



The Importance Of Corporate Social Responsibility

AN Whitehead



The Importance Of Corporate Social Responsibility:

Learning about Corporate Social Responsibility Jacqueline Cramer,2003 *Importance of Corporate Social Responsibility. Analysis of a scientific article on international hotel chains* Finian Carey,2019-11-18 Seminar paper from the year 2013 in the subject Tourism Hotel Management grade 1 0 Munich University of Applied Sciences Tourism course Academic research language English abstract The article with the headline International hotel chains and environmental protection an analysis of Hilton s yes we care Programme has its main focus on the topic of corporate social responsibility CSR executed by international hotel chains The article analyses and evaluates the Hilton s we care programme that was rolled out in 70 Hilton Worldwide hotels It outlines the close connection between CSR and term corporate environmentalism A further connection is made between the linkage of CSR and Human Recourses Management HRM The relevance of the topic CSR and environmentalism is illustrated in the article

Corporate Social Responsibility: A Critical Review,2022-09-13 Essay from the year 2022 in the subject Sociology Economy and Industry grade 1 7 University of Applied Sciences Stuttgart language English abstract Why do businesses exist To earn profit Or to serve a purpose This essay aims to discuss the current role of big corporations in society and the importance and effectiveness of CSR principles and guidelines

Corporate Social Responsibility. Dangers and benefits for employees, management, organizations, society and the environment Moritz Wilden,2020-01-13 Essay from the year 2017 in the subject Business economics Business Management Corporate Governance grade 80% University of Wales Bangor language English abstract The paper is about the pro s and con s of Corporate Social Responsibility CSR In detail this essay is about the benefits and dangers of CSR for all stakeholders and the environment Two global companies will be used as examples to explain the dangers and benefits of CSR On one side the of the world s largest beverage manufacturers Coca Cola and on the other side one of the world s largest consulting companies Accenture Since 2007 the Ethisphere institute measures the ethical responsibility of the biggest companies worldwide The term Corporate Social Responsibility stands for all those ethical actions and measures taken by companies The global measurement of CSR by Ethisphere proves that many global and national companies care about their CSR Furthermore it demonstrates that CSR is held in a great esteem by businesses In face of this fact the question arises which effect CSR on society employees management environment and the organization has

Corporate Social Responsibility in Health and Social Care Tomaselli, Gianpaolo,2024-10-23 Corporate Social Responsibility CSR has become a crucial component in many industries driving companies to adopt sustainable practices and prioritize the well being of stakeholders While CSR is widely discussed in sectors such as manufacturing and retail its role in the health and social care sectors remains underexplored In an era where resilience environmental sustainability and social accountability are becoming increasingly important understanding how CSR initiatives can enhance both the operational and ethical dimensions of health and social care institutions is essential for the future of these sectors Corporate Social Responsibility in

Health and Social Care provides a comprehensive analysis of CSR's application in the critical fields of health and social care. Through a detailed exploration of topics like the green economy, waste management, and the well-being of stakeholders, this book offers an essential foundation for students and researchers alike. With a focus on the unique challenges and opportunities within the health and social care context, it serves both as a resource for academic study and a guide for institutions seeking to implement more responsible and resilient practices.

The A to Z of Corporate Social Responsibility
Wayne Visser, Dirk Matten, Manfred Pohl, Nick Tolhurst, 2010-06-28

CSR has now moved beyond the stage of specialist or niche subject to become an integral part of global business and society. This timely edition is destined to become the definitive guide to CSR, Sustainability, Business Ethics, and the organizations and standards in the field. The A to Z of Corporate Social Responsibility is a unique publication and is the culmination of over a hundred of the world's leading thinkers' opinions, former academic and business people, providing an easy-to-use guide to CSR from general concepts such as sustainability, stakeholder management, business ethics, and human rights to more specific topics such as carbon trading, microfinance, biodiversity, the Base of the Pyramid model, and globalisation. In addition to definitions of the most important terms across the wide range of CSR-associated topics, this book also covers all the most important codes and guidelines such as the Equator Principles, the UN Global Compact, and ISO standards, as well as providing background on organizations such as the World Business Council for Sustainable Development and Transparency International, and profiles of CSR in particular industries and regions. This paperback edition includes all the latest developments in CSR, as well as incorporating new sections on boardroom pay, the sub-prime market, and the financial crisis. Praise for the first edition: A complete reference guide offers an invaluable combination of lessons learned and best practice for the future, provides first-hand insights. Forum CSR International, October 2008. This is a timely and innovative contribution to the field of Corporate Social Responsibility. Retail Leisure International, February 2008. A handy reference to have on the shelf behind your desk. Ethical Performance, February 2008. You will not find a wider display of today's key global players and their action programs than here. CSR News net, May 2008. The book contains a great deal of detailed research. Supply Management, May 2008.

Handbook of Research on Marketing and Corporate Social Responsibility
Ronald Paul Hill, Ryan Langan, 2014-07-31

The strategic importance of Corporate Social Responsibility for both large and small businesses only continues to grow. This Handbook explores the complex relationship between marketing and social responsibility with a focus on marketing as a driver of Corporate Social Responsibility. CSR Communication as an Instrument to Consumer-Relationship Marketing. Elena Bueble, 2009-07. Diploma Thesis from the year 2008 in the subject Business Economics, Marketing, Corporate Communication, CRM, Market Research, Social Media, grade 1.0. University of Applied Sciences Bremen, language English, abstract Corporate Social Responsibility. CSR is defined as achieving commercial success in ways that honour ethical values and respect people, communities, and the natural environment, and is the topic of interest for this research paper. The aim of study was to

investigate CSR communication and how it is perceived with a view to identifying how CSR can be communicated more effectively to consumers. The focus in this context was on relational CSR potentials and the effect of consumer company identification as a main driving force behind relational CSR effects. In order to achieve this aim a comprehensive literature review was conducted to conceptualise the ideas on CSR, the CSR communication challenge as well as the link between CSR information and consumer company identification. Further primary research was undertaken in terms of a consumer survey among German students in order to gain an understanding of consumer perceptions as well as to identify critical aspects of CSR communication. Results indicate that in spite of a general tendency of scepticism towards companies consumers do accept and expect companies to communicate on their CSR activities. It also became apparent that interest in and support of the subject clearly exceeded the awareness level which suggests an unmet receptiveness regarding CSR information. In this context women showed significantly more support and interest in the topic corroborating the established hypothesis of respective gender differences which was established within the theoretical discussion. As a conclusion of this study female consumers have to be considered as particularly receptive towards CSR information and as a particular valuable target for CSR communication. The high level of support in general and especially among women is a positive finding.

Corporate Governance and Social Responsibility Anders Akerstrom, 2009-10 Seminar paper from the year 2009 in the subject Business economics Business Management Corporate Governance grade 99% University of Newcastle upon Tyne language English abstract The purpose of this report is to discuss the reasons behind the increased interest in Corporate Governance and Corporate Social Responsibility. CSR in recent years and how Johnson Johnson J J utilizes the two concepts in its day to day business. First the report gives an overview of Corporate Governance and CSR and discusses the recent scandals in the corporate world. The second part focuses on J J s Corporate Governance and CSR practices. The company communicates its Credo through its actions towards its customers employees communities and environment as well as its shareholders.

Handbook of Research Methods in Corporate Social Responsibility David Crowther, Linne Lauesen, 2017-12-29 Corporate social responsibility now touches upon most aspects of the interaction between business and society. The approaches taken to research in this area are as varied as the topics that are researched yet this is the first book to address the whole range of methods available. The book identifies the methods available evaluates their use and discusses the circumstances in which they might be appropriate. It also includes forward thinking guidance from experienced academics on the future directions of research in the area.

Corporate Social Responsibility. A Comparative Study of Ryanair and EasyJet Karina Oborune, 2016-03-14 Research Paper postgraduate from the year 2014 in the subject Business economics Business Ethics Corporate Ethics grade A course Master in International Communication language English abstract The author of this paper has chosen to analyse two topics 1 corporate social responsibility 2 crisis communication. These two topics were chosen because of the reason that crisis communication and corporate social responsibility have a positive effect on brand reputation.

These two topics are analyzed and compared on two companies Ryanair and EasyJet in the industry of low cost airlines. The author has chosen these two companies because of three reasons. First, Ryanair and EasyJet are both European low cost airlines; therefore, this is a study of two most similar cases. Ryanair was chosen as it was the first low fare airline in Europe, is now the second largest low fare airline in Europe after EasyJet based on revenue, but the largest when considering its value by market capitalisation. Second, there are available materials on Ryanair's and EasyJet's corporate social responsibility and crisis communication both on their website as well as in academic papers. Third, chosen companies for analysis are interesting in that they both are large airline companies, competitors, and both have been highly visible in media. The corporate social responsibility and crisis communication may be seen in several dimensions, either environmental, social, etc. In this case, study research is concentrated on CSR goals and practices of both of companies. Besides, in the face of crisis communication issues associated with Ryanair as well as EasyJet, the importance of right corporate social responsibility management needs to be questioned. In the further part of this paper, the author will compare Ryanair and EasyJet in general by providing firm characteristics. Irish low cost airline Ryanair Holdings PLC, Ryanair based in Dublin, has long had an image as a maverick. Ryanair is known as the Europe's biggest discount carrier. The Dublin based airline is also known for its low fare policy and business model based on flying to cheaper, smaller airports rather than the more expensive hubs used by national carriers.

Corporate Social Responsibility - a Key for Success Srividya Nadindla, M. Priya, 2011-12 Research Paper
postgraduate from the year 2009 in the subject Business economics Business Management Corporate Governance Dr M G R University course MBA language English abstract Corporate Social Responsibility CSR is becoming most popular and a must for many companies. This CSR means not only doing some community service or social service or maintaining business ethics etc. Apart from the social good brought about by it, CSR also makes business sense. IT companies in India are increasingly sending out this message and a growing number of companies and institutions in India are seeking to link their own growth and survival to the social cause that they are promoting. CSR is generally understood to be the way in which a company achieves balance or integration of economic, environmental, and social imperatives while at the same time addressing shareholder and stakeholder expectations. It helps make inroads into areas where a company might otherwise not have had a presence, building a talent pool, capacity building in communities, being perceived as a socially responsible corporate among employees which adds to a sense of pride for an organisation. Today, not only the IT industry fuelling India's growth, it is also acknowledged to be one of the front runners in CSR initiatives. Pointing out some potential areas where a CSR can play a vital role in India, Vikas Goswami, CSR lead, micro soft India says, "We have understood that certain issues like providing IT training, skills, techniques, and tools to create social and economic opportunities can transform communities and help people realize their potential. To engage in CSR activities is important to any organisation irrespective of origin and category, but then the importance of such engagements becomes even more critical when in new industry booms in a country and with it the society

gets introduced to new opportunities as well as issues Emphasizing the growing importance of globalization CSR can also

Corporate Social Responsibility in the Global Business World Asli Yüksel Mermod, Samuel O. Idowu, 2013-08-29 This book provides an overview of the application of Corporate Social Responsibility in businesses and corporations around the world Primarily based on real cases it focuses on different approaches to CSR from a global perspective It provides a critique of the wrong practices often employed even by multinational organizations and highlights the resultant negative effects On the other hand the book demonstrates good examples that can help multinationals or even entire countries to achieve both a better reputation and increased profitability CSR in the Global Business World is a rich resource of illustrative cases serving both as a basis for ongoing research as well as for teaching purposes at the business school level **Corporate Social Responsibility - A key for success** Dr. Srividya Nadindla, M. Priya, 2011-12-19 Research Paper postgraduate from the year 2009 in the subject Business economics Business Management Corporate Governance Dr M G R University course MBA language English abstract Corporate Social Responsibility CSR is becoming most popular and a must for many companies This CSR means not only doing some community service or social service or maintaining business ethics etc Apart from the social good brought about by it CSR also makes business sense IT companies in India are increasingly sending out this message and a growing number of companies and institutions in India are seeking to link their own growth and survival to the social cause that they are promoting CSR is generally understood to be the way in which a company achieves balance or integration of economic environmental and social imperatives while at the same time addressing shareholder and stakeholder expectations It helps make inroads into areas where a company might otherwise not have had a presence building a talent tool capacity building in communities being perceived as a socially responsible corporate among employees which adds to a sense of pride for an organisation Today not only the IT industry fuelling India s growth it is also acknowledged to be one of the front runners in CSR initiatives Pointing out some potential areas where a CSR can play a vital role in India Vikas Goswami CSR lead micro soft India says We have understood that certain issues like providing IT training skills techniques and tools to create social and economic opportunities can transform communities and help people realize their potential To engage in CSR activities is important to any organisation irrespective of origin and category but then the importance of such engagements becomes even more critical when in new industry booms in a country and with it the society gets introduced to new opportunities as well as issues Emphasizing the growing importance of globalization CSR can also be looked as a source of competitive advantage as it aligns the company s mission and values with initiatives that delve into civic engagement Companies wanting to reach the bottom of the pyramid have to innovate and CSR no longer gets labeled as do good but more as a core business opportunity A sample of 100 is considered with convenient sampling considering various sectors of the industry The responses were tabulated and analyzed with some statistical tools to arrive conclusions and recommendations Apart from the various types of the companies the size of the company in turnover is also considered for research

Corporate Social Responsibility (CSR) of Multinational Companies. The Impact of CSR on Corporate Financial Performance Catharina Kaiser, 2017-09-29 Seminar paper from the year 2014 in the subject Business economics Business Ethics Corporate Ethics grade 2.0 University of Augsburg language English abstract This essay is concerned with the empirical question whether Corporate Social Responsibility of Multinational Companies has an impact on its financial performance. Currently the widely spread debate about the importance of responsible and sustainable behavior of firms leads to different positions in the business world and requires explicit generally expected answers. The multitude of already existing studies shows that it is almost impossible to find one commonly accepted definition and one perfectly fitting level of CSR. This study works out two widely accepted measures of CSR and its relation to financial performance in the context of a company's reputation. The results of these studies show that a positive relation between social and environmental awareness and the accounting based financial performance of a company do in fact exist. By using data from already analyzed meta studies the phenomenon can be explained by the importance of reputation in today's business world.

The effectiveness of corporate social responsibility (CSR) policies in promoting ethical business practices and contributing to sustainable development in Nigeria's oil and gas sector Opeyemi Ipinnaiye, 2025-10-08 Submitted Assignment from the year 2024 in the subject Business economics Business Management Corporate Governance University Of Abuja course Corporate Policy language English abstract This study evaluates the effectiveness of Corporate Social Responsibility (CSR) policies in promoting ethical business practices and contributing to sustainable development in the oil and gas industry. The research primarily utilizes secondary data from literature reports and websites of leading oil and gas companies alongside United Nations initiatives in CSR. Six organizations were selected as case studies: Shell, ExxonMobil, TotalEnergies, Chevron, Nigeria LNG, and Niger Delta Power Holding Company Ltd. Among these four are multinational corporations while two are government owned entities operating in the Niger Delta region of Nigeria. The analysis focuses on evaluating the CSR and social investment programs implemented by these organizations and their impact on achieving sustainable development goals (SDGs) and fostering ethical business practices. The findings provide insights into the effectiveness of these initiatives in addressing social, environmental, and economic challenges in the region, highlighting areas of success as well as opportunities for improvement. The research identified that each organization has specific areas of focus based on its competitive advantage, capabilities, and capacity to deliver. While some organizations demonstrated consistency in reporting their programs, milestones, and achievements, others had outdated information making it difficult to assess their effectiveness and consistency in delivering CSR programs and implementing sustainability policies. The study underscores the importance of regular and transparent reporting to accurately measure the impact of CSR initiatives.

[Encyclopedia of Sustainable Management](#) Samuel Idowu, René Schmidpeter, Nicholas Capaldi, Liangrong Zu, Mara Del Baldo, Rute Abreu, 2023-11-21 This encyclopedia is the most comprehensive and up to date source of reference for sustainability in business and management. It covers both

traditional and emerging concepts and terms and is fully international in its scope More than 700 contributions of internationally renowned experts provide a definitive access to the knowledge in the area of sustainable and responsible management All actors in the field will find reliable and up to date definitions and explanations of the key terms and concepts of management in this reference work The Encyclopedia of Sustainable Management represents all aspects of management and business conduct It takes sustainability as a management concept that gives due credit to the complexity and diverging constraints in which businesses and corporations act today and it emphasizes and focuses approaches that help ensure that today s management decisions and actions will be the basis for tomorrow s prosperity *Corporate Social Responsibility* Jose Mario B. Maximiano,2003 *The Enlightened Shareholder Value Principle and Corporate Social Responsibility* Taskin Iqbal,2021-07-07 The Enlightened Shareholder Value principle and Corporate Social Responsibility are areas of increasing academic and research interest However discussions on the ESV principle in relation to CSR are very limited This book provides a critical analysis of the impact of the concept of ESV embedded in the Companies Act 2006 on CSR and explores the scope for reform Along with analysing existing empirical research it presents the findings of an empirical study conducted to determine whether the concept of ESV is capable of promoting or assisting CSR The book also examines whether implementing an ESV approach has had any impact on the CSR practices of multinational corporations that originate in the UK and operate in developing nations as in order to assess whether the ESV principle links to CSR both its domestic and international impact need to be considered This analysis was undertaken through the lens of a case study on the ready made garment industry in Bangladesh with some focus on the Rana Plaza factory disaster This study also assists in demonstrating the changes that need to be made to improve the current situation Lastly the book addresses the need for reform in the area and provides possible suggestions for reform This interdisciplinary book will be of great interest to students and scholars of corporate law corporate governance and business studies in general as well as policymakers NGOs and government departments in many countries around the world working in the fields of CSR sustainability and global supply chains **The Trend of Corporate Social Responsibility in the EU** Li-Jiuan Chen-Rabich,2018-08-01 28

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