive moves – falling far short of actual strategies for ecological sustainability. To suggest true ecological sustainability strategies, this new research anthology adopts an interdisciplinary, or transdisciplinary, approach to discern what business strategies might look like if they were underpinned by environmental and ecological science. The 23 chapters in this anthology reflect five main topic sections: (a) delineating sustainability challenges and visions; (b) contradiction, integration and transformation of business and sustainability logics; (c) innovating and developing strategic capabilities for sustainability; (d) assessing and valuing sustainability; and (e) toward multi-level engagement and collaboration.

Encyclopedia of Corporate Social Responsibility
Stakeholders, Globalization, and Sustainable Value Creation
Building Reputations and Relationships with External Stakeholders
The Strategic Importance of Corporate Social Responsibility
A Guide to Sustainable Corporate Responsibility
Values and Corporate Responsibility
Strategic Corporate Social Responsibility in Malaysia

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.

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

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. New this this edition is also a chapter titled 'The S in CSR: Social and Global Issues'. Each chapter contains questions for reflection & discussion, exercises, and case studies from globally recognised brands such as Ben & Jerry's, Google, H&M, Johnson & Johnson, Nestlé, Patagonia, Puma, Unilever and Whole Foods. The book is complemented by chapter specific lecturer PowerPoint slides, a draft syllabus and an instructor's manual. Suitable reading for students on Corporate Social Responsibility modules.

By and large, corporations of the 21st century have come to realise that their obligations to societies in terms of corporate social responsibility are fourfold: economic, ethical, altruistic and strategic. Meeting these four responsibilities is crucial to their survival in their various markets and industries; it also requires them to rewrite their previously less socially responsible business models in order to do so. All indications continue to suggest that it is those organisations that are perceived to be socially responsible by stakeholders in modern markets that survive and prosper. Corporations have equally realised that by being innovative in all things – including their CSR activities and initiatives – they will add value to the so-called bottom line, to the positive contributions they make to society and to how they are perceived by their key stakeholders. However, many criticisms have been made of CSR in its current form, often related to the lack of value that it generates within the enterprise and the fact that it offers only a partial and short-term response to the full challenges of sustainable development. The time has come to shift the CSR focus away from risk management towards a more progressive and entrepreneurial approach that seeks to create value and identify sustainable opportunities for strategic innovation. This book aims to explore, inspire and support creative, innovative and strategic CSR. "Innovation" in this book means new products, services and technologies and, in addition, new organisational and institutional systems, structures and new business models that empower the organisation to advance strategically in an ever more competitive business world. Both research and practice show that CSR has mainly been approached in terms of value protection and risk management, where the main objective has been to protect companies' existing assets or avoid scandals. Therefore, in many cases where CSR remains at the forefront of business activity, it does not lead to fundamental changes and is not yet integrated as a strategic component where it could create value, generate new ideas and open new opportunities. How do corporate entities shift their attention from risk management to value creation? This is the key question that this book attempts to answer, both theoretically and empirically as well as through real case studies and experiences. With contributions from a crème de la crème of scholars from 12 countries, Innovative Crème gathers together a cornucopia of innovative practices that will be essential reading for academics and practitioners alike.

Corporate Sustainability & Responsibility
Corporate Social Responsibility and Sustainability
Mandated Corporate Social Responsibility
Strategic Corporate Social Responsibility
Sustainable Value Creation
Future Advancements for CSR and the Sustainable Development Goals in a Post-COVID-19 World
Corporate Social Responsibility for a Competitive Edge in Emerging Markets

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.

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.

Corporate social responsibility (CSR) continues to grow as an area of interest in academia and business. Encompassing broad topics such as the relationship between business, society, and government, environmental issues, globalization, and the social and ethical dimensions of management and corporate operation, CSR has become an increasingly interdisciplinary subject relevant to areas of economics, sociology, and psychology, among others. New directions in CSR research include advanced 'micro' based investigations in organizational behaviour and human resource management, additional studies of environmental social responsibility and sustainability, further research on 'strategic' CSR, connections between social responsibility and entrepreneurship, and improvements in methods and data analysis as the field matures. Through authoritative contributions from international scholars across the social sciences, this Handbook provides a cohesive overview of this recent expansion. It introduces new methodologies, and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility.

Corporate Social Responsibility (CSR) has become an important concept in the last few decades. Although it originated in the developed countries of the West, the concept has been embraced and adapted by corporations and policy-making agencies in many developing countries. Not surprisingly, given the importance of growth and development as policy objectives in these countries, CSR has had a significant impact on sustainable development. Sustainable Development and Corporate Social Responsibility explores the evolution of CSR across the developed and developing world, with a particular focus on China and sustainable development. Through an extensive review of the literature and relevant case studies, the book examines whether CSR can make a contribution to sustainable development, how the patterns of CSR in developed Western economies compare to that in the rapidly growing economy of China, what trade-offs take place between CSR and economic growth as well as the future of CSR and its possible impact on the global sustainable development agenda. This book is a valuable resource for academics and upper-level undergraduate and postgraduate students in the fields of human/social geography, economics, business studies, sustainable development, development studies and environmental studies.

Corporate Social Responsibility
From Ideas to Impacts
Strategic Corporate Social Responsibility - International Student Edition
Strategic Corporate Social Responsibility
The Economy as a Complex Spatial System
Macro, Meso and Micro Perspectives
The Dynamics of Corporate Social Responsibility

The decisions a corporation makes affect more than just its stakeholders and can have wide social, environmental, and economic consequences. This facilitates a business environment built around the practical regulations and transparency necessary to ensure ethical and responsible business practice. Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications is a vital reference source on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Highlighting a range of topics such as company culture, organizational diversity, and human resource management, this multi-volume book is ideally designed for business executives, managers, business professionals, human resources managers, academicians, and researchers interested in the latest advances in organizational development.

This book examines and analyzes the challenges programmes for Corporate Social Responsibility (CSR) and sustainable development are facing in global management practice. It looks at the dichotomy of a general and popular demand for responsible and resilient management, and the counterplayers that impact the positive effect of such efforts. The book assembles latest research looking at the root causes for this opposition, and new case studies that showcase the dilemma and possible solutions to overcome it. Overall, the book juxtaposes short terminism within CSR programmes and longer term sustainable development, mis-allocation of resources and failed promises associated with CSR, and sketches pathways how CSR and sustainable development can be directed towards the most pressing issues.

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.

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."

International Business, Sustainability and Corporate Social Responsibility
Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications
A Strategic Perspective
Machine Habitus
A Holistic Approach to Responsible and Sustainable Business
The Social Dimension of Firms
CSR Strategies

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 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.

This upper-level textbook offers an original and up-to-date introduction to issues in corporate social responsibility (CSR) from a global perspective. Written by an international team of experts, it guides students through key themes in CSR including strategy, communication, regulation and governance. Balancing critiques of CSR with a discu includes chapters devoted to critical issues such as human rights, anti-corruption, labour rights and the environment. Pedagogical features include customised case studies, study questions, key term highlighting, practitioner pieces and suggestions for further resources. The book is also complemented by a companion website featuring ada and links to related resources. Tailored for upper-level undergraduate and postgraduate courses on corporate social responsibility, sustainability and business ethics, it is also relevant to non-business courses in political science, international relations and communications.

Corporate Sustainability & Responsibility (CSR) - incorporating corporate responsibility, sustainable development, business ethics and corporate citizenship - has become a widely taught subject in business schools and practiced in companies around the world. Presented here is a comprehensive textbook that introduces students at the past, present and future. The text includes 25 case studies and over 60 sets of discussion questions (nearly 200 questions), which allow teachers, students and practitioners to reflect on the presented content and to discuss, debate and dig deeper into the issues. The text itself is written in a highly readable style, without sacrific cited). The result is an inexpensive, accessible and searchable introduction to a management discipline that has become critical to the future of business, written by one of the world's leading authorities on the subject.

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 co 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 thi 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. Su Corporate Social Responsibility modules.

Toward a Sociology of Algorithms
Corporate Social Responsibility and Sustainable Business
Social Capital and Corporate Development in Developing Economies
Concepts, Methodologies, Tools, and Applications
Analysis, Choice and Implementation
Managing Corporate Social Responsibility
Towards Business Sustainability

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 system. Lastly, at the micro-level, Part III explores the decision-making of single firms, especially in the context of location decisions.

Many different companies can significantly contribute to the integrated goals and targets of the United Nations' sustainable development goals, such as poverty reduction by 2030. Poverty is not only about people living on less than $1.25 per day, but more fundamentally, it is their lack of capabilities and access to participate in productive economic activities. If companies can contribute in order to provide access and the necessary skills, then individuals will have the capabilities to achieve their aspirations, including earning a higher income. Corporate Social Responsibility and Sustainable Development supports Sen's assertions that poverty can be alleviated if the capability of individuals is improved. Beyond that, this book shows that sustainable development goals can be achieved when the company's CSR programs and social capital development in improving people's capabilities are combined with necessary finance access and market access for the poor. The theoretical model developed from the journey of Astra International, one of the largest public-listed companies in Indonesia, is replicable for other companies aspiring to be sustainable in developing countries. The model shows a virtuous cycle between the corporate aim, CSR programs, social capital and corporate sustainability. This volume is of great value to academics, practitioners and policy makers interested in the themes of CSR, social capital and sustainable development of developing countries. It also appeals to professionals in industry associations, development agencies and international organizations, as well as NGOs that are concerned with the achievement of sustainable development goals by 2030.

This book examines the Indian mandate for Corporate Social Responsibility (CSR) and its implementations in various individual organizations. Although the mandate is applicable only to certain large and stable companies, many believe that India is poised to become the birthplace of social, economic and environmental transformation, given the immense size of the Indian population and its challenging socio-economic index. The book explores the various facets of CSR investigation and places special emphasis on the Schedule VII of the Indian Companies Act of 2013, which defines specific areas of intervention for these companies. In addition, it provides a wealth of first-hand case studies that exemplify the ongoing developments and the fundamental challenges and opportunities of mandated CSR.

"The aim of this book is to present selected theoretical and practical aspects of corporate social responsibility and sustainability, with particular emphasis on the journey (transition) from values to impact. Values play an important role in business world and they shape the responsible approach of organizations. However, pressing and still unresolved challenges of the present day show evidently that there exist significant discrepancies between organizations' declarations on values and their real impact. COVID-19 pandemic, globalization 4.0, climate catastrophe and challenges emphasized by SDGs, constitute the new environment that contemporary organizations face. In effect business is part of the problem and a solution as well. It is necessary to quickly and effectively push for action taking into account the power of responsible business to co-create human live and environment. Both the theoretical considerations and the practice-based studies presented in this monograph make a significant contribution to the theory and practice of management. The book is an extension and enrichment of the existing knowledge in the field of socially responsible management in organizations. Corporate Social Responsibility and Sustainability will be of value to academics, researchers and advanced students in the fields of business and management, especially those interest in the intersection of management and CSR and sustainability, and those focusing the impact that business activities have on the environment"--

From Values to Impact
Innovative CSR

From Theory to Action
A Communication Approach
Evidence from India
Business Strategies for Sustainability

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.

This is the first in a two volume study of Corporate Social Responsibility and corporate behaviour from around the world, taking in viewpoints from five continents and over ten countries. These case studies present a detailed analysis of best practice in the corporate world in the areas of social ethics and community engagement.

The COVID-19 global pandemic has had a profound impact on the global business community. Amidst the ongoing crisis, countries around the world are opening up again to a business world in which both consumer behaviors and company practices have started to change. Numerous companies are using corporate social responsibility to demonstrate their commitment to fighting against COVID-19 and alleviating the negative consequences of the pandemic for their stakeholders; due to this, corporate social responsibility is expected to become a core issue for managers and researchers in the post-pandemic era. Future Advancements for CSR and the Sustainable Development Goals in a Post-COVID-19 World discusses the challenges and opportunities of corporate social responsibility and studies the reactions to the COVID-19 global pandemic that may lead to changes in corporate social responsibility, corporate approaches to sustainable development goals, and stakeholders' reactions to the post-COVID-19 era. This book addresses the opportunities for businesses to shift towards more genuine and authentic corporate social responsibility that contributes to addressing urgent social and environmental challenges. Covering topics from social entrepreneurship typologies to sustainability leaders, this book is ideal for managers, executives, entrepreneurs, business professionals and practitioners, policymakers, academicians, researchers, and students.

Managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders. These stakeholders differ fundamentally in their worldview, their understanding of the market economy and their aspirations and fears for the future. Their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their expectations. This important new book argues that the strategic management of relationships with external stakeholders – what the author calls "Corporate Diplomacy" – is not just canny PR, but creates real and lasting business value. Using a mix of colourful examples, practically relevant tools and considered perspectives, the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century. As falling communication costs shrink, the distance between external stakeholders and shareholder value is increasingly created and protected through a strategic integration of the external stakeholder facing functions. These include government affairs, stakeholder relations, sustainability, enterprise risk management, community relations and corporate communications. Through such integration, the place where business, politics and society intersect need not be a source of nasty surprises or unexpected expenses. Most of the firms profiled in the book are now at the frontier of corporate diplomacy. But they didn't start there. Many of them were motivated by past failings. They fell into conflicts with critical stakeholders – politicians, communities, NGO staffers, or activists - and they suffered. They experienced delays or disruptions to their operations, higher costs, angry customers, or thwarted attempts at expansion. Eventually, the managers of these companies developed smarter strategies for stakeholder engagement. They became corporate diplomats. The book draws on their experiences to take the reader to the forefront of stakeholder engagement and to highlight the six elements of corprate diplomacy.

Global Challenges to CSR and Sustainable Development
A Critical Approach to Theory and Practice
Corporate Responsibility and Sustainable Development
Stakeholders in a Global Environment
Psychological and Organizational Perspectives

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.

Bachelor Thesis from the year 2010 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,3, Otto-von-Guericke-University Magdeburg (Lehrstuhl fur Internationales Manegement / Institut fur Philosophie), language: English, abstract: "Profit is as necessary as the air we breathe, but it would be terrible if we worked only to make a profit, just as it would be terrible if we lived only to breathe." (Hermann Josef Abs, former CEO of Deutsche Bank) 1. Introduction: From the Honorable Merchant to the Responsibilities of Multinational Companies 2. Business Ethics: The Creative Tension between Entrepreneurial Freedom and Moral Constraint 2.1 The Company as a "Corporative Actor" 2.2 Moral and Profit: Two Antithetical Concepts? 2.3 Globalization: Economic Chances and Ethical Challenges 2.3.1 The Importance of Human Rights for CSR 2.3.2 Benchmarking CSR: The UN Global Compact 3. Strategic Corporate Social Responsibility 3.1 Hurdles to Effective CSR 3.2 Strategic Planning and Strategy Realization 3.2.1 The Responsibilities of a Company 3.2.2 The Intersections of Business and Society 3.2.3 Responsive CSR contra Proactive CSR 3.2.4 Strategic Corporate Philanthropy 3.3 Supply Chain Sustainability and Context Improvement: The CSR Strategy of Nestle in India 4. Conclusion The first chapter examines the intrinsic problem areas of CSR such as the differences between individual and collective responsibility; the fundamental conflict between profit and moral; and the tension between universal ethical norms, national or international legislation and entrepreneurial freedom. In the last two subchapters the challenges and chances of globalization are illustrated. The second chapter focuses on the business perspective on CSR. The aim of this part is to reconcile the conflicts described in the first chapter in ways that can create mutual benefits for both the society and companies. At first, practical problems of planning, implementing and evaluating CSR activities

In the twenty-first century, there is no single prescription for business strategy development, choice and implementation. The challenges facing firms, not-for-profit organizations and the public sector are significant and call for creativity, inclusivity, diversity and responsibility. The looming and deepening crisis of climate change, imperatives of the UN Sustainable Development Goals and global pandemics, have exposed the risks associated with an exclusive market worldview and the indicators that drive it such as GDP, stock market values, return on investment, executive remuneration, etc. Sustainable Business Strategy augments and challenges existing texts to offer a progressive, challenging, decolonized and plural business strategy curriculum. Andrew Grantham presents existing business strategy theories, tools and techniques, introduces contemporary critiques, and offers fresh thinking about the application of the models and outcomes. The book takes the position that what we know about strategic analysis, choice and implementation needs updating and revision; while there remains a significant role for the market in a healthy, sustainable and future-oriented economy, strategic decisions will be mediated by regulation, broad stakeholder engagement and planetary boundaries. This book is written to be used as a core text for students studying business or corporate strategy at undergraduate and master's levels. The author uses contemporary examples by way of illustration but seeks to guide readers to investigate the case in greater detail for themselves using references and hyperlinks. Questions and exercise sections in each chapter can be utilized in seminar classes and/or assessments.

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.