

Social Responsibility Entrepreneurship And The Common Good International And Interdisciplinary Perspectives

Over the last few years, we have witnessed the enormous success of corporate social responsibility and business all over the world. These developments, including those in which governments foster both growth through entrepreneurship and achievement of sustainable development by creating tools for worldwide impact to reconcile business interests with the demands of communities, have been unequivocal concerning job and wealth creation. Replacing short-term visions, however, has become instrumental to business success throughout the industry. Conceptual and Theoretical Approaches to Corporate Social Responsibility, Entrepreneurial Orientation, and Financial Performance is a pivotal reference source that explores corporate social responsibility through the lens of entrepreneurship and firm performance in an effort to change the approach towards long-term growth. While highlighting topics such as risk management, stewardship theory, and CEO duality, this publication explores contributions to societal welfare and methods of business creation. This book is ideally designed for managers, executives, human resources professionals, entrepreneurs, developers, academicians, researchers, industry professionals, and students. This book provides readers with in-depth insights into Corporate Social Responsibility (CSR) and sustainability strategies, as well as their impacts on product and process innovation, business models and social innovation around the globe. It explains how resource issues, climate change, the impacts of pollution and economic activities, and emerging social

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challenges inevitably lead to changes in the business environment, cost structure and competitive advantage. Further, it highlights how these changes influence the process of innovation, and how companies can gain an edge by integrating stakeholder groups in their innovation process, and by considering sustainability and the needs of society at large. The book reflects the immense strides made in recent years in the discussion about the relationship between business and society, and demonstrates the increasing impact on innovation management.

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.

In this age of global economic crises, the need to renew our commitment to social issues becomes even more urgent. Reduction in public and private spending on social programmes throws up further challenges for the sustenance of development efforts. The book advocates countering this trend through 'global social entrepreneurship' and the use of innovative, inexpensive and locally customized solutions. Using in-depth and contemporary case studies,

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the book demonstrates how to define, measure and achieve socially and environmentally sustainable growth. The book inspires social entrepreneurs to build new models of sustainable growth, to scale existing solutions and to create new public-private partnerships.

How can greater understanding of social responsibility within a local context empower companies, local communities and governments? What is the relationship among business, local communities and governments with regard to social responsibility in developing, emerging and advanced economies? What is the nature of the relationship between individual responsibility, social responsibility and profit? These are some of the most meaningful questions in the CSR and sustainability sphere today - and yet hitherto the 'social domain' has received remarkably little detailed coverage. In this fascinating book Monica Thiel tackles these questions head-on; discussing the lack of social responsibility engagement with local communities by corporations and governments, and the lack of reciprocal social responsibility and sporadic participation from individuals and local communities themselves. The Social Domain in CSR and Sustainability provides a new and unique contribution to the body of knowledge in CSR and sustainability. With practical tools for business, government and local community leaders faced with challenging societal constraints and consumer and public demands on a daily basis - readers will be in a better position to manage and develop CSR and sustainability strategies, a task increasingly crucial for successful managers and leaders in companies, local communities and governments.

The book Academic Social Responsibility - Sine Qua Non for Corporate Social Performance is our endeavor to disseminate the awareness of the significance of responsible (especially management) education not only for academic stakeholders, but for the whole society. It is an

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interesting combination of theories, studies, recognitions, and experiences gained by authors from different countries, institutions, who function in various institutional and cultural conditions. The book is divided into “Introduction” and three parts: “Towards the Socially Responsible University”, “Socially Responsible Education for Enterprise Development”, “Human Voice in Responsible Management Education”. The authors present fresh concepts for socially responsible university, their impact on real business performance as well as discussions on specific issues when implementing academic social responsibility in practice.

Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society. It follows ethical behavior toward stakeholders and recognizes the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's Strategic Management: A Stakeholder Approach and the many key works of Archie B. Carroll, Peter F. Drucker, and others. In the wake of the financial crisis of 2008–2010, CSR has again become a focus for evaluating corporate behavior. First published in 1953, Howard R. Bowen's Social Responsibilities of the Businessman was the first comprehensive discussion of business ethics and social responsibility. It created a foundation by which business executives and academics could consider the subjects as part of strategic planning and managerial decision-making. Though written in another era, it is regularly and increasingly cited because of its relevance to the current ethical issues of business operations in the United States. Many experts believe it to be the seminal book on corporate social responsibility. This new edition of the book includes an introduction by Jean-Pascal Gond, Professor of Corporate Social Responsibility at Cass

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Business School, City University of London, and a foreword by Peter Geoffrey Bowen, Daniels College of Business, University of Denver, who is Howard R. Bowen's eldest son.

This book provides professionals, as well as students, with the understanding that Social Entrepreneurship and Corporate Social Responsibility (CSR) are now core business principles for sustainability. It encourages social entrepreneurs in their role as forerunners, in creating new business models that develop, facilitate or implement constructive solutions to social, cultural and environmental issues. At the same time, this book views corporate social responsibility as a means of challenging existing entities to realize and modify prior unsustainable and predatory business models; and to increase social, cultural and environmental accountability. By linking these two concepts, this book prompts a paradigmatic awakening, whereby the foundational driver of business creation and management no longer rests on profit maximization, but on improvement of the quality of life for society.

Corporate social responsibility (CSR) is a concept that has been evolving since the 1950s; by 2015, it has evolved into an integral mindset, a strategy by which firms may promote and attain business and societal growth and development. CSR is a strong business strategy and a determining factor in stakeholder perceptions and ultimate decision making. As firms and society are acknowledged as equal parts of a symbiotic relationship, the effective engagement in CSR enables businesses to tackle and alleviate social issues, such as poverty, hunger, lack of healthcare, the environment's destitution, and

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warrant empowerment and education, amongst others, whilst tending to core objectives and strategies. The effective design, execution, and transparent communication of corporate social responsibility endeavors, in fact, shape the outcome of business and social growth and development. The communication of CSR efforts is, therefore, vital to the fulfillment of strategic objectives because social networking sites (SNSs) are ubiquitous and have rapidly become a preferred source of information. Firms' use of such platforms proves to be fruitful because SNSs not only enable stakeholder to stakeholder word of mouth, but also facilitate firm-to stakeholder communication. As such, the notion of marketing CSR via social media is more than buzzword or trend. It is potential viral information, or viral marketing. The book offers strong results from the perspectives of both stakeholders and firms' CSR related practices in an emerging market. It also demonstrates that as corporate social responsibility is viewed as an investment, it provides fruitful outcomes for business as well as for the communities surrounding firms. CSR is addressed as a strategically co-created proactive plan that prompts sustained social and business growth and development.

Despite its recent popularity in literature, theory, and practice, Corporate Social Responsibility (CSR) remains a vague concept that struggles to define itself

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beyond the confines of corporate philanthropy or sustainability. In some circles, it is a response to the present and anticipated climate change challenges, while in others it focuses on fair trade, corporate governance, and responsible investment. What then is CSR, and how do we understand its purpose? In *Corporate Social Responsibility, Entrepreneurship, and Innovation*, authors Kenneth Amaeshi and Paul Nnodim consider the governance of corporate externalities (positive and negative impacts of firms on society and the environment) as the main thrust of the CSR discourse - a field that hitherto only the state has regulated, with sometimes coercive actions. This book contributes to the theorization of CSR by presenting the meaning of CSR in a clear and distinct manner, giving the ongoing CSR debate a new direction anchored on a firm economic philosophy. It reinforces the view of firms as social institutions as well as economic actors, establishing CSR as a form of justice rather than philanthropy. Articulating CSR as private governance of corporate externalities, for the first time, this book provides researchers with a new paradigm to translate knowledge into action and offers reflective managers an alternative framework in which to explore their corporate strategies and decisions.

The idea of corporations exercising corporate social responsibility has spread from the West and is now firmly embedded in Asian countries and in Asian

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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.

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

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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.

An exploration of the interplay between social responsibility, entrepreneurship and the common good which is organized into four sections: business and the common good; educating responsible entrepreneurs; corporate social responsibility (CSR) challenges and the common good; and CSR and entrepreneurship in emerging economies

Electronic Inspection Copy available for instructors here Introducing the key concepts in corporate social responsibility, the authors bring together the essential issues relevant to the responsible management of businesses, not-for-profit organizations and government. With detailed coverage and cross-referencing for each concept and over 50 concepts introduced, this guide to both the theory and implementation of CSR and sustainability, provides an

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indispensable reference for any student of the subject. Key concepts include: accountability; business ethics; corporate citizenship; corporate environmental reporting; definitions of CSR; ethical consumerism; human rights; NGOs; risk management; stakeholder theory and sustainable development.

Business ethics teaching appears to have had little impact, particularly in the light of continued malpractice and misdemeanour in the form of financial scandals, environmental disasters and adverse consequences for communities. This timely book directly addresses a central question: is it that the existence of an ethical or an unethical climate influences behaviour, or, does the presence or absence of a moral character and personal values have the greatest influence on behaviour at work? Hemingway proposes four modes of individual moral commitment to corporate social responsibility (CSR) and sustainability: the Active Corporate Social Entrepreneur, the Concealed Corporate Social Entrepreneur, the Conformist and the Disassociated. Hemingway posits that the Conformists represent the majority of people in organisations, adhering to the prevailing ethical climate, whatever that might be. However, it is the discovery of the corporate social entrepreneur which offers students and scholars a critical, alternative and optimistic perspective for the future of ethical business.

Each book covers all the necessary information a beginner needs to know about

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a particular topic, providing an index for easy reference and using the series' signature set of symbols to clue the reader in to key topics, categorized under such titles as Tip, Remember, Warning!, Technical Stuff and True Story.

Vol. 10 of the BSA - Series "Shareholder value", the old, egocentric mantra of business is obsolete. Modern entrepreneurs care about society and the environment – simply because employees as well as more and more customers appreciate fair and sustainable business conduct. Enterprises try to meet this demand by implementing Corporate Social Responsibility (CSR), a strategic tool to engage with important stakeholders, build trust and enhance long-term competitiveness. SMEs are predestined for such close relations to customers and communities. But still SMEs hesitate to fully engage in CSR, mostly for their tight time resources and budgets. The authors of this book demonstrate that for SMEs in the Baltic Sea region CSR is a key to future success, that does not need to be overly sophisticated or costly. Women are still underrepresented as entrepreneurs in the Baltic Sea Region. In the second part of this book the authors look into the barriers that hinder women from starting their own business and develop strategies to change this in order to tap two of the great resources of the Baltic Sea Region – the knowledge and creativity of half its workforce. The texts in the book are printed in German or English.

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responsible investment. What then is CSR, and how do we understand its purpose? In *Corporate Social Responsibility, Entrepreneurship, and Innovation*, authors Kenneth Amaeshi and Paul Nnodim consider the governance of corporate externalities (positive and negative impacts of firms on society and the environment) as the main thrust of the CSR discourse – a field that hitherto only the state has regulated, with sometimes coercive actions. This book contributes to the theorization of CSR by presenting the meaning of CSR in a clear and distinct manner, giving the ongoing CSR debate a new direction anchored on a firm economic philosophy. It reinforces the view of firms as social institutions as well as economic actors, establishing CSR as a form of justice rather than philanthropy. Articulating CSR as private governance of corporate externalities, for the first time, this book provides researchers with a new paradigm to translate knowledge into action and offers reflective managers an alternative framework in which to explore their corporate strategies and decisions.

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

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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.

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

What motivates someone to become a social entrepreneur? What are the competencies needed to be effective social advocates and agents for change? This book answers these

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questions in an accessible and practical way, providing comprehensive guidelines, numerous examples, and sources of information and training for anyone who wants to start a community-based social advocacy and change initiative or for employees who want to start a corporate social responsibility initiative. Features include the following: examples of individuals and organizations who have learned from successes and failures in social entrepreneurship self-assessments to help readers evaluate their own talents and proclivity to be social entrepreneurs steps and strategies, competency-building activities, and assessments to evaluate and facilitate initiatives resources available from foundations, government agencies, and other sources for the budding social entrepreneur

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.

This book addresses the dilemma that firms face in engaging in corporate social responsibility (CSR) while maintaining a financially sustainable business model in the era of digital transformation. Several strategies that firms have taken to integrate CSR within the business

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model are also highlighted. To explicate the problems involved, the book primarily focuses on entrepreneurial ventures, given their nascent business model that best illustrates how business leaders can embed the social mission in the firm at the beginning of organizational founding. In this age, sustainability is an innovation's new frontier. For sustainable competitive advantage, the book argues for how companies can build more sustainable products, processes, and practices that benefit the firm and society through maintaining an entrepreneurial philosophy. The target readership consists of academics, students, and practitioners in the areas of entrepreneurship, organizational behavior, organizational theory, and strategic management. This book clarifies the critical practices of sustainability-oriented innovative firms and creative small and medium-sized enterprises (SMEs). Through a review of recent trends in CSR, the authors emphasize that CSR is no longer a "bolt-on" or some kind of window-dressing to satisfy public relations (PR) needs. Credible CSR is critical to business legitimacy and sustainability. Aware of the public's increasing scrutiny, companies are increasingly ramping up their focus on social responsibility, whether by championing women's rights, protecting the environment, or attempting to obliterate poverty, on local, national, or global levels. Simultaneously, more firms face accusations of "greenwashing" – backlash due to consumer mistrust in the intentions behind their CSR practices. While numerous works have highlighted this dilemma and how companies fall short in their prosocial goals or financial objectives (or both), there is a lack of understanding of the ingredients and crucial processes required for the successful implementation of CSR in entrepreneurial enterprises. This book serves to fill that gap.

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Providing a timely contribution to the ongoing questions surrounding topics which are by definition subject to varying stakeholder interpretations, this book addresses “the missing link” between theoretical CSR concepts and everyday management practice. It acts as a guide to awaken managers to the advantages of adopting a CSR “mindset” when developing sustainable business strategies. The book consists of three parts: 1) A theoretical realm which establishes the key concepts and rationale for the adoption of a sustainable CSR approach, 2) A practical realm which addresses putting CSR and sustainability into business practice, 3) An educational realm which proposes how to incorporate the concepts into teaching and training. In a changing and complex environment currently facing the main challenges of sustainable development, effective management of knowledge, intellectual assets, organizational learning, and talent management are the basis for social innovation and new ways of competition. In this sense, management and business practice are incorporating social and environmental demands made by all types of stakeholders to improve business decisions and strategies. Knowledge Management for Corporate Social Responsibility provides research exploring the theoretical and practical aspects of linking firm profitability, social development, and natural environment in respect to business management practices. Featuring coverage on a broad range of topics such as employer branding, intellectual capital, and organizational performance, this book is ideally designed for business professionals, small business owners, entrepreneurs, academicians, researchers, and business students. This work offers concrete guidelines, step-by-step plans and practical examples based on the experiences of 20 diverse, large, medium and small companies that participated in the three-year Dutch programme 'Corporate Social Responsibility in an International Context'.

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Over the years, many corporations have been trying to determine what they can and should do to contribute to the sustainability of the economic, social and ecological environment within which they operate. Corporate social responsibility has become a key senior management issue worldwide and an increasingly debated topic in China. This book aims at helping companies operating in China to better assess and exercise their corporate social responsibility (CSR) in specific contexts. The purpose of this book is to show that CSR has a strong economic pay back in the long run, that it is a key success factor in nurturing corporate excellence, and that a sense of urgency and accrued inventiveness are required from companies operating in China. Cross-disciplinary in scope, the book aims at helping students and analysts in political science, governance, international relations and Chinese studies to understand and appreciate the unique role that firms play in shaping a new China. It focuses on the relationship between the state, civil society and corporations in the Chinese context. It researches the conditions under which this relationship might result in redefining China's developmental model. This practical, business-oriented book takes into account China's classical and contemporary thought on CSR. It is the result of a long research and collaborative process with several institutions and industry leaders .

Social Entrepreneurship and Corporate Social ResponsibilitySpringer Nature

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

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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.

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.

CSR encompasses broad questions about the changing relationship between business, society, and government. This Handbook is an authoritative review of the academic research that has both prompted, and responded to, these issues. Bringing together leading experts, it provides clear thinking and new perspectives on CSR and the debates around it.

Including both theoretical and empirical chapters, the contributors explore how global organisations and organisational networks can collaborate with stakeholders within their community to leverage their HRM strategies.

In today's global business environment it is no longer acceptable that a

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corporation does well simply by doing good. It is expected. With increasing pressures from stakeholders to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What initiatives should we develop that will do the most good for the company as well as the cause? Do we include social messages in our advertising, encourage our employees to volunteer, do we modify our business practices? How do we integrate a new initiative into current strategies? These and other challenges will continue to face future leaders. This book provides thoughtful answers to these important questions, and to many more. The book offers suggestions on how to choose among major worthy causes and also how to measure the amount of good achieved both for the recipients and the companies themselves. Of course, all is not only about challenges, there are loads of opportunities that go along with them but it's only responsible and sustainable leaders who would be able to spot these opportunities. That is the future which awaits 21st century leaders.

The last decades witnessed a vigorous debate over the role of corporations in society. Interest in corporate social responsibility (CSR) has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses, and many corporations have developed CSR programs to

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harvest the benefits resulting from such initiatives. CSR practices have become a crucial component of business strategy contributing to organizational success and sustainable competitiveness. *Cases on Corporate Social Responsibility and Contemporary Issues in Organizations* is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address environmental and social issues, as well as economic and financial ones. Featuring research on topics such as sustainable development goals, CSR pillars, employee retention, gender equality, and social accountability, this book is ideally designed for business managers, researchers, practitioners, and students seeking coverage on innovative business practices enacted in multiple organizations/industries. This book explores how business organizations incorporate socially responsible approaches into their diverse functional strategies, decisions, and practices. It analyzes the nature and dynamics of each function as well as their specific characteristics in the formulation of sustainable strategies and decisions. As such, the book comprehensively aligns recent approaches on social responsibility and sustainability with real-world practices. By viewing corporate social responsibility (CSR) as the catalyzer of United Nations' Sustainable Development Goals (SDGs) at the organizational level, this book introduces

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readers to the latest thinking and best practices towards the accomplishment of those overarching goals of humanity. Cases and examples from production, marketing, finance, accounting, human resources, and all parts of the enterprise make this book a valuable resource for scholars, students, up-and-coming managers and practitioners alike.

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