

Corporate Social Responsibility Readings And Cases In A Global Context

As a relatively young subject matter, corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published. Retaining the features which made the first edition a top selling text in the field, the new edition continues to be the only textbook available which provides a ready-made, enhanced course pack for CSR classes. Authoritative editor introductions provide accessible entry points to the subjects covered - an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research-led approach. New case studies are integrated throughout the text to enable students to think and analyze the subject from every angle. The entire textbook reflects the global nature of CSR as a discipline and further pedagogical features include chapter learning outcomes; study questions; 'challenges for practice' boxes and additional 'further reading' features at the end of each chapter. This highly rated textbook now also benefits from a regularly updated companion website which features a brand new 'CSR Case Club' presenting students and lecturers with further case suggestions with which to enhance learning; lecture slides; updates from the popular Crane and Matten blog, links to further reading and career sites, YouTube clips and suggested answers to study questions. An Ivey CaseMate has also been created for this book at <https://www.iveycases.com/CaseMateBookDetail.aspx?id=335>.

Inhaltsangabe: Introduction: There is a difference between a good company and a great company. A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place. As this quote clearly demonstrates, the importance of corporate social responsibility (CSR) is on the rise. Indeed, more and more companies are engaging in CSR-related activities such as cause-related marketing (CRM), employee volunteering (EV) or corporate philanthropy (CP). According to Bhattacharya and Sen more than 80% percent of Fortune 500 companies deal with CSR issues in the United States (US). In European countries such as Germany, the numbers of companies with CSR initiatives is similarly growing. Among those firms are famous examples such as Starbucks and The Body Shop as well as the German companies BMW or SAP. There are several reasons for this trend. On the one hand, companies are increasingly put under pressure to behave socially responsible from different sides. First, consumers today are more sensitive to business practices of companies and can exert their power by means of boycotts resulting in negative economic consequences for firms. This is especially the case in times of increasing media coverage and advances in information technology where bad business practices become more easily transparent. Particularly, recent corporate scandals like those of Enron, or Shell, among others, make a contribution to consumers skepticism. Then, globalization leads to new challenges for companies because on the one hand, they are operating in countries with lower standards of living resulting in higher needs for socially responsible behavior in the respective society. On the other hand, worldwide competition is being strengthened in markets, which are characterized by low levels of product differentiation. CSR offers a source of competitive advantage because it enhances the overall reputation of the company and provides a valuable basis for differentiation. Besides that, companies are feeling pressure by a rise in public standards for social performance (e.g. the United Nations Global Compact). On the other hand, there is evidence that CSR is not only the right thing to do but it also leads to doing better because there is a positive relationship between a company's CSR activities and its stakeholders; especially consumers can be positively influenced. For one thing, market [...]

Increased tourism benefits local economies by creating more revenue and employment options as interest in the location grows. However, as the hospitality and travel industry continues to grow and adapt, it becomes imperative that they implement socially responsible procedures. Corporate Social Responsibility in the Hospitality and Tourism Industry discusses issues and challenges faced by organizations implementing responsible business practices within the travel, hotel, leisure and hospitality industries. Featuring best practices and theoretical concepts on the support of local economies, ethical sourcing of native goods, and sustainability procedures, this publication is a vital source for policy makers, academicians, researchers, students, technology developers, and government officials interested in emergent ethical and moral practices within the travel industry.

This guide to corporate social responsibility (CSR) provides discussion of key concepts in a short, easy-to-use format. It is divided into sections on key terms, the global stage, corporate governance, corporate social responsiveness, public relations and philanthropy, and implications for corporate financial performance. It is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of CSR.

This book examines topical issues in global corporate social responsibility (CSR) from both scholarly and practical perspectives. It offers a variety of viewpoints and cases from countries around the globe and combines them with current academic knowledge. Intended for students, academics, and managers wishing to keep abreast of the challenges and opportunities for corporations operating in our ever-more-complex globalized world, this book provides fresh insights into responsible business conduct.

This book explores the current state of Corporate Social Responsibility (CSR) in 24 European nations, examining the state of the development and practice of CSR and sustainability for organizations in these countries. The common denominator for all of the book's 25 chapters is a management perspective rather than an ethical discourse. The book therefore represents a comprehensive survey of initiatives and activities in the field of CSR and provides a wealth of complete cases and examples for different approaches to sustainable and responsible management practice. The book also reviews the relevant political and governmental guidelines and frameworks for organizations, both on a national and a European level. Europe has taken a leading role in the promotion and implementation of CSR. This book showcases how, through CSR, enterprises can significantly contribute to achieving the European Union's treaty objectives of sustainable development and a highly competitive social market economy.

This book explores the differences between extrinsic and intrinsic Corporate Social Responsibility (CSR). The former is driven by an assumed positive relationship between CSR activities and financial performance, while the latter stems from a moral duty. These differences can be both banal and profound, because they often depend on definitions and because the scope, purpose, and legitimacy of intrinsic CSR is vague, under-researched, and subject to context. The book discusses the two manifestations of CSR through both applied and conceptual approaches, considering questions such as: Are there any differences? If so, in which areas, aspects, consequences? How do they relate to each other? Which one is better and how could this be identified? In finding answers to the above, the book reflects on the impact the difference has on CSR stakeholders. Furthermore, a closer look at Swiss Small and Medium-sized Enterprises (SMEs) and their culture of democratic decisions, hand-shake quality, prudence, embeddedness in their respective communities, and their willingness to "give something back to society" allows the limitation, impetus, and the legitimacy of intrinsic CSR to be identified.

This book has many merits. It will make fascinating reading for the increasing number of organizational scholars who wonder how organizational research can engage more in accounting for the impact of corporations on their environment in a broad sense. Bahar Ali Kazmi, Bernard Leca and Philippe Naccache, Organization Studies This book is for those who will enjoy a thoughtful and informative monograph that acutely summarises and refreshes critique from a political and sociological perspective. It is a comprehensive re-interpretation of the corporate world and the evidently meretricious regime of CSR which makes it an enjoyable compendium for critical management studies fans. . . this erudite volume will be valuable to mainstream, social science academics either involved in (or dismissive of) CSR and sustainability discourses in management education and research. David Bevan, Scandinavian Journal of Management Banerjee's book is thought provoking and must be read. But it should be read not only

by corporate social responsibility scholars but by all business scholars. It is through Banerjee's provocations that we can understand the shortcomings of corporate systems and the boundaries of corporate social responsibility. Pratima Bansal, Administrative Science Quarterly This is a tour de force that carefully assembles and incisively interrogates perhaps the most pressing problem of our age: how to harness the resources of corporations to tackle global problems of poverty, oppression and environmental degradation? Banerjee does not present us with glib pronouncements or simplistic fixes. Instead, he brilliantly illuminates the scale of the challenges and lucidly assesses the relevance and value of CSR responses to date. Hugh Willmott, University of Cardiff, UK Bobby Banerjee takes on the popular mythologies of neo-liberal corporate social responsibility with enviable flair and a thoroughness of scholarship that will dismay its apologists. His critique extends from the origins of the modern corporation and its well-known abuses and excesses to far harder targets the more attractive alternatives that have been developed for theory and practice that, as Banerjee shows brilliantly, only serve to mask continuing neo-colonial abuses. Banerjee is not content simply to expose the impossibilities of doing good works whilst maximizing shareholder value, the win-win view of CSR, but he bites the bullet with some uncompromising but realistic proposals for the future reconstruction of CSR both as a field of study and as a business practice. We have needed this exposure of the bad and the ugly for a long time. The current versions of CSR are simply just not good enough. Stephen Linstead, University of York, UK Banerjee pulls the beguiling mask off corporate social responsibility. Taking the vantage point of the world's poor, he shows CSR to be a cruel hoax corporations cynical effort to undermine growing demands for economic and environmental justice. Paul S. Adler, University of Southern California, US This book problematizes the win-win assumption underlying discourses of CSR and suggests that it is a rhetoric that is invariably subordinated to that of corporate rationality. Rather than see CSR as providing the means to transform corporations by advocating a stakeholder view of the firm it argues that CSR represents an ideological movement designed to consolidate the power of transnational corporations and provide a veneer of liberality to the illiberal economic agenda of the major global institutions. Stewart Clegg, University of Technology, Sydney, Australia Professor Banerjee offers us a refreshing analysis of corporate social responsibility (CSR) in an otherwise comparatively turgid literary landscape. People may disagree with his criticism that because of its preoccupation with shareholder value, the corporation is an inappropriate agent for social change but it is backed up by strong theoretical and substantive empirical

This book provides a comprehensive overview of corporate social responsibility and its development in Africa. It provides in-depth studies on 11 sub-Saharan countries, demonstrating that corporate social responsibility is forming and going through different stages of metamorphosis in the continent. Though corporate and individual attitudes towards sustainability in Africa still leave a lot to be desired, this book showcases how things are rapidly changing for the better in this regard. It demonstrates and provides evidence for the fact that corporate social responsibility contributes significantly to the way sub-Saharan African economies are being transformed, with service sectors expanding, commercial activities diversifying and industrial bases growing through the initiatives of small, medium and large organizations and innovators supported by widespread higher-education program rollouts. The book highlights how progressive and wide-ranging CSR approaches have emerged, and how much they differ from the obsolete approaches of the past, which promulgated negative stereotypes, marginalized communities and positioned them as victims or beneficiaries of development. Through a series of studies of aspects of CSR from around the world, this book re-examines the topic through the lenses of various disciplines and cultures. It shows that the subject is much wider than is generally perceived and that CSR is evolving in a way which has not been generally recognized within the academic community.

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In an effort to safeguard the environment, consumers have begun pressuring global businesses to create environmentally-friendly products and sustainable business practices that promote the preservation and protection of communities and nature. To create and maintain positive consumer relationships, new and existing businesses must enact policies that allow them to make an effective and smooth transition toward sustainability to contribute to economic growth by creating offerings with environmental and social value. Recent *Advancements in Sustainable Entrepreneurship and Corporate Social Responsibility* provides emerging research that examines entrepreneurial strategies and business practices that can be implemented to provide eco-friendly services to the community and that offer solutions to various social and environmental problems. Featuring coverage on a broad range of topics such as green marketing, corporate identity, and business ethics, this book is ideally designed for CSR managers, human resources professionals, entrepreneurs, managers, executives, corporate leaders, business professionals, academicians, researchers, and students seeking current research on the expanding area of sustainable business practices.

As the role of sport in society becomes ever more prominent and as sports organisations become increasingly influential members of the global community, so it has become more important than ever for sport to consider its wider social responsibilities. The *Routledge Handbook of Sport and Corporate Social Responsibility* is the first book to offer a comprehensive survey of theories and concepts of CSR as applied to sport, and the social, ethical and environmental aspects of sport business and management. It offers an overview of perspectives and approaches to CSR in sport, examines the unique features of the sport industry in relation to CSR, explores the tools, models, common pitfalls and examples of best practice on which managers can draw, and discusses how CSR and corporate citizenship can be integrated into the sport management curriculum. The book covers every key issue and functional area, including implementation, strategic benefits, communication and corporate image, stakeholder engagement, and the measurement and evaluation of CSR policies and practices, and includes detailed international case studies, from the NBA and the Olympic Games to Japanese soccer. The *Routledge Handbook of Sport and Corporate Social Responsibility* is important reading for any student, researcher, manager or policy maker with an interest in sport business, management, ethics or development.

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.

CSR encompasses broad questions about the changing relationship between business, society, and government. An authoritative review of the academic research that has both prompted, and responded to, these issues, the text provides clear thinking and perspectives on CSR and the debates around it.

The vast majority of businesses globally are small. If business is to be socially responsible, we need to go beyond the westernised concept of 'Corporate Social Responsibility', to develop 'Small Business Social Responsibility'. This agenda-setting Research Handbook on Small Business Social Responsibility includes leading research from around the world, including developed and developing country contexts. It provides a foundation for the further development of small business social responsibility as a scholarly subject and crucially important practice and policy field.

If businesses and other organizations are to meet the many and complex challenges of sustainable development, then they all, both public and private, need to embed sustainability considerations into their decision-making and reporting. However, the translation of this aspiration into effective action is often inhibited by the lack of systems and procedures that take sustainability into account. Accounting for Sustainability: Practical Insights will help organizations to address these issues. The book sets out a number of tools and approaches that have been developed and applied by leading organizations to:- embed sustainability into decision-making, extending beyond an organization's boundaries to take into account suppliers, customers and other stakeholders;- measure and link sustainability and financial performance; - integrate sustainability into 'mainstream' reporting, both to management and external stakeholders. In-depth cases studies from Aviva, BT, the Environment Agency, EDF Energy, HSBC, Novo Nordisk, Sainsbury's and West Sussex County Council show in detail how accounting for sustainability works in practice in a wide range of organizational contexts. Published with The Prince's Charities: Accounting for Sustainability

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.

Growing interest in corporate social responsibility (CSR) has focused attention on the relationship between businesses and key stakeholders, such as NGOs and local communities. Curiously, however, commentators on CSR rarely discuss the role of trade unions, while commentators on employment relations seldom engage with CSR. This situation is all the more remarkable since unions are a critically important social actor and have traditionally played a prominent role in defending the interests of one key stakeholder in the company, the employee. Written by dedicated experts in their field, this book addresses a key gap in the literature on both CSR and employment relations, namely trade union policies towards CSR, as well as union engagement with particular CSR initiatives and the challenges they face in doing so. The research covers eleven European countries which, when taken together, constitute a representative sample of industrial relations structures across the continent. This book will be essential reading for scholars, students and practitioners of international business, employment relations, public policy and CSR. Its foreword is written by Philippe Pochet and Maria Jepsen, Directors of the European Trade Union Institute in Brussels.

Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries is designed to meet the urgent need for a comprehensive and definitive introduction and teaching text for Corporate Social Responsibility [CSR]. With the aim to become the standard textbook to teach a complete course unit at undergraduate or postgraduate levels, this is a book that can be used by practicing managers to understand the practice of CSR, equipping them with knowledge and skills of how to integrate CSR into business strategy and operations. Edited by a multidisciplinary team of four experts, David Katamba, Dr. Christoph Zipfel, David Haag and Dr. Charles Tushabomwe-Kazooba, along with other contributors, the book stresses the linkage of CSR and modern business management. It starts by defining CSR, then shows how to get involved in CSR, how to identify CSR opportunities, communicating CSR activities to stakeholders and tracking CSR performance. Principles of Corporate Social Responsibility: A guide for students and practicing managers in developing and emerging countries concludes by giving the reader the practical skills in designing CSR strategies in order to use them for competitiveness as well as tracking performance of CSR programs. This is a book that will become essential reading on the topic of CSR for many years to come.

About the Author: Mr. Katamba and his fellow Editors wish to thank German International Cooperation (GIZ), Prof. Waswa Balunywa, Mrs. Annet Nabatanzi Muyimba, Jean Hensly Kekaramu (RIP), Dr. Isaac Kayongo, Mr. Sam Musigire, Dr. Cedric Marvin Nkiko, Prof. Dr. Geoffrey Bakunda, Ms. Sabine Gisch-Boie, and Hamid Tenywa. Publisher's website: <http://www.sbpra.com/DavidKatamba>

This book takes a unique approach exploring Corporate Social Responsibility through a case study in Bintulu, Malaysia. Drawing upon major CSR and strategy theories, the author examines how CSR is embedded in the organizational strategic planning processes of two prevalent forms of governmental institutions, a development agency and a city council. Exploring the impact of triple bottom line in easing tensions between shareholders and stakeholders, this book provides a qualitative narrative on a holistic CSR process in order to assess the contribution and value of CSR to a firm's sustained value created capability.

What kind of decision-making should multinationals engage in to create a sustainable company? There is substantial debate over why CEOs, senior management and Boards of Directors make the wrong decisions by not asking the right questions, with the result that not only is the company itself damaged, but all of the stakeholders find themselves at a detriment. Focusing on innovation, technology transfer and the use of intangible assets, Energy Law and the Sustainable Company features case studies from the oil and gas sector, to illustrate how to develop a sustainable business. Considering corporate social responsibility from the perspective of international and national law, the book demonstrates how companies can be both profitable and ethical using the influences of psychology to encourage senior decision makers to make the right decisions. It was revealed that reputation was the main principle influencing decision-making. The book also discusses how companies have reported on their sustainability strategy and considers how technology transfer and intangible assets may play a part in addressing global sustainability. This book should be invaluable reading to students and scholars of Sustainable Business,

Business Law, Corporate Social Responsibility, Environmental and Energy Law as well as Environmental and Energy Management.

A valuable interdisciplinary resource examining the concept and effectiveness of CSR as a tool for sustainable development in emerging markets.

Finally, a book that crosses the great divide between academia and practice a rare feat, especially in edited volumes with scholarly contributions. . . there is much to like about what the book does cover.

Wayne Visser, *Ethical Performance* Mallin brings together academics and business experts to share a wide range of accounts from across the globe. Readers will find insights and guidance on how countries and companies have tried to balance the perceived needs of often disparate groups. James McRitchie, CorpGov.net Chris Mallin has put together a fine volume providing detailed insights into the global spread of CSR. It wonderfully showcases the diversity and dynamics of CSR in different countries, regions and key industries. It is an essential read for everybody interested in the dialectics of global homogenization and local adaptation of CSR-related management practices. Dirk Matten, York University, Toronto, Canada Professor Mallin has edited a remarkable range of studies, illustrating how companies across the world regard and respond to their social responsibilities. Her book will prove an invaluable source of information for everyone interested in comparative corporate social responsibility, aided by the admirable learning points and questions following each case study. It will also be turned to for guidance by investors concerned to promote corporate social values internationally. Sir Adrian Cadbury, Aston University Business School, Birmingham, UK Corporate Social Responsibility (CSR) is an area of increasing global interest with companies taking CSR issues more seriously, devoting more resources to such issues and acknowledging the benefits of CSR activities. This insightful book provides a comprehensive analysis of the development of CSR in a diverse range of countries including the UK, Italy, Poland, Turkey, the USA, the Middle East, Australia, Japan and Korea. Christine Mallin has brought together leading experts from both academia and the business world to provide fully up-to-date accounts of developments in CSR from a range of legal, cultural and economic perspectives. This timely resource will serve as an invaluable teaching and resource tool for advanced students and academics and will provide insights and guidance to the wider business community.

Corporate Social Responsibility Readings and Cases in a Global Context Routledge

This book offers a groundbreaking collection of themed chapters in the emerging field of Corporate Social Responsibility (CSR) Communication. Via an international approach, these chapters explore the theory, practice, and issues involved in communicating CSR and make for fascinating reading.

Corporate Social Performance – reflecting on the past and investing in the future is aimed at filling the fundamental gap that exists in our understanding of the drivers Corporate Social Performance, its evolution and relationships with the existing concepts and theories and the paradoxes that come from those connections. Moreover the volume aims at shedding the light on most important pitfalls that may occur while CSP application in business practice. The last but not least reason for its publishing is to show Corporate Social Performance as a significant pathway to the better world, that, as I hope, will be the inspiration for the readers. This book is authored by a range of international experts and scientists from all over the world with a diversity of professional and cultural backgrounds what hopefully will give the readers the opportunity to understand the CSP concept from different perspectives.

Concepts of corporate social responsibility (CSR) are widely used by businesses, professional bodies and academics, but are also widely contested. CSR is usually described as comprising three elements: environmental, economic and social, though there is no serious consensus on how to go about translating ideas into practice. This research handbook addresses some key areas of contention, theory and practice within CSR in order to address, challenge and inform debate in academia and practice. The collaborative text extends understanding of CSR through articulating current thinking on each facet of a vital subject. Each theme is represented by inter-disciplinary discussion of key questions on CSR by researchers and practitioners in the field. In doing so, the book: Explores and critiques CSR goals, and national, organizational and managerial strategies Reviews the distinctive role and importance of CSR to academics, professionals and practitioners and identifies appropriate bridging strategies Evaluates the nature, direction and applicability of selected theoretical dimensions which inform the understanding of CSR Assesses the opportunities for theory building, to support further understanding of the complexities of CSR and the sustainability and long term value of CSR practice to corporations and civil society This timely and significant contribution to the theory and practice of CSR will prove to be vital reading for students, researchers and practitioners involved with the field. It will also become a key reference for anyone with an interest in business and society.

The idea of corporations exercising corporate social responsibility has spread from the West and is now firmly embedded in Asian countries and in Asian corporations. The latest trend in corporate social responsibility, evident also in Asia, is for corporations to apply corporate social responsibility to local communities and to those at the bottom of the social hierarchy. This book explores corporations' social responsibility engagement with local communities in a range of Asian countries. It provides examples of corporate social responsibility in a wide range of industrial sectors, focuses extensively on "social enterprises" and on governments' and corporations' schemes to encourage them, considers how relations with employees and with local workforces fit into the pattern of corporate social responsibility, and discusses the question as to how far corporations engage with local communities as a way of developing new markets for their products.

"Simultaneously published in the USA and Canada by Routledge."

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 discussion of the opportunities it creates, it 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 adaptable lecture slides, teaching notes for cases 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.

This book critically examines the practice and meanings of corporate social responsibility (CSR) and how the movement has facilitated a positive and somewhat unquestioned image of the global corporation. Drawing on extensive fieldwork material collected in Ghanaian communities located around the project sites of Newmont Mining Corporation and Kinross Gold Corporation, the monograph employs critical discourse analysis to accentuate how mining corporations use CSR as a discursive alibi to gain legitimacy and dominance over the social order, while determining their own spheres of responsibility and accountability. Hiding behind such notions as 'social licence to operate' and 'best practice,' corporations are enacted as entities that are morally conscious and socially responsible. Yet, this enactment is contested in host communities, as explored in chapters that examine corporate citizenship, gendered perspectives, and how global CSR norms institutionalize unaccountability.

The "business case" for corporate social responsibility, which suggests that socially and environmentally aware companies can expect to reap financial rewards, is seemingly gaining widespread acceptance within the business community. This is particularly apparent in the ever-increasing number of prominent companies parading their social, ethical and environmental credentials by producing paper- or web-based social and environmental, or sustainability, reports. In so doing, reporting companies claim, they are demonstrating a clear commitment to

transparency and accountability to their key stakeholder groups. However, in the prevailing voluntaristic, business-case-centred climate within which such initiatives are taking place, little thought appears to have gone into the question of how stakeholders, other than the capital provider group, can actually use corporate disclosures offered in order to hold management accountable for the social and environmental consequences of their actions. While much corporate rhetoric abounds concerning notions of stakeholder dialogue and engagement, rigorous analysis of the governance implications of their claimed commitment to the principles of corporate social responsibility is largely conspicuous by its absence. Corporate Social Responsibility, Accountability and Governance seeks to explore this "missing link" between CSR (and associated reporting initiatives) and governance mechanisms that are capable of embracing true stakeholder accountability. A wide range of case studies, drawing on experiences of both public- and private-sector initiatives in Europe, the United States, Canada, South America and Asia, offer insightful analysis of the complex relationships between the state, the market and civil society in the development of CSR, accountability and sustainable development. The book employs a multidisciplinary perspective in order to analyse the political, social, economic, technological, legal and organisational shaping of CSR. The complexities underpinning the concept are thereby clearly drawn out and the gross oversimplifications inherent in the prevailing consultancy-driven, business-case literature painfully exposed. Above all, the book offers a sound, practically and theoretically informed contribution to public policy debate and reflects and builds on urgent calls from public- and private-sector policy-makers as well as academics to develop better governance and accountability frameworks for business to deal with the imperatives of social responsibility, sustainable development and ethics. This book is divided into five parts. In Part 1, the complex concepts of responsibility, accountability and governance are discussed, and in particular the presumed relationships between the state, the market and civil society in improving accountability and governance are explored and critiqued. Part 2 consists of chapters relating to corporate social responsibility and stakeholder theory. Part 3 is concerned with empirical studies covering governance structures, networking and corporate social responsibility. Part 4 deals with corporate governance and its implications for regulators and civil society. Part 5 discusses multinational companies and how they impact on national governance regimes. Finally, a summary is provided with emerging international patterns of accountability and governance structures. Corporate Social Responsibility, Accountability and Governance will be essential reading for public and private policy-makers and practitioners and academics interested in how CSR can become more than a soundbite, and rather a substantial force for better global corporate governance and accountability.

This book explores national and transnational companies' Corporate Social Responsibility (CSR) activities in times and settings in which they are confronted with economic and social challenges and analyzes these situations, ranging from the financial crisis to fourth generation sustainability. Presenting a number of different cases from various parts of Europe, North America and Africa, it showcases how companies respond to the challenges of the development, consultation, implementation, integration, measurement and consolidation of CSR. Further it specifies how these corporations deal with uncertainties over corporate and financial resources, global financial stability and growing evidence for climate change. The book describes CSR adaptation under challenging circumstances and argues for the strategic and operative legitimation of Corporate Social Responsibility in times of crisis.

Corporate Social Responsibility (CSR) represents the social accountability a company holds for society. This Very Short Introduction looks at how and why it developed, how it is implemented in practice, and the benefits and controversies it raises for companies, governments, and society worldwide.

From the late 20th Century, a catalogue of high profile disasters and controversies has drawn attention to the changing relationship between corporations and society. This is taking place against the context of globalisation and this change has become the driving force for demands that corporations become socially responsible. Corporate social responsibility (CSR) has therefore emerged as a concept which attempts to encapsulate these demands for social responsibility. Yet at the heart of CSR is the debate about the role and relevance of law. This book will explore the proposition that CSR is a valid legal enquiry and will suggest a law-jobs approach which offers a potential general analytical perspective for examining such fluid concepts such as CSR in law. This approach is innovative because of the insistence of some users of CSR on placing law outside the parameters of CSR or giving it a very limited role; however, Okoye argues here that the very nature of CSR as seeking legitimacy for corporate power pushes to the fore the question of what role law can play. Law is an essential and important aspect of legitimacy and thus this work explores a legal theoretical approach that holds potential for a legal framework of CSR. This interdisciplinary book will be of great interest to students and scholars of corporate law and business studies in general.

This book addresses the status quo of Corporate Social Responsibility practices and their development since 2008. How have things changed in the practice of CSR? What new opportunities and challenges have arisen? The book reports on an international set of cases and case studies on how CSR is practiced at business and organizations in various countries. It analyzes country-specific and industry-specific issues, as well as general global issues in connection with the United Nations's Sustainable Development Goals. The contributions gathered here provide comprehensive information on CSR for both practitioners and researchers around the globe.

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

Should business strive to be socially responsible, and if so, how? This book updates and broadens the discussion of these questions by bringing together in one volume a variety of practical and theoretical perspectives on corporate social responsibility.

Is corporate social responsibility (CSR) a universal idea? Is the same exact definition of CSR relevant for any organization, regardless of context? Or would such a definition need to be adapted to fit different types of organizations, in different cultures, industries and sectors? This book discusses how CSR preferably should be practiced in various generalized contexts. Experts share their knowledge on whether a broad definition of CSR can be practiced as is or if it first has to undergo changes, in as various generalized contexts as Buddhist and Islamic organizations, developing countries, the food processing industry, the shipping industry, and the pharmaceutical industry.

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