

Csr Strategy And Strategic Csr

Samuel O. Idowu, Stephen Vertigans

The Strategic Importance of Corporate Social Responsibility Timo Wilhelm Rang, 2011-11-10 Bachelor Thesis from the year 2010 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,3, Otto-von-Guericke-University Magdeburg (Lehrstuhl für Internationales Management / Institut für Philosophie), language: English, abstract: "Profit is as necessary as the air we breathe, but it would be terrible if we worked only to make a profit, just as it would be terrible if we lived only to breathe." (Hermann Josef Abs, former CEO of Deutsche Bank) 1. Introduction: From the Honorable Merchant to the Responsibilities of Multinational Companies 2. Business Ethics: The Creative Tension between Entrepreneurial Freedom and Moral Constraint 2.1 The Company as a "Corporative Actor" 2.2 Moral and Profit: Two Antithetical Concepts? 2.3 Globalization: Economic Chances and Ethical Challenges 2.3.1 The Importance of Human Rights for CSR 2.3.2 Benchmarking CSR: The UN Global Compact 3. Strategic Corporate Social Responsibility 3.1 Hurdles to Effective CSR 3.2 Strategic Planning and Strategy Realization 3.2.1 The Responsibilities of a Company 3.2.2 The Intersections of Business and Society 3.2.3 Responsive CSR contra Proactive CSR 3.2.4 Strategic Corporate Philanthropy 3.3 Supply Chain Sustainability and Context Improvement: The CSR Strategy of Nestlé in India 4. Conclusion The first chapter examines the intrinsic problem areas of CSR such as the differences between individual and collective responsibility; the fundamental conflict between profit and moral; and the tension between universal ethical norms, national or international legislation and entrepreneurial freedom. In the last two subchapters the challenges and chances of globalization are illustrated. The second chapter focuses on the business perspective on CSR. The aim of this part is to reconcile the conflicts described in the first chapter in ways that can create mutual benefits for both the society and companies. At first, practical problems of planning, implementing and evaluating CSR activities are discussed. Starting from there, a strategic concept of CSR is developed that understands ethical and philanthropic responsibilities as firm and context specific competitive advantages. Management tools are presented that help to localize and address ESG issues with beneficial potential for society and business alike. Concluding, the activities of Nestlé in India illustrate a good practice example for a CSR strategy that aligns social communal engagement and profitability.

ESG and CSR Nirbhay Lumde, 2024-04-11 In a rapidly shifting corporate world, understanding and adapting to Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) nuances become crucial. Dive deep into India's

evolving CSR and ESG landscape, which is uniquely rich with challenges and prospects. This book is more than just an introduction to CSR and ESG; it's a comprehensive guide, a bridge between knowledge gaps, and a beacon for transformative action. The book offers unparalleled insights from foundational concepts and the integration of Environmental, Social, and Governance (ESG) factors to futuristic views on sustainable development. Whether you're a seasoned CSR professional, a student, or someone transitioning from the NGO sphere, find clarity, strategy, and direction in this essential read. Explore case studies, real-world examples, and strategic insights that will enlighten and inspire action.

CSR Strategies Sri Urip, 2010-08-20 Globalization has changed the nature of many markets. Previously protected local industries have been forced to become more competitive, a situation that provides both opportunities and challenges. Key among these is the challenge of implementing responsible business practices. Corporate social responsibility (CSR) is widely recognized as a worthy commitment to ensure sustainable benefit for both corporations and communities. CSR is also becoming an important base for businesses to build trust and confidence in their stakeholders, with the potential to provide a competitive edge. To ensure sustainable growth opportunities, companies should pursue the three key dimensional values of creation: Profit People Planet Well defined and strategic CSR activities will ensure an optimum balance between social, environmental, and economic factors for sustainable profits. Hence, CSR has to be embedded within the business strategy to provide a competitive edge in the areas of brand equity, corporate reputation, employee retention, and environmental conservation. Although the principles of CSR are essentially the same globally, each location still calls for different emphasis in the implementation process. Successful application of CSR principles is directly influenced by the business understanding of its business strategy in proportion to the needs of the local community. As someone who has implemented all the above activities successfully, author Sri Urip is well placed to discuss effective CSR strategies to 21st century companies.

Strategic Corporate Social Responsibility William B. Werther, Jr., David Chandler, 2011 Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms. Adopting a stakeholder perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today.

Strategic Corporate Social Responsibility in Practice J. J. Asongu, 2007

Strategies and Approaches of Corporate Social Responsibility Toward Multinational Enterprises Shaikh, Erum, 2024-01-04 The convergence of corporate social responsibility (CSR), corporate strategy, and public policy has emerged as a critical domain in contemporary business. The fundamental premise of corporate social responsibility is the obligation a company bears to simultaneously address and tend to the multifaceted needs of its clients, workforce,

shareholders, communities, and the environment. The key to unlocking the dual potential of generating both positive social impact and corporate value is found in this delicate balance. Examining a wide array of empirical evidence, *Strategies and Approaches of Corporate Social Responsibility Toward Multinational Enterprises* establishes the tangible linkages between social responsibility initiatives and competitive advantages, offering invaluable insights for organizations aspiring to attract top-tier talent and bolster brand reputation. Delving into the nuances of corporate strategy, it elucidates the distinction between business strategy and corporate strategy, underscoring the significant influence of CEO decisions on stakeholders directly or indirectly associated with the organization. Designed to resonate with diverse audiences, including corporate sectors, private organizations, banks, universities' faculty and students, industrialists, and researchers, this book offers a roadmap for embracing and implementing novel approaches to CSR for multinational enterprises. Employing strategic business models that prioritize sustainability and responsive strategies, it heralds a new era of corporate excellence and organizational growth.

Corporate Social Responsibility David Chandler, 2014-11-15 The goal of this project is to detail the core, defining principles of strategic CSR that differentiate it as a concept from the rest of the CSR/sustainability/business ethics field. It is designed to be a provocative piece, but one that solidifies the intellectual framework around an emerging concept--strategic CSR. The foundation for these principles comes from my perspective as a management professor within the business school. As such, it is a pragmatic philosophy, oriented around stakeholder theory, that is designed to persuade business leaders who are skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of intellectuals and business school administrators committed to these issues, but who approach them from more traditional perspectives. Ultimately, therefore, the purpose of the strategic CSR concept (and this book) is radical--it aims to redefine both business education and business practice. By building a theory that defines CSR as core to business operations and value creation (as opposed to peripheral practices that can be marginalized within the firm), these defining principles become applicable across the range of operational functions. As such, they redefine how businesses approach these functions in practice, but also redefine how these subjects should be taught in business schools.

Stages of Corporate Social Responsibility Samuel O. Idowu, Stephen Vertigans, 2016-11-04 This book presents a multidisciplinary and multifaceted view of the state of corporate social responsibility (CSR) development in organizations in different industries around the world. It is based on the assumption that companies today must shift their focus to their long-term prosperity and the complex and interrelated environmental, social, economic and political ecosystems within which they function. The book tracks ideas through to impacts, offering unique perspectives on stimulating topics such as awareness among female entrepreneurs in Nigeria, views of upper-management in Polish firms, Japanese CSR strategies and the social relevance of corporate initiatives, pragmatic approaches of CSR design principles in Scandinavia and many more. The book

collects not only examples from different countries and global regions, but also cases from a diverse range of globally relevant industries. It discusses the different stages of CSR development at a professional, conceptual and strategic level, and integrates them into a comprehensive framework to define the adequate course of action for each stage.

Strategic CSR Communication Mette Morsing, Suzanne C. Beckmann, 2006 Increasingly critical and sophisticated stakeholders request companies to engage in Corporate Social Responsibility (CSR) activities and to communicate about such efforts. Driven by such an energetic demand, CSR communication seems like a straightforward task: to inform stakeholders better about corporate CSR activities. Yet, strategic CSR communication is anything but a straightforward endeavor. Communicating an organization as a socially responsible entity implies not only better information but also that organizational members develop a concurrent sensitivity towards the changing expectations among a variety of stakeholders who voice their concerns with different intensity and on different topics. This book raises the key issues, the challenges, and the complexity that face managers as they engage themselves and their organizations in a stakeholder dialogue about communicating their CSR efforts.

CSR Strategies in International Business. Concepts and Theories for a Competitive Edge Jonas Feller, 2016-08 For decades, multinational corporations benefited from developing countries mainly as a source of cheap labour and weak regulations. Even when corporate social responsibility (CSR) was embraced it has been tailored to customers in the developed world. With the rise of the middle class in emerging economies and social media driven scrutiny of corporate conduct around the globe, CSR increasingly requires an international outlook. Adopting strategic CSR in international business provides multinational corporations with a competitive edge. An emerging field of research around international CSR points to global, local and transnational strategies as viable options. Considering impacting variables such as cultural distance, industry features and brand visibility, recommendations are derived for managers that advance the concept of shared value for business and society. In addition, a set of future research questions is outlined to further the academic discussion around this important aspect of business in the 21st century.

Corporate Social Responsibility in the 21st Century, 2023-05-03 Corporate social responsibility (CSR) is a fundamental part of corporate entities to assist human efforts toward addressing global challenges rather than exacerbating them. CSR helps companies to achieve social, economic, and ecological legitimacy. It also shapes industrial practices by maximizing socio-ecological sustainability. This book provides a practical understanding of CSR arrangements and practices. It demonstrates the significance, commitments, challenges, and benefits of CSR in different parts of the world. It includes seventeen chapters that address such topics as sustainability and corporate innovation, CSR in the era of COVID-19, CSR and blockchain technology, CSR in universities, gender diversity in CSR, and much more.

CSR Strategies in International Business. Concepts and theories for a competitive edge Jonas Feller, 2015-12-07

For decades, multinational corporations benefited from developing countries mainly as a source of cheap labour and weak regulations. Even when corporate social responsibility (CSR) was embraced it has been tailored to customers in the developed world. With the rise of the middle class in emerging economies and social media driven scrutiny of corporate conduct around the globe, CSR increasingly requires an international outlook. Adopting strategic CSR in international business provides multinational corporations with a competitive edge. An emerging field of research around international CSR points to global, local and transnational strategies as viable options. Considering impacting variables such as cultural distance, industry features and brand visibility, recommendations are derived for managers that advance the concept of shared value for business and society. In addition, a set of future research questions is outlined to further the academic discussion around this important aspect of business in the 21th century.

CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies Kuna-Marszałek, Anetta, Kłysik-Uryszek, Agnieszka, 2020-01-17 One of the most important activities of enterprises today is responsible entrepreneurship. Corporate social responsibility (CSR) activities can help to forge a stronger bond between employees and corporations, can boost morale, and can help both employees and employers feel more connected with the world around them. Moreover, the growing importance of this concept results from the fact that it is perceived as an effective tool for increasing competitiveness, improving the image of the company, or contributing to the generation of higher profits. In today's world, an active commitment to social responsibility is becoming more common for a company. CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies is an essential reference source that identifies the scale and scope of implementation of CSR and socially responsible investing strategies and standards in companies operating in different transitioning and emerging economies as well as assessing the global effects of these activities. Featuring research on topics such as economic growth, responsible investing, and business ethics, this book is ideally designed for managers, executives, directors, corporate professionals, government officials, industry leaders, academicians, students, and researchers in the fields of international economics, international business, marketing, finance management, and public relations.

Contemporary Issues in Corporate Social Responsibility Duygu Turker, Huriye Toker, Ceren Altuntas, 2013-12-18 As a result of the industrialization, urbanization, and population increase during the last two centuries, the global landscape has been irreversibly damaged. These anthropological pressures have created endless problems on the global level, and individuals and organizations are beginning to realize their own ever-increasing responsibility to consider the welfare and interests of all stakeholders as a whole. Although the improvements in the legal framework at the national and international level can be viewed as an important step to protect society and the natural environment, a legal course provides a reactive mode of control rather than a proactive approach. Considering its proactive approach and voluntarily basis, the concept of

social responsibility can provide a significant tool of generating a sustainable future. During such a paradigm shift, *Contemporary Issues in Corporate Social Responsibility* presents the significant roles that universities must embrace in order to take charge of the future. In parallel to those movements, many institutions include a course on social responsibility, yet the studies on the education of social responsibility in the literature show that there is no commonly accepted teaching methods and guiding curriculum of CSR. This book was designed based on the outcomes of an Erasmus Intensive Project (IP) which was organized in Yasar University during June 2012 with the contribution of 9 European universities. Based on the interactive feedback of participants during the project, this book sheds light on the ongoing discussion of corporate social responsibility from a European perspective.

Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management Erum Shaikh, Kuldeep Singh, 2024-12-06 Drawing on research from around the world, this collection of essays explores key challenges, solutions and applications of business ethics, CSR, and corporate governance in the tourism industry.

The Routledge Companion to Non-Market Strategy Thomas C. Lawton, Tazeeb S. Rajwani, 2015-04-24 It is commonplace for today's transnational enterprises to undertake political risk analysis when choosing foreign markets and creating entry strategies. Despite this, non-market elements of corporate strategy are less well researched than the traditional market-based perspectives. Providing comprehensive and leading edge overviews of current scholarship, this Companion surveys the current state of the field and provides a basis for improving our understanding of the non-market environment, encouraging new insights to improve strategies for enhancing a firm's performance and legitimacy. With a foreword by David Baron, the international team of contributors includes Jean-Philippe Bonardi, Bennet Zelner, and Jonathan Doh, who combine to create a book that is essential reading for students and researchers in business, management, and politics, including those interested in business regulation, environmental policy, political risk and corporate social responsibility.

Corporate Social Responsibility Beatrice Orlando, 2022-03-16 This Edited Volume Corporate Social Responsibility is a collection of reviewed and relevant research chapters, offering a comprehensive overview of recent developments in corporate behavior. The book comprises single chapters authored by various researchers and edited by an expert in the field. All chapters are complete in themselves but united under a common research study topic. This publication aims at providing a thorough overview of the latest research efforts by international authors and opening new possible research paths for further novel developments.

The Ethically Responsible Organization Ronald R. Sims, 2023-01-01 Today's businesses have an obligation to conduct themselves in an ethical and responsible manner at all times. Fortunately, many businesses have historically embraced the idea that they can operate in an ethically & responsible manner. However, there are way too many companies that are willing

to cut corners and do whatever it takes to make a profit, thus contributing to the vortex of mistrust, distrust, misinformation, disinformation and less than full disclosures as a result of their unethical misconduct. This book takes the position that 'enough is enough' and argues that all businesses can and must be ethically responsible no matter its size or whether it operates locally or globally. The book describes the features of an ethically responsible (e.g., ethical and socially responsible) organization that is committed to always "doing the right things" which means they are committed to building, institutionalizing and sustaining an ethically oriented organizational culture. Ethical responsibility means maintaining—even improving—your bottom line, while setting a high bar for high ethical standards AND making a positive contribution to society. The book argues that organizations must be attentive to ensuring that the culture has as its core accountability, responsibility, and learning which means it invests in developing and expecting all of its employees to be fully engaged in making ethical decisions and being ethical leaders. The book also discusses what it means to be an ethically responsible global business, leader, middle manager, and lower level employee. The Ethically Responsible Organization provides a detailed look at the importance of organizations doing preventive work to avoid ethical falls or scandals and takes the position that if such a fall or scandal occurs then the company should seize the moment and learn from the experience by becoming a learning organization. The book also takes the position that an ethically responsible organization is already a learning organization where continuous inquiry, diagnosis, reflection, learning and self-correction is the keystone of the way it operates. Finally, the book offers some ideas on how organizations can reinforce and sustain themselves as ethically responsible businesses today and in the future by taking a strategic approach to ethics that includes constant and consistent ethics training and education for all its employees and partners. In the end, the purpose of the book is to continue to increase our understanding of why organizations stray from "doing the right things" and how a focus on being ethically responsible can position companies to avoid or quickly respond to any potential ethical misconduct or find themselves in the list of the years' top ethical scandals. This book is written for all those who also take the stance that 'enough is enough' when it comes to the headlines of another failure because the organization's leaders would not commit to being ethically responsible and find themselves in the throes of an ethical scandal and unable to recover from it – and like "Humpty Dumpty, all the kings horses and all the kings men the company can't recover from what was a preventable ethical fall."

ACCA Approved - P1 Governance, Risk and Ethics (September 2017 to June 2018 exams) Becker Professional Education, 2017-04-15 ACCA Approved and valid for exams from 01 Sept 2017 up to 30 June 2018 - Becker's P1 Governance, Risk and Ethics Revision Question Bank has been approved and quality assured by the ACCA's examining team.

Corporate Social Responsibility in the Maritime Industry Lisa Loloma Froholdt, 2018-03-16 This book addresses the environmental, legal, social, and economic aspects of corporate social responsibility in the maritime industry. It discusses the voluntary aspects of the CSR concept and how the lines between informal and formal rules are merging and becoming fuzzy.

Further, it shows how regulation is enhancing responsibility and sustainability in the maritime industry. The book gathers the experiences of the WMU, IMO, UN and public and private actors in developing and developed countries in the maritime industry.

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