

Reframing Corporate Social Responsibility Lessons From The Global Financial Crisis

The aim of the book series is to explore public concerns and practical issues deeply and rethink theoretical debates and institutional policies critically in the broad area of corporate responsibility, corporate governance and sustainability around the world. It examines the social, economic and environmental impacts of corporations, and the real effects of corporate governance, CSR and business sustainability on societies in different regions. It facilitates a better understanding of how value systems, cultures and traditions in different societies may affect the policies and practices of corporate responsibility, governance and sustainability. It identifies the future development trends of corporate responsibility, governance and sustainability in contexts when examining and exploring those key issues.

Corporate social responsibility (CSR) has become an increasingly heated topic since the 1980s. This title proposes that the concept of Corporate Social Irresponsibility (CSI) offers a better theoretical platform to avoid the vagueness, ambiguity, arbitrariness and mysticism of CSR.

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.

Over the last two decades there has been a notable increase in the number of corporate governance codes and principles, as well as a range of improvements in structures and mechanisms. Despite this, corporate governance failed to prevent a widespread default of fiduciary duties of corporate boards and managerial responsibilities in the finance industry, which contributed to the 2007–10 global financial crisis. This book brings together leading scholars from North America, Europe, Asia-Pacific and the Middle East to provide fresh and critical analytical insights on the systemic failures of corporate governance linked to the global financial crisis. Contributors draw from a range of disciplines to demonstrate the severe limitations of the dominant corporate governance framework and its associated market-oriented approach. They provide suggestions on how the governance problems could be tackled to prevent or mitigate any future financial crisis and explore new directions for post-crisis corporate governance research and reforms.

This book investigates how organizational governance is formed around socially responsible and accountable ways of leadership and management. It provides new insights into various issues regarding business management and governance, and points to ways for businesses to make a real change for the betterment of the world.

This edited volume aims at exploring the uniqueness and complexity of European CSR approaches, perspectives, and practices through a critical lens.

Designed to empower readers to advocate for themselves and others, this wide-ranging encyclopedia reveals a surprising range of resources and options that consumers have at their disposal.

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Annotation This landmark book show how the old model of corporate sustainability and responsibility is being replaced by a second generation movement that goes beyond the outmoded approach of CSR as philanthropy or publications to a more interactive, stakeholder-driven model. The author describes the new concept and mission of the new movement and explains its agenda in a succinct guide that will be useful for CSR professionals, including managers, consultants, academics, and non-governmental organizations.

Contemporary Issues in Corporate Social Responsibility presents the significant roles that universities must embrace in order to reverse the damage wrought by two centuries of urbanization, industrialization, and population increase. While many institutions include a course on social responsibility, studies on the education of social responsibility show that there are no commonly accepted teaching methods or guiding curriculum of corporate social responsibility. This book brings together a common sense of understanding about CSR teaching of European universities. Based on the accumulated knowledge and experience of a European project with 9 partner universities, the book contributes to the ongoing discussion of contemporary issues in CSR.

There are many aspects of sustainability which might be considered to reflect Brundtland's three pillars of economic, environmental and social sustainability. Others of course have different definitions which include such things as governance or supply chain management. This title addresses this debate.

The book examines the evolution and current state of corporate social responsibility (CSR), using a five-stage maturity model: defensive, charitable, promotional, strategic and transformative CSR. The first four stages are dubbed CSR 1.0 and characterise most current CSR practice, while the fifth stage is named CSR 2.0 (also transformative or systemic CSR) and describes emergent and future CSR practices. Reasons are given why CSR 1.0 approaches have failed to have any significant impact on the most serious global social, environmental and ethical challenges. The emergent CSR 2.0 will then be explored in detail by elaborating on five principles underlying the new approach, including: creativity, scalability, responsiveness, glocality and circularity. A four-part DNA Model is also introduced, covering value creation, good governance, societal contribution and ecological integrity, which provides the basis for defining and measuring CSR 2.0. Finally, a 70-question CSR 2.0 self-assessment diagnostic tool developed by the author is presented, with sample data to show how the tool can be used for future research and practitioner application.

Responsible behaviors in the realm of business continue to remain a crucial component of organizational development. By exploring core aspects of contemporary corporate strategies, businesses can create more value in social welfare initiatives. CSR 2.0 and the New Era of Corporate Citizenship is an authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Featuring extensive coverage across a range of relevant perspectives and topics, such as

corporate citizenship, stakeholder engagement, and business ethics, this publication is ideally designed for students, academics and researchers seeking current concise and authoritative research on the business case for corporate social responsibility.

There is growing interest regarding the sustainability of communities. This volume offers a critical review of current trends around Corporate Social Responsibility and sustainability activities in developing economies. It is a must have for business practitioners, policy makers, experts in supranational organizations, academics and students.

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.

This book argues for a correct balance between risk and reward and for Directors' remuneration to be equitable to all parties and stakeholders. By examining the current theories, practices and regulations and explaining them in detail it provides a state of the art overview of one of the key corporate governance issues of our time.

Although much consideration has been given to the relationship between a corporation and its stakeholders, less attention has been given as to who those stakeholders might consist of. In this book we take the widest definition of stakeholders and consider aspect of the corporation's responsibility to this community.

The corporate and the social are crucial themes of our times. In the first decade of the twenty-first century, both individual lives and society were shaped by capitalist crisis and the rise of social media. But what marks the distinctively social character of "social media"? And how does it relate to the wider social and economic context of contemporary capitalism? The concept of Corporate Social Responsibility (CSR) is based on the idea that a socially responsible capitalism is possible; this suggests that capitalist media corporations can not only enable social interaction and cooperation but also be socially responsible. This book provides a critical and provocative perspective on Corporate Social Responsibility (CSR) in media and communication industries. It examines both the academic discourse on CSR and actual corporate practices in the media sector, offering a double critique that reveals contradictions between corporate interests and social responsibilities. Marisol Sandoval's political economic analysis of Apple, AT&T, Google, HP, Microsoft, News Corp, The Walt Disney Company and Vivendi shows that media and communication in the twenty-first century are confronted with fundamental social responsibility challenges. From software patents and intellectual property rights to privacy on the

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Internet, from working conditions in electronics manufacturing to hidden flows of eWaste – this book encourages the reader to explore the multifaceted social (ir)responsibilities that shape commercial media landscapes today. It makes a compelling argument for thinking beyond the corporate in order to envision and bring about truly social media. It will interest students and scholars of media studies, cultural industry studies, sociology, information society studies, organization studies, political economy, business and management.

How can you be an ethical corporate citizen in an increasingly complex, multiple-stakeholder world? This is the most pressing question facing businesses today, small and large, local and global. Business Ethics is a thorough yet accessible exploration of the main ethical theories and how these apply to the major stakeholders facing this question. Written from a truly international perspective and supported by diverse and innovative learning features, this book provides the tools and concepts necessary to understand and effectively manage ethical challenges wherever you are in the world. 'Key Concepts' and 'Think Theory' boxes ensure the essential ideas are straightforward to grasp but don't go unchallenged, while 'Ethics in Action' boxes and Case Studies illustrate these ideas at play in the working world. Step into the shoes of a decision-maker with 'Ethical Dilemma' boxes and hear from them first hand with new 'Practitioner Spotlight' boxes, which feature fascinating insights from real-life practitioners on how they manage ethical decisions and what skills they consider to be crucial to success. The fourth edition offers a wealth of new cases and examples as well as updates of favourites from previous editions, including features on AirBnB, TOMS, and McDonalds. Bespoke video interviews with the practitioners from the book and new multiple-choice questions enhance the online resources for students, while workshop and flipped classroom activity ideas support lecturers. In addition, content has been thoroughly updated across the book and online to reflect the latest developments and issues surrounding corporate citizenship, globalization, and sustainability. Award-winning, best-selling, and up-to-date; this is the textbook of choice for those wishing to excel in business ethics. The book is supported by an extensive range of online resources: For students: Practitioner Spotlight videos and web links Additional Case Study web links Additional Ethics in Action web links Addition Ethics on Screen web links Think Theory responses Film list Ethics career guide Further reading Multiple-choice questions For lecturers: VLE content PowerPoint slides Test bank Case bank Sample course outline Teaching notes for Case Studies Teaching notes for Ethical Dilemmas Teaching notes for Ethics in Action features Teaching notes for Ethics on Screen features Ideas for structured workshops

This book offers essential insights into how the world's second largest industry, tourism, is responding to challenges involved in expanding the corporate social responsibility (CSR) concept to corporate sustainability and responsibility, referred to as CSR 2.0. It analyzes the typical setup of tourism with various types of commercial agents: corporations,

small and medium sized enterprises, public-private partnerships, social enterprises and local cooperatives. In addition, the book examines a broad range of voluntary initiatives, the effectiveness of these efforts, and how contextual and wider policy features shape these relationships. The book is divided into three parts, the first of which elaborates on strategic drivers and rationales for CSR. In turn, the second part introduces readers to design approaches for CSR programs and envisaged impacts, while part three focuses on implementation, certification, reporting, and possible outcomes. Each part offers a mixture of theoretical perspectives, synthesis analyses and case studies. The respective chapters tackle a broad spectrum of tourism sub-sectors, e.g. the cruise industry, aviation, gastronomy, nature-based tourism, and urban destinations.

Now in its sixth edition, this highly popular text covers the range of ethical issues affecting nurses and other healthcare professionals. Authors Simon Robinson and Owen Doody take a holistic and practical approach, focused in the dialogue of ethical decision making and how this connects professional, leadership and governance ethics in the modern healthcare environment. This focuses on the responsibility of professionals and leaders, and the importance of shared responsibility in the practice of healthcare. With a foreword by the eminent medical ethicist Alastair Campbell, the revised edition includes contemporary topics, such as the duty of candour, recent cases, such as the Mid Staffs scandal, and ethical perspectives on vulnerable groups, such as; persons with intellectual/learning disability, dementia and those with an enduring mental illness. It builds on professional identity and personal development as part of ongoing learning, individual and organizational, and provides interactive ways that helps the reader to develop reflective ethical practice. This text aims to enable ethical engagement with the ever changing healthcare environment, and is a must-have for anyone serious about ethics in healthcare. Holistic and practice relevant approach New perspectives on vulnerable groups, such as persons with intellectual/learning disability, dementia and those with an enduring mental illness Descriptive (including moral psychology) as well as normative ethical theory Promoting dialogue and engagement with practice, practitioners, patients and families Development of professional ethical skills Connecting professional ethics to leadership, governance and social ethics Highly accessible format Case studies/Scenarios presented within chapters and pause for thought exercises to promote dialogue and engagement Suitable for pre/post registration nurses, students, health care professionals

The book explores the theoretical and empirical issues relating to the interaction between corporate governance and corporate social responsibility (CSR) activities undertaken by Indian companies. It presents a highly detailed view on the evolution of CSR and its nexus with corporate governance. This is particularly timely in the context of the recent Indian Companies Act 2013, which mandates corporate social responsibility and revises the best corporate-governance

practices for large companies. The findings of this study are unique in drawing from a unified framework of Indian corporate governance structure and corporate engagement in CSR. The book's scope is both academic and practical; the research methodology developed and utilized is useful for researchers, while the implications and the selection of variables provide useful information for practitioners and stakeholders. Finally, although it focuses on large Indian companies, the findings can also be applied to research on other emerging economies.

In today's increasingly interconnected and global society, the protection of basic liberties is an important consideration in public policy and international relations. Profitable social interactions can begin only when a foundation of trust has been laid between two parties. *Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications* considers some of the most important issues in the ethics of human interaction, whether in business, politics, or science and technology. Covering issues such as cybercrime, bioethics, medical care, and corporate leadership, this four-volume reference work will serve as a crucial resource for leaders, innovators, educators, and other personnel living and working in the modern world.

This book presents initiatives that were launched or are currently being pursued in the name of CSR, and showcases how different dimensions of CSR, sustainability, ethics and governance can help to solve global challenges.

Contributions by international experts from Australia to Bangladesh and from Nigeria to Spain address current issues in their respective country, such as challenges faced by nations, initiatives launched in the name of CSR, and attempts on the part of small and medium sized enterprises to promote CSR initiatives. This volume provides readers with in-depth insights into CSR and important initiatives around the globe intended to encourage more responsible behavior.

With the growth of information technology, many new communication channels and platforms have emerged. This growth has advanced the work of crowdsourcing, allowing individuals and companies in various industries to coordinate efforts on different levels and in different areas. Providing new and unique sources of knowledge outside organizations enables innovation and shapes competitive advantage. *Crowdsourcing: Concepts, Methodologies, Tools, and Applications* is a collection of innovative research on the methods and applications of crowdsourcing in business operations and management, science, healthcare, education, and politics. Highlighting a range of topics such as crowd computing, macrotasking, and observational crowdsourcing, this multi-volume book is ideally designed for business executives, professionals, policymakers, academicians, and researchers interested in all aspects of crowdsourcing.

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

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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 collection brings together leading scholarly thinking to understand why CSR failed to prevent the global financial crisis, how corporate social irresponsibility (CSI) contributed to the financial crisis, and how we may reframe CSR or improve CSR frameworks to help prevent or mitigate any future financial and economic crises.

This book covers the management of social capital processes as they are accomplished-understood, experienced and shaped-by owner-managers. It aims to develop a deeper understanding of management processes, and to contribute to a greater congruence between lived social capital perspectives and experiences, and theoretical and empirical literature.

This book analyzes issues related to multinational corporations, their immense economic and political influence in a globalized world, and corporate social responsibility. It offers a unique discussion of corporate social responsibility in the emerging economies of Brazil, India, South Africa, China, Bangladesh, Chile, and the Philippines.

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.

The Oxford Handbook of Meaningful Work examines the concept, practices and effects of meaningful work in organizations and beyond. Taking an interdisciplinary approach, this volume reflects diverse scholarly contributions to understanding meaningful work from philosophy, political theory, psychology, sociology, organizational studies, and economics. In philosophy and political theory, treatments of meaningful work have been influenced by debates concerning the tensions between work as unavoidable and necessary, and work as a source of self-realization and human flourishing. This tension has come into renewed focus as work is reshaped by technology, globalization, and new forms of organization. In management studies, much empirical work has focused on meaningful work from the perspective of positive psychology, but more recent research has considered meaningful work as a complex phenomenon, socially constructed from interactive processes between individuals, and between individuals, organizations, and society. This Handbook examines meaningful work in the context of moral and pragmatic concerns such as human flourishing, dignity, alienation, freedom, and organizational ethics. The collection illuminates the relationship of meaningful work to organizational constructs of identity, belonging, callings, self-transcendence, culture, and occupations. Representing some of the most up to date academic research, the editors aim to inspire and equip researchers by identifying new directions and

methods with which to deepen scholarly inquiry into a topic of growing importance.

Explains how curricula should be streamlined and rejuvenated to ensure a high level of integrity in management education, providing numerous examples of new tools, teaching methods, integrity sensitization and development exercises and ethical management education assessment approaches.

This book goes beyond environmental protection and looks at sustainability by predominantly focusing on human and social sustainability and this focus is carried into sections of the book that discuss sustainable policies, media and gender. The book takes an academic and practitioner approach.

More recent incidents and scandals such as Sweatshops by different sports equipment and electronic devices producers and finally the financial crisis which made the headlines among many others, which did not make it to the front page, have forced companies to consider CSR way more than in the past. But also other issues such as climate change and global warming, human rights situation and terrorism affect how companies conduct their strategies and operational practices today. Almost every large corporation in the western world makes some effort to communicate how it is committed to social issues that lie beyond its basic profit objectives – even in controversial industries such as the tobacco and petroleum industry. The industries claim to produce healthier food more fuel-efficient vehicles, conserve energy and other resources in their operations to make the world a better place. CSR often begins to be wishful thinking to hide the true face of a business. Doubtless what has come to be called responsibility of companies for ecological and social issues besides economic issues is now a sales and branding instrument for many companies. Hence, numerous other companies, also small and medium sized companies are currently asking themselves the questions: Shall we also invest in CSR initiatives? Why should we do that – just to do something? Is this still an instrument to gain a competitive advantage? Especially the last question implies the question, if consumers still believe in the basic idea of CSR initiatives, or with the overload of CSR initiatives, if they even show reactance and mistrust against such issues.

This study investigates the awareness and practice of responsible lobbying in the EU and analyzes benefits and antecedents. A multidimensional model of responsible lobbying is developed which provides normative guidelines and allows for determining the degree of responsible lobbying in practice. The empirical part analyzes responsible lobbying in the EU by combining a quantitative analysis based on a survey among 142 lobbyists with a qualitative examination based on interviews. The analysis reveals that criteria of responsible lobbying are fulfilled to a large extent according to the lobbyists. This study comes at a time when researchers and practitioners increasingly recognize the need to establish responsible lobbying by aligning Corporate Social Responsibility (CSR) and lobbying.

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to

