

Managing For Stakeholders Survival Reputation And Success The Business Roundtable Institute For Corporate Ethics Series In Ethics And Lead

This book offers 32 texts and case studies from across a wide range of business sectors around a managerial framework for Sustainable Business. The case studies are developed for and tested in executive education programmes at leading business schools. The book is based on the premise that the key for managing the sustainable business is finding the right balance over time between managing competitiveness and profitability AND managing the context of the business with its political, social and ecological risks and opportunities. In that way, a sustainable business is highly responsive to the demands and challenges from both markets and societies and managers embrace the complexity, ambivalence and uncertainty that goes along with this approach. The book presents a framework that facilitates the adoption of best business practice. This framework leads executives through a systematic approach of strategic analysis and business planning in risk management, issues management, stakeholder management, sustainable business development and strategic differentiation, business model innovation and developing dynamic capabilities. The approach helps broaden the understanding of what sustainable performance means, by protecting business value against sustainability risks and creating business value from sustainability opportunities. Drawing on the movements of corporate social responsibility, socially responsible investing and sustainable development, this title examines the making of financial reality towards social responsibility and sustainability, and offers an understanding of finance as a collective construct and endeavour embedded in societal context.

This book is a unique collection of essays by the leading scholars in business ethics. The purpose of the volume is to examine the emergence of business ethics as an important element of managerial practice and as an integral area of scholarship. The four lead essays--by Norman Bowie, Kenneth Goodpaster, Thomas Donaldson, and Ezra Bowen--are examples of some of the best thinking about the role of ethics in business. These essays examine such issues as the nature of scholarship and knowledge in business ethics, how ethics is a central factor in managerial leadership, the complexities of ethics in multinational and multicultural settings, and the problems of ethical literacy and moral debate in a free society. Each lead essay develops several themes which are then explored by other prominent thinkers, including Robert Solomon, Richard DeGeorge, and Joanne Cuilla.

Managing for Stakeholders*Survival, Reputation, and Success**Yale University Press*

Within a complex environment, change is endemic to survival and the dynamic capability to continuously learn becomes a critical success factor. In this perspective, this book offers guidance for value creation and for the development of intellectual capital within networks of individuals and organizations.

Responsible Business Without Trade-Offs

Engaging With Stakeholders

High Stakes

Sustainable Wellbeing Futures

Open Business Innovation Leadership

Designing and Implementing HR Management Systems in Family Businesses

Project Stakeholder Management

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.

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Honoring the twenty-fifth anniversary of one of the most influential books in the history of business strategy and ethics, R. Edward Freeman's Strategic Management: A Stakeholder Approach, this work assembles a collection of contributions by the most influential and widely cited scholars working in the area of stakeholder scholarship today. The analyses collected here comment on the impact Freeman's book - and stakeholder theory more generally - has had upon the fields of management and organizational ethics. This study also includes original responses from Freeman himself. As the conversation about stakeholders hits its academic and popular stride, this timely volume provides both a retrospective of stakeholder theory's history as well as a guide to the questions that are likely to emerge during the next quarter century, providing a new foundation for future theory and practice. This volume will be an indispensable resource for any serious scholar working in the area of stakeholder theory. Additionally, because the language of managing stakeholder relationships is becoming increasingly popular, practicing executives and NGO members will find this an exceptional and informative reference.

This book brings together leading scholars in the field of stakeholder management to bring to light new and cutting edge perspectives on this important field. It is intended as a resource for both emerging and established scholars to create innovative advances in stakeholder management.

Rethink! Project Stakeholder Management broadens the current view of project landscapes in this thoroughly researched investigation of project stakeholder theory, methods, and practices. Building on the current literature, Huemann, Eskerod, and Ringhofer portray the two most common stakeholder management approaches as existing on a continuum between managing of stakeholders and managing for stakeholders. Their research study offers detailed insights into how four contemporary projects, each with complex stakeholder situations and different stakeholder management styles, used focus groups and systemic constellation methods to aid project teams in clarifying roles, visualizing relationships, and identifying stakeholders and their needs.

The Oxford Handbook of Contextual Approaches to Human Resource Management

A Multidisciplinary Approach to Embrace Complexity and Sustainability

Megaproject Management

Survival, Reputation, and Success

Exploring the Idea of a Self-Regulating Corporation

Systems, Resources, and Stakeholders

Managing Business Ethics: Making Ethical Decisions teaches students how to navigate ethical issues they will encounter using the weight-of-reasons approach applied throughout the book. This decision-making framework's goal is not to faithfully apply particular philosophical perspectives on what is right, but rather to solve ethical problems. Authors Alfred A. Marcus and Timothy J. Hargrave underscore the need for employees at all levels to carefully consider the ethical implications of their actions using this approach and it can be applied at the individual, organizational, and stakeholder levels. Each chapter provides a case to walk through application of the framework and mini-cases allow students to practice applying this framework on their own. A wide range of real-world case studies are presented, featuring companies such as Facebook, Google, Wells Fargo, Volkswagen, and Amazon. This practical, down-to-earth text also delves into topics not covered extensively by other books such as slow and fast thinking, the inherent conflict between the individual and organization, conformity, and the difficulties of speaking truth to power. Students are offered ample opportunity to engage in thoughtful reflection, discussion, and application as they grapple with ethical issues big and small.

The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field. The four main sections of the Handbook cover: Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field, but also looks to possible future developments. Contributions from international scholars and practitioners, focusing on specific issues, explore the major approaches to professional communication and bring into focus recent research. This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication.

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.

Discover what it takes to create a sustainable competitive advantage in management and business today with this straightforward, powerful strategic management resource. COMPETING FOR ADVANTAGE, 3E focuses specifically on the issues most important to today's current or future practitioner. The book details the processes and tools you need to better understand and effectively contribute to your organization's strategic management process. Applied examples illustrate the latest thinking, practices, and research in strategic management today with in-depth discussions that examine critical topics such as innovation, professional service and crisis management. Access to relevant cases, a focus on the emerging issues such as ethics, and an emphasis on technology throughout prepare you for success in the fast-paced, ever-changing global economy in which today's firms compete. Take your students to a new level of understanding strategic management concepts and practices with COMPETING FOR ADVANTAGE, 3E. Straightforward, focused, and concise, this edition presents the latest strategic management research and practices, now with more in-depth discussions of the most current strategic topics in business today. Detailed real-life examples and instant access to relevant cases keep the book focused on issues most important to current or future practitioners. Crafted to meet the special needs to MBA and executive MBA students, the book details the processes and tools used in strategic analysis to create a sustainable competitive advantage. Full chapters on strategic leadership, corporate governance, and a new chapter on real options examine issues most critical in today's business environment. Comprehensive new instructor support with electric solutions help you effectively prepare a powerful course that addressed traditional and relevant emerging topics that are shaping strategic management today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A comprehensive foundation for stakeholder theory, written by many of the most respected and highly cited experts in the field.

The Routledge Handbook of Language and Professional Communication

Professionals ? Perspectives of Corporate Social Responsibility

The Oxford Handbook of Corporate Social Responsibility

The State of the Art

Cross-Functional Perspectives

The Critical Role of Stakeholders in Health Care

Competing for Advantage

The latest volume of Research in Ethical Issues in Organizations examines a range of contemporary issues in applied and professional ethics and explores the unique role of organizational ethics in creating and sustaining a pluralistic, free enterprise economy.

This book examines complex challenges in managing major strategic economic and social infrastructure projects. It is divided into four primary themes: value-based approach to infrastructure systems appraisal, enabling planning and execution, financing and contracting strategies for infrastructure systems and digitising major infrastructure delivery. Within these four themes, the chapters of the book cover: the value and benefits of infrastructure projects planning for resilient major infrastructure projects sustainable major infrastructure development and management, including during mega events improving infrastructure project financing stakeholder engagement and multi-partner collaborations delivering major infrastructure projects effectively and efficiently whole-life-cycle performance, operations and maintenance relationship risks on major infrastructure projects public-private partnerships, design thinking principles, and innovation and technology. By drawing on insights from their research, the editors and contributors bring a fresh perspective to the transformation of major strategic infrastructure projects. This text is designed to help policymakers and investors select and prioritise their infrastructure needs beyond the constraining logic of political cycles. It offers a practical set of recommendations for governments on attracting private capital for infrastructure projects while creating clear social and economic value for their citizens. Through theoretical underpinning, empirical data and in-depth informative global case studies, the book presents an essential resource for students, researchers, practitioners and policymakers interested in all aspects of strategic infrastructure planning, project management, construction management, engineering and business management.

This Handbook was the first APM Body of Knowledge Approved title for the Association for Project Management. Over the course of five editions, Gower Handbook of Project Management has become the definitive desk reference for project management practitioners. The Handbook gives an introduction to, and overview of, the essential knowledge required for managing projects. The team of expert contributors, selected to introduce the reader to the knowledge and skills required to manage projects, includes many of the most experienced and highly regarded international writers and practitioners. The Fifth Edition has been substantially restructured. All but two of the authors are new, reflecting the fast-changing and emerging perspectives on projects and their management. The four sections in the book describe: ¶ Projects, their context, value and how they are connected to organizational strategy; ¶ Performance: describing how to manage the delivery of the project, covering scope, quality, cost, time, resources, risk and sustainability ¶ Process: from start up to close down ¶ Portfolio: the project and its relationship to the organization The discrete nature of each chapter makes this Handbook a wonderful source of advice and background theory that is easy to consult. Gower Handbook of Project Management is an encyclopaedia for the discipline and profession of project management; a bible for project clients, contractors and students.

The Oxford Handbook of Contextual Approaches to Human Resource Management provides both conceptual and empirical analyses using a range of different lenses in order to provide a detailed examination of how context affects the design and implementation of HRM activities.

Recently, multinational corporations have begun to reinvent themselves as socially responsible actors, largely in response to anti-corporate activist pressure. The author argues that a concern with corporate reputation is leading to an ideational shift in corporate behaviour - in essence, it is disciplining their behaviour. This innovative exploration of the idea of a self-regulating corporation in an era of globalisation first examines the link between corporate reputation, corporate behaviour and self-regulation, and then goes on to compare and contrast various studies of multinational corporations that have sought to self-regulate. Terry O'Callaghan includes a multifaceted critique of anti-corporate activists. This acknowledges both the dangers that multinational corporations pose to communities, and that anti-corporate activists are the first group to understand the potential risk of targeted campaigns to corporate reputations. He also illustrates his points using three case studies of companies that have attempted to self-regulate: Royal Dutch Shell, the Toyota Motor Corporation and Interface Inc.

Undergraduate and postgraduate students of international business, management and business ethics will be interested in the essential topics covered in this book. Academics and practitioners alike will appreciate its accessible lessons about reputational capital and holding multinational corporations accountable.

Towards a New Paradigm? A Post-crisis Agenda

The Contribution of Love, and Hate, to Organizational Ethics

The Emergence of the Stakeholder University

Limits to Stakeholder Influence

Gower Handbook of Project Management

Stakeholder Management

Routledge Handbook of Planning and Management of Global Strategic Infrastructure Projects

Many books and articles have been written about how firms can achieve and sustain high performance. They typically focus on a particular aspect of the firm such as its culture, resources, leadership, ability to learn, or management practices. However, often the very firms that are used as examples are no longer high performing even a few years later. In contrast, efficiency and effectiveness of a firm's entire value creating system that determines its performance over the long term. Systems theory is used as an integrative mechanism to combine the best ideas from economics, the resource-based perspective, and stakeholder theory. Based on this theoretical foundation, tools are provided for conducting in-depth, detailed a value creation system and its contribution to the total stakeholder value created by the firm. This information leads to the development of strategies, including specific initiatives for overcoming weaknesses in the system and for creating new value for stakeholders, based on the reasoning that firms exist to create value for their stakeholders – customers, employee communities in which they operate.

Ecological economics can help create the future that most people want – a future that is prosperous, just, equitable and sustainable. This forward-thinking book lays out an alternative approach that places the sustainable wellbeing of humans and the rest of nature as the overarching goal. Each of the book's chapters, written by a diverse collection of scholars and and action agenda for how this future can look and possible actions for its realisation.

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 a 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. 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.

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 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 is a 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, from identifying the opportunities, challenges, and key organizational implications associated with their unfolding. The four main topics covered are:
• Delineating the nature and multiple raisons d'être of stakeholder engagement
• Dialogical and communicational foundations of stakeholder engagement
• Engaging with diverse stakeholders throughout the value chain
• Rethinking and relational rewards of stakeholder engagement efforts

Carrying out a project as planned is not a guarantee for success. Projects may fail because project management does not take the requirements, wishes and concerns of stakeholders sufficiently into account. Projects can only be successful through contributions from stakeholders. And in the end, it is the stakeholders that evaluate whether they find that the project meets their needs. To manage stakeholders effectively, you need to know your stakeholders, their behaviours and attitudes towards the project. In Project Stakeholder Management, the authors give guidance on how to adopt an analytical and structured approach; how to document, store and retrieve your knowledge; how to plan your stakeholder interactions in advance; and how to make your project work internally. A well-conceived plan can prevent you from being carried away in the 'heat of the moment' and help you spend your limited resources for stakeholder management in the best way.

What Humanities Can Say to Business

A Relational Perspective on Responsible Business

Humanizing Business
 Psychological and Organizational Perspectives
 Sustaining High Performance in Business
 Corporate Reputation Decoded
 Managing for Stakeholders

Introduce the most important theories and views in strategic management today with this concise, yet fully complete, text. Harrison/St. John's FOUNDATIONS IN STRATEGIC MANAGEMENT, Sixth Edition, addresses the most recent changes in today's business environment, including many topics that other strategic management texts often miss. The book thoroughly addresses the traditional economic process model and the resource-based model, as well as the stakeholder theory. This valuable text builds on a traditional theoretical foundation by using engaging examples from many of today's leading firms to demonstrate principles and applications. This edition continues to highlight strategizing in the global arena as well as more focused coverage of stakeholder management. This brief, well-rounded text functions as an indispensable resource for your immediate and long-term success in strategic management. Available with InfoTrac Student Collections <http://goceengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

PRINCIPLES OF RESPONSIBLE MANAGEMENT offers an international, scientifically sound, and strictly practice-related perspective. It is the first official textbook of the United Nations for the Principles for Responsible Management Education (PRME) academic network, and a reference book for companies of the United Nations Global Compact Initiative. It is a primary text for traditional business and society, business ethics, corporate social responsibility, and sustainability courses, or may serve as a practitioner handbook. Contributors are renowned academic professionals in their respective chapter topics as well as distinguished business practitioners who contribute highly relevant practice cases. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In 1984, R. Edward Freeman published his landmark book, Strategic Management: A Stakeholder Approach, a work that set the agenda for what we now call stakeholder theory. In the intervening years, the literature on stakeholder theory has become vast and diverse. This book examines this body of research and assesses its relevance for our understanding of modern business. Beginning with a discussion of the origins and development of stakeholder theory, it shows how this corpus of theory has influenced a variety of different fields, including strategic management, finance, accounting, management, marketing, law, health care, public policy, and environment. It also features in-depth discussions of two important areas that stakeholder theory has helped to shape and define: business ethics and corporate social responsibility. The book concludes by arguing that we should re-frame capitalism in the terms of stakeholder theory so that we come to see business as creating value for stakeholders.

This book extends our understanding of how different cross- functional business and management disciplines, such as innovation and entrepreneurship, strategic management, marketing and HRM, individually and collectively underpin innovation in business management. Business Models for Strategic Innovation develops insights from cross-disciplinary business knowledge streams and their cutting edge discipline-specific practical implications to create a cross- functional business innovation management model. Novel cross- disciplinary knowledge plays an imperative role in business innovation and we know that innovative management processes have significant implications for effective cross- functional management. In this context, each chapter of the book presents fresh insights on diverse business knowledge- streams as well as their applied implications on cross- functional business innovation management. Finally, centred on these cross- disciplinary business theories and their cutting edge implications, the last chapter of this book proposes a model of strategic cross- functional business innovation management process. This academically rigorous work uses innovative theoretical propositions and state- of- the- art empirical analysis in order to enable cross- functional management teams to support organisation- wide business innovation processes.

Since the general acceptance of the field of corporate social responsibility worldwide, corporate entities and those who act for them either as executives or "ordinary" employees are expected to be socially responsible. Being socially responsible has a number of quantifiable and unquantifiable benefits for the entity and its stakeholders. It improves the entity's bottom line results, protects jobs, and is also better for the environment. As such, it makes good sense for professionals and those that they interact with as colleagues, suppliers of goods and services, lenders etc to want to take the issue of CSR seriously. This perhaps explains why this book has chosen to explore how 19 professions across the world have integrated and continue to impress upon their staff the importance of CSR in their operational activities. We are constantly reminded that our world's natural resources are exhaustible; we can therefore no longer live for today alone if we do not want to cause substantial problems for future generations.

The Cambridge Handbook of Stakeholder Theory

A Model for Strategic Management

Managing Sustainable Business

Stakeholder Theory

Business Ethics

Finance and Sustainability

Stakeholder Engagement: Clinical Research Cases

Managing for Stakeholders: Survival, Reputation, and Success, the culmination of twenty years of research, interviews, and observations in the workplace, makes a major new contribution to management thinking and practice. Current ways of thinking about business and stakeholder management usually ask the Value Allocation Question: How should we distribute the burdens and benefits of corporate activities among stakeholders? Managing for Stakeholders, however, helps leaders develop a mindset that instead asks the Value Creation Question: How can we create as much value as possible for all of our stakeholders?Business is about how customers, suppliers, employees, financiers (stockholders, bondholders, banks, etc.), communities, the media, and managers interact and create value. World-renowned management scholar R. Edward Freeman and his coauthors outline ten concrete principles and seven practical techniques for managing stakeholder relationships in order to ensure a firm's survival, reputation, and success. Managing for Stakeholders is a revolutionary book that will change not only how managers do business but also how they recognize and evaluate business opportunities that would otherwise be invisible.

The book investigates the various aspects characterizing Megaprojects from numerous perspectives and by integrating different disciplines: engineering, economics, business organization, human resource management, law, etc. It represents the first output of MeRIT (the Megaproject Research Interdisciplinary Team), and focuses on the intrinsic and unavoidable complexity of Megaprojects. The chapters have intentionally not been standardized, and humanistic topics are not separated from technical ones: this way of reading and interpreting Megaprojects through the cross-pollination of various disciplines reflects the MeRIT approach. Addressing the complexity involved in Megaprojects requires the use of a hermeneutic circle of sorts: understanding the project as a whole is achieved by referring to the specific parts, while each part can only be understood in relation to the whole. This circular approach appears to be the only one applicable to Megaprojects: no final destination, no final synthesis can be achieved. This volume consists of eight chapters written by researchers in law, economics, sociology, business organization, engineering, architecture and landscaping. The topics covered will be relevant to researchers, practitioners involved in the development of Megaprojects, and policymakers at the EU level.

This book provides an academic introduction to, and presentation and defence of stakeholder theory as a model for the strategic management of businesses and corporations, as well as of public organizations and institutions. The concept of the stakeholder is generally applied to parties that affect or are affected by the activities of private or public organizations. Distinct from shareholders, stakeholders are those individuals, entities or communities that have a connection with the activities of a corporation, a firm or an organization. The notion of the stakeholder is intimately linked to a conception of the business firm as an entity founded on negotiated governance, in which the maximization of value for the shareholder is not the ultimate criterion. In this model, issues and interests that are not directly associated with shareholders and investors, but which go beyond capital to encompass the concerns of civil society, are considered to be of central importance. This book provides a broad overview of stakeholder theory, presenting it as an ethical approach to strategic management that is both pragmatic and applicable to developing democratic practices within corporations, while at the same time suggesting ways in which elements of a social contract can be elaborated within the context of globalization.

This book is about humanizing business. In contrast to the mainstream modern management and leadership literature, this book provides distinctly humane perspectives on business. The volume travels outside the world of business to explore what Humanities – such as Philosophy, History, Literature, Creative Arts, and Cultural Studies – can offer to business. Renowned scholars from different Humanities disciplines, as well as management researchers exploring the heritage of Humanities, convey what it actually means to make business more humane. The book strives to humanize business. It aims to show that it is not people who have to suppress their human feelings, aspirations, and beliefs when they are at their workplaces, but it is business itself that needs to be redefined by the human norms of human beings. Companies should care about their employees and other stakeholders letting them be themselves, i.e. be human, at work and beyond. The book will be of interest to management scholars across various business disciplines. It can also be used as teaching material in the classroom with MBA students, especially in Business Ethics, Business and Society, Sustainability, Organizational Behavior, Human Resource Management and other management courses. The volume will also be of interest to scholars that work in different Humanities fields and whose interests span organizations, management, and business. Finally, many practitioners in the business world, especially those in managerial and leadership positions, will find the book both thought-provoking and useful for them as well. Chapter 37 is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

This book offers a case-study approach to stakeholder theory that moves beyond theoretical analysis to the applied. As stakeholder theory has moved into the mainstream of management thinking in business ethics and a number of the management disciplines, there is an increasing need to explore the subtleties of stakeholder engagement via examples from practice. The case studies in this volume explore a number of aspects of the idea of stakeholder engagement, via the method of clinical case studies. Edited by leading scholars in the field of business ethics and stakeholder theory, this text affords a solid grounding in theory, brought to new levels of applied understanding of stakeholder engagement.

Managerial irresponsibility and firm survival. Pivoting the company in the aftermath of a social scandal

Pivoting the company in the aftermath of a social scandal

Pressures, Conflicts, and Reconciliation

A Research and Action Agenda for Ecological Economics

A Casebook of Strategic Corporate Social Responsibility

Business Models for Strategic Innovation

Making Ethical Decisions

In business, does it pay to be good? Drawing from two decades of published conceptual and empirical scholarship, this book outlines the mechanisms of the business case for corporate social responsibility and demonstrates the conditions that cause good corporate acts to succeed, or fail, in turning a profit. Central to the explanation is the role of stakeholders, who are portrayed as agents who can turn corporate “good into gold” but lack the capacity to do so consistently. This book takes a critical perspective, noting significant limits on the ability of stakeholders to reward good corporate behavior and rein in bad corporate acts. It concludes with several ways that scholars can improve this important and popular research topic.

The idea that business is only about the money doesn't hold true in the twenty-first century, when companies around the world are giving up traditional distinctions in order to succeed. Yet our expectations for businesses remain under the sway of an outdated worldview that emphasizes profits for shareholders above all else. The Power of And offers a new narrative about the nature of business, revealing the focus on responsibility and ethics that unites today's most influential ideas and companies. R. Edward Freeman, Kirsten E. Martin, and Bidhan L. Parmar detail an emerging business model built on five key concepts: prioritizing purpose as well as profits; creating value for stakeholders as well as shareholders; seeing business as embedded in society as well as markets; recognizing people's full humanity as well as their economic interests; and integrating business and ethics into a more holistic model. Drawing on examples across companies, industries, and countries, they show that these values support persevering in hard times and prospering over the long term. Real-world success stories disprove the conventional wisdom that there are unavoidable trade-offs between acting ethically and succeeding financially. The Power of And presents a conceptual revolution about what it means for business to be responsible, providing a new story for us to tell in order to help all kinds of companies thrive.

Human resource management (HRM) systems are an under-researched area in family business studies even though they arguably play an important role. To exploit their entrepreneurial orientation and achieve their goals, family firms must be willing to adopt a specific configuration of the organizational variables to succeed in the competitive environment of today. Designing and Implementing HR Management Systems in Family Businesses is a pivotal reference source that focuses on HRM in family businesses aiming at clarifying what HRM topics are relevant in family firms given their distinctive features, what the role of HR choices in family firms is, and how they differ in these organizations. While highlighting topics such as quality of work, generational workforce, and leadership management, this publication explores the relationship between HRM systems and the organization as well as why certain theories would be more dominant for family firms. This book is ideally designed for family businesses, managers, executives, entrepreneurs, business professionals, academicians, students, and researchers.

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 perspectives, new methodologies, and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility.

Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR–company's stakeholders, situations demanding CR interventions, and the impact of a company's culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.

An Executive Education Case and Textbook

Foundations in Strategic Management

A Stakeholder Approach to Corporate Social Responsibility

Rethink! Project Stakeholder Management

Towards Business Sustainability

Why the Business Case Won't Save the World

Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics

This book offers health care leaders the necessary tools to both map their current stakeholder relationships and fashion concrete steps to produce greater stakeholder engagement, collaboration, and cooperative competition.

Reputation Risk and Globalisation

Managing Business Ethics

Building, Managing and Strategising for Corporate Excellence

Sustainability, Stakeholder Governance, and Corporate Social Responsibility

The Power of And