

## Corporate Responsibility And Sustainable Development Exploring The Nexus Of Private And Public Interests Routledge Research In Sustainability And Business

This ebook presents a selection of papers featured at the 1st International Symposium on Corporate Responsibility and Sustainable Development. In studies based across the globe, the authors explore a range of different aspects of corporate responsibility, including corporate approaches to engaging with issues such as social equity, environmental stewardship, and economic development.

This book provides an expansive review of the public goods theme and highlights the inherent linkage between sustainable development and corporate responsibility for improving the current and future welfare of communities both at home and abroad. The main proposition here is that sustainable development is focused on preserving and maintaining public goods. Consequently, whoever uses public goods is liable for their preservation, their maintenance, and, where they are underdeveloped, for their expansion. Successful delivery, both now and in the future, depends on a positive relationship of the public sector with the private sector. This book will serve to stimulate discussions of scholars and policy makers in the field of sustainable development with business leaders, and will close the gap between the public and the private sectors by building a common understanding and common methodologies for implementing and measuring sustainable development in the macro- and the micro-spheres.

This book explores the overlapping interests of corporate responsibility and sustainable development, specifically focusing on the dynamics of social change, sustainability governance and evaluation, and creating social value. *Corporate Responsibility and Sustainable Development: An Integrative Perspective* draws on ideas and research relevant to both concepts, highlighting the interdependent nature of corporate strategy and policymaker ambition. The authors seek to capture that any evaluation of responsibility for sustainable development demands multiple lenses. They propose an integrative understanding to tackling global challenges around sustainable development and focus on four themes: contextualisation; perspectives on social change; sustainability governance and evaluation; and creating social value. Overall, the book takes an evaluative approach, using these themes as lenses for engaging with global challenges, which encourages reflection and informed action. Written by two highly experienced authors, this book integrates short case studies and chapter questions throughout the text, in order to reinforce learning and help readers reconcile ideas presented with real world issues. It will be an essential resource for tutors and advanced undergraduate and postgraduate students of business, governance and corporate governance, corporate social responsibility (CSR), sustainability and sustainable development, stakeholder theory, business ethics, and politics.

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.

Biological threats like SARS and natural disasters like the tsunami in Indonesia have devastated entire regions, and quickly exhausted budgetary resources. As the field of environmental health continues to evolve, scientists and others must focus on gaining a better understanding of the links between human health and various environmental factors, and on creating new paradigms and partnerships needed to address these complex environmental health challenges facing society. *Global Environmental Health in the 21st Century: From Governmental Regulations to Corporate Social Responsibility: Workshop Summary* discusses the role of industry in environmental health, examines programs designed to improve the overall state of environmental health, and explores how governmental and corporate entities can collaborate to manage this industry. Stakeholders in both the public and private sectors are looking for viable solutions as the complexity of societal problems and risks associated with management and varying regulatory standards continue to increase. *Global Environmental Health in the 21st Century* draws critical links and provides insight into the current shape of global environmental health. The book recommends expanding environmental management systems (EMS) to encompass a more extensive global network. It also provides a complete assessment of the benefits and costs resulting from implementation of various environmental management systems. *Corporate Sustainability & Responsibility (CSR) - incorporating corporate responsibility, sustainable development, business ethics and corporate citizenship* - has become a widely taught subject in business schools and practiced in companies around the world. Presented here is a comprehensive textbook that introduces students and practitioners to CSR theory and practice, looking at the past, present and future. The text includes 25 case studies and over 60 sets of discussion questions (nearly 200 questions), which allow teachers, students and practitioners to reflect on the presented content and to discuss, debate and dig deeper into the issues. The text itself is written in a highly readable style, without sacrificing academic rigour (there are over 200 references cited). The result is an inexpensive, accessible and searchable introduction to a management discipline that has become critical to the future of business, written by one of the world's leading authorities on the subject.

The social and environmental performances of big enterprises are increasingly coming under regulatory regimes that aim to reassert social control over them to improve their social obligations. In practice, corporate social responsibility (CSR) has its limitations for long term sustainability. Thus, the corporate accountability movement has proposed a variety of regulatory movements that include obligations as opposed to responsibility. This volume provides insights into these dimensions of the interface between corporate players and questions of sustainability. The volume will be useful to teachers and graduate and post-graduate students of environmental sciences and management, environment activists, NGOs, multilateral organizations, funding organizations, policymakers, and trans-nationals especially of the developing world, as well as general readers.

This book comprehensively describes social responsibility and sustainable development, with contributions from scientists and representatives from industry working in the field. The papers are innovative, cross-cutting and many share practice-based experiences, some of which may be replicable elsewhere. Prepared by the Inter-University Sustainable Development Research Programme (IUSDRP) and the World Sustainable Development Research and Transfer Centre (WSD-RTC), it reiterates the current need to promote social responsibility. Social responsibility and sustainable development are two different concepts, whose integration over the years has led to significant advances in the way

enterprises see and perceive their operations. It is not only about policies or steps taken to meet legal requirements, but is also about social equality and environmental accountability, also bearing in mind the links with eco-efficiency, innovation, and the health and wellbeing of workers. According to ISO 26000, social responsibility is the responsibility of an organisation for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that: a) contributes to sustainable development, including health and the welfare of society b) takes into account the expectations of stakeholders c) is in compliance with applicable law and consistent with international norms of behaviour d) is integrated throughout the organisation and practised in its relationships. But even though the relations between social responsibility and sustainability are strong, it is still necessary to encourage organisations to adhere to, or at least follow the principles of sustainable development in their operations, giving something back to the community. As such, there is a need for a better understanding of how social responsibility is related to sustainable development, and of the identification of processes, methods and tools that may help the integration of these two important elements. There is also a real need to showcase successful examples of how to structure behaviour and institutional practice in line with the sustainability challenges we face today. Chapter [Reviewing the Stakeholder Value Creation Literature: Towards a Sustainability Approach] is available open access under a Creative Commons Attribution 4.0 International License via [link.springer.com](http://link.springer.com).

Over the last 30 years, corporate social responsibility (CSR) has become a household term, reflecting a combination of factors that we have come to associate with that most catch-all of terms "globalization," including the widespread popular concern with such social issues as the environment and international human rights. Corporate Social Responsibility examines the history of the idea of business ethics (which goes back at least to ancient Mesopotamia) before exploring the state of CSR today. This book argues that a wide-ranging understanding of the purpose of business is necessary to create value for a community of stakeholders which in turn can generate a sustainable future. The book suggests that corporations still have a long way to go, but remains optimistic. The book's sanguine interpretation of the current state of corporate affairs and a recommended way forward, results not only from the authors analysis, but also his direct experience. This book presents the case that we are in the midst of a major paradigm shift in our understanding of the purpose of business and that this new understanding holds much promise for business being a significant force for a more just and peaceful world. This work provides a concise overview of CSR and an important examination of the present and future work of the UN Global Compact and will be of interest to students of international organizations, international business and corporate social responsibility.

Ten years on from the Rio Earth Summit, world leaders will gather again in Johannesburg for the World Summit on Sustainable Development in September. As planetary anxieties about globalization, poverty and climate change grow, where does the international business community stand? Are they a barrier to change or an engine for it? One outcome of Rio was *Changing Course*, the hugely influential book by Swiss industrialist Stephan Schmidheiny, which argued that business needed to be part of the solution to global environmental degradation. Now, Schmidheiny has joined with fellow prime movers in the World Business Council for Sustainable Development (WBCSD – the key business organization focusing on policy research and development in this crucial area), Chad Holliday, Chairman and CEO of DuPont; and Philip Watts, Chairman of Shell; to spell out the real business case for addressing sustainable development as a key strategic issue. The results are ground-breaking. For the first time, leading industrialists are arguing that not only is sustainable development good for business, the solving of environmental and social problems is essential for future growth. Drawing on a wealth of case studies and personal interviews from business leaders operating around the world, *Walking the Talk* clearly demonstrates that the vanguard who have operationalized leading-edge environmental and social initiatives are benefiting in a myriad of ways that benefit the bottom line – and the planet. The book argues that the time for rhetoric is over. The business of business has changed. Even more remarkably, the authors insist that a global partnership – between governments, business and civil society – is essential, if accelerating moves towards globalization are to maximize opportunities for all – especially the world's poor. As Chad Holliday recently stated in an address to the United Nations: "Given existing technology and products, for all six billion people on the planet to live like the average American, we would require the equivalent of three planet Earths to provide the material, create the energy and dispose of the waste." Such an option is evidently not available and the book argues that far more eco-efficient and socially equitable modes of development must be pursued in order to allow poorer nations to raise their standards of living. The solution provided by *Walking the Talk* is to mobilize markets in favour of sustainability, leveraging the power of innovation and global markets for the benefits of everyone – not just the developed world. This means a further liberalization of the market – a move that would be condemned by anti-globalization protestors. Yet, as the authors argue, business cannot succeed in failing societies. When the global market fails poor countries, where most of the world's people live, it will also eventually fail business. Subsidies for rich countries' products and tariffs against poor countries' products do not constitute a "free" market, or one that best serves people or business. Similarly, governments cannot subsidize fossil fuels or water and expect businesses, or ordinary citizens, to use them efficiently. So, a new, fair and equitable market is needed. A market that can work for all. The authors therefore call on protestors against globalization to stop protesting against the market and instead to campaign instead against the perverse policies that impoverish people and their environment. *Walking the Talk* explores the opportunities and challenges inherent in eco-efficiency (producing more with less), corporate social responsibility, and a transparent, "wired" world where reputations can be irreversibly damaged – or enhanced – in real time. It also devotes a chapter to ways in which corporations can and must "learn to change". It examines the new partnerships needed among companies, governments, and civil society to produce real change, and the ways in which these alliances can work for all concerned. And it argues that consumer choice and consumer information should be encouraged as a positive force for sustainable development. Only what is valued is carefully used and so creating markets for



environmental goods and services may be the best way to protect scarce resources. This is especially true in efforts to mitigate the effects of climate change, where business-like approaches, such as the development of carbon trading, offer workable solutions to policy-makers. Whether small, medium or large, all businesses must innovate and change to meet the social and environmental challenges of the coming years. *Walking the Talk* provides a broad set of proven roadmaps to success as well as real-life inspiration for business to embrace the real challenge – to build a global economy that works for all the world's people.

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

Corporate governance can be considered as an environment of trust, ethics, moral values, and confidence as a synergistic effort of all the constituent parts, including stakeholders, the public, service providers, and the corporate sector. The actions of an organization and the consequences of those actions has become increasingly concerned with corporate governance. As such, it is essential to examine the latest concepts and trends that can lead to the development of effective models for corporate boards. *Transforming Corporate Governance and Developing Models for Board Effectiveness* is an essential reference source that contains forward-thinking research intended to facilitate effective, entrepreneurial, and prudent management that can deliver the long-term success of the company. The book discusses the different theories and practices surrounding boards of directors' responsibilities and innovative strategies for the governance of their companies that allow them to become and remain successful. Highlighting topics that include board diversity and independence, business ethics, and family business governance, this book is intended for corporate boards, board of directors, executives, managers, business professionals, academicians, researchers, policymakers, and students.

Master's Thesis from the year 2018 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,3, Zeppelin University Friedrichshafen (Leadership Excellence Institute), language: English, abstract: The integration process of the Sustainable Development Goals into corporate governance structures, management activities and reporting frameworks as well as investment strategies, ratings and products constitutes the core of this paper. Here, four hypotheses are derived from the foundations and critical reflections of Corporate Responsibility and Sustainable Investment which are tested in seven expert interviews. The Sustainable Development Goals reopen the debate on how economic and financial actors should fulfill their social responsibility towards people, planet, prosperity, peace and partnership. While the operationalization of Corporate Responsibility and Sustainable Investment have often served as risk and reputation management in the past, the Sustainable Development Goals now call for social impact and innovation management. As a result, the perspective shifts from the question of how the wider world affects business and financial activities to the question of how business and financial activities affect the wider world. However, the integration of the Sustainable Development Goals is still at an early stage and their driving force for Corporate Responsibility and Sustainable Investment depends on various conditions, obstacles and friction points.

This book examines the relationship between two divergent fields – corporate activity and heritage conservation – linking the financing of conservation and its benefits with the corporate social responsibility (CSR) goals of the private sector. Through discussion of physical conservation, benefits to heritage site visitors, sustainable development impacts, and corporate benefits such as improved reputation, this book outlines the shared value of corporate support for cultural heritage sites, and encourages financial and in-kind support for conservation and responsible activity by the private sector. Providing a convincing commercial rationale for CSR managers to engage with cultural heritage sites, this book suggests how companies may reap the benefits of CSR for heritage. Author Fiona Starr offers advice for companies looking to specialize in a unique CSR endeavor, especially those looking to engage with emerging markets. The book also provides useful strategies for heritage managers to attract CSR and financial support, offering new look at the financing of heritage conservation at both international and local levels and providing a new approach to the future of financing of cultural heritage conservation

This monograph focuses on the level of management culture development in organizations attempting to disclose it not only with the help of theoretical insights but also by the approach based on employees and managers. Why was the term "management culture" that is rarely found in literature selected for the analysis? We are quite often faced with problems of terminology.

Especially, it often happens in the translation from one language to another. While preparing this monograph, the authors had a number of questions on how to decouple the management culture from organization's culture and from organizational culture, how to separate management culture from managerial culture, etc. However, having analysed a variety of scientific research, it appeared that there is no need to break down the mentioned cultures because they still overlap. Therefore, it is impossible to completely separate the management culture from the formal or informal part of organizational culture. Management culture inevitably exists in every organization, only its level of development may vary.

In this book we capture and explore different aspects of value in corporate social responsibility (CSR). This includes the historical development of value in CSR, how value is linked to a positive vision of the future, and how it is communicated by a range of private and public organisations to various audiences. The book contrasts corporate strategic value with co-operative value, and community value in the context of sustainable development. It explains how leaders' values can drive responsible business practice and enhance social cohesion, solidarity and resilience in fractured and unequal communities. The book asks the reader to consider what value means in CSR for business and society, where it comes from and how it is enacted, alongside its broader purpose and value to the community. Finally, the book presents CSR as a global project by noting how values are cultural and how sustainability has become an urgent international priority.

Using an interdisciplinary focus, this book combines the research disciplines of philosophy, business management and sustainability to aid and advance scholar and practitioner understanding of the United Nations' Sustainable Development Goals (SDGs).

Corporate Social Responsibility (CSR) has become an important concept in the last few decades. Although it originated in the developed countries of the West, the concept has been

embraced and adapted by corporations and policy-making agencies in many developing countries. Not surprisingly, given the importance of growth and development as policy objectives in these countries, CSR has had a significant impact on sustainable development. Sustainable Development and Corporate Social Responsibility explores the evolution of CSR across the developed and developing world, with a particular focus on China and sustainable development. Through an extensive review of the literature and relevant case studies, the book examines whether CSR can make a contribution to sustainable development, how the patterns of CSR in developed Western economies compare to that in the rapidly growing economy of China, what trade-offs take place between CSR and economic growth as well as the future of CSR and its possible impact on the global sustainable development agenda. This book is a valuable resource for academics and upper-level undergraduate and postgraduate students in the fields of human/social geography, economics, business studies, sustainable development, development studies and environmental studies.

The significance of business-led corporate responsibility coalitions is indisputable. The WBCSD has 200 member companies with combined annual revenues of US\$7 \_trillion\_; the UN Global Compact has almost 8,000 corporate members, over two-thirds of them from developing countries. It is estimated that there are more than 110 national and international generalist business-led CR coalitions. But there is now urgent need for informed and balanced analysis of their achievements, their progress and their potential. Why did these coalitions start and grow? What have been their impacts? Where are they heading now? Where should they be going? What is the future? In a period of austerity, the business and public sector must decide whether funding these coalitions is a priority. To meet current crises, there will have to be a great deal more business involvement; but efforts of individual corporations will not be sufficient. There is also a need for far more collective action among companies and more collaborative action between different sectors of society. Business-led CR coalitions with their decades of convening experience could play an important role in this process - if they are fit for purpose going forward. Authors David Grayson and Jane Nelson have been actively involved in such coalitions for decades. In Corporate Responsibility Coalitions they first explore the past, present and future of these coalitions: the emergence of new models of collective corporate action over the past four decades; the current state of play, and the increasing number, diversity and complexity in terms of how they not only network with each other but also engage in a much broader universe of institutions that are promoting responsible business practices. In addition, the book provides in-depth profiles of the most strategic, effective and long-standing coalitions, including: Business for Social Responsibility; Business in the Community; CSR Europe; Instituto Ethos; International Business Leaders Forum; the UN Global Compact; and the WBCSD. This book will be required reading for key supporters and potential partners of such coalitions in companies, governments, international development agencies, foundations, non-governmental organizations, academic institutions and think-tanks. It also aims to inspire a future generation of leaders to be more aware of the role of business as a partner in driving more inclusive, green and responsible growth, and to help them develop new types of leadership skills so that they can be effective in finding multi-stakeholder solutions to complex and systemic challenges.

The COVID-19 global pandemic has had a profound impact on the global business community. Amidst the ongoing crisis, countries around the world are opening up again to a business world in which both consumer behaviors and company practices have started to change. Numerous companies are using corporate social responsibility to demonstrate their commitment to fighting against COVID-19 and alleviating the negative consequences of the pandemic for their stakeholders; due to this, corporate social responsibility is expected to become a core issue for managers and researchers in the post-pandemic era. Future Advancements for CSR and the Sustainable Development Goals in a Post-COVID-19 World discusses the challenges and opportunities of corporate social responsibility and studies the reactions to the COVID-19 global pandemic that may lead to changes in corporate social responsibility, corporate approaches to sustainable development goals, and stakeholders' reactions to the post-COVID-19 era. This book addresses the opportunities for businesses to shift towards more genuine and authentic corporate social responsibility that contributes to addressing urgent social and environmental challenges. Covering topics from social entrepreneurship typologies to sustainability leaders, this book is ideal for managers, executives, entrepreneurs, business professionals and practitioners, policymakers, academicians, researchers, and students.

Corporate Social Responsibility (CSR) has become a buzzword in management today. And yet, skepticism often prevails, as CSR is often associated with traditional philanthropic practices enabling companies to greenwash their unethical social and environmental practices. This book offers a fresh view on today's CSR from both historical and geographical perspectives. Exploring its roots and theoretical developments in the US, the author then focuses on how CSR has spread across the world, first in Europe and later in the developing world. An updated overview of today's CSR agenda is provided with a focus on four key issues: stakeholder inclusion, employee engagement and social dialogue, human rights and environmental sustainability. With the support of multiple cases and examples taken from various continents and industries, the book adopts a sustainability-driven perspective, based on the belief that the future of CSR lies in the strategic embeddeness of key issues into the company's value chain. Finally, the book attempts to draw the contours of tomorrow's CSR by proposing a new terminology reflecting the current evolution of CSR.

This authoritative book includes cutting-edge insights from leading European and North American scholars who reflect upon business ethics. foundations, firms, markets and stakeholders in order to design more sustainable patterns of development for business and society. Together, the contributing authors advance critical, innovative and imaginative perspectives to rethink the mainstream models and address the sustainability challenge. Business Ethics and Corporate Sustainability will provide a stimulating read for academic researchers, and postgraduate students in business ethics, corporate social responsibility and corporate sustainability as well as those interested in management, strategy and finance.

Corporate responsibility and sustainable development are two concepts that may be able to reconcile many of the big challenges facing the world; challenges such as tensions between respect for the natural environment, social justice, and economic development; the long view versus short-term imperatives and the competing priorities between developed and developing economies. This book explores the gaps and overlaps between corporate responsibility and sustainable development. These concerns overlap because they implicate corporate practices, state development policy challenges, the concerns and priorities of non-governmental organisations, and the potential for innovative



forms of organisation to address these challenges. This collection examines these questions in terms of tensions and interdependencies, between competing claims to resources, rights and responsibilities, strategy and governance, between public and private interest, and the implications for equity and the common good over the long term. This is a valuable resource for researchers, lecturers, practitioners, postgraduate and final year undergraduates in business strategy, international business and international management, public sector policy and management, international development, political economy. It is also suitable for more specialist courses on sustainability, corporate responsibility, governance and international development.

Many different companies can significantly contribute to the integrated goals and targets of the United Nations' sustainable development goals, such as poverty reduction by 2030. Poverty is not only about people living on less than \$1.25 per day, but more fundamentally, it is their lack of capabilities and access to participate in productive economic activities. If companies can contribute in order to provide access and the necessary skills, then individuals will have the capabilities to achieve their aspirations, including earning a higher income. Corporate Social Responsibility and Sustainable Development supports Sen's assertions that poverty can be alleviated if the capability of individuals is improved. Beyond that, this book shows that sustainable development goals can be achieved when the company's CSR programs and social capital development in improving people's capabilities are combined with necessary finance access and market access for the poor. The theoretical model developed from the journey of Astra International, one of the largest public-listed companies in Indonesia, is replicable for other companies aspiring to be sustainable in developing countries. The model shows a virtuous cycle between the corporate aim, CSR programs, social capital and corporate sustainability. This volume is of great value to academics, practitioners and policy makers interested in the themes of CSR, social capital and sustainable development of developing countries. It also appeals to professionals in industry associations, development agencies and international organizations, as well as NGOs that are concerned with the achievement of sustainable development goals by 2030.

Organizations have developed a variety of strategies for dealing with the intersection of societal needs, the natural environment, and corresponding business imperatives. At one end of the continuum are organizations that do not acknowledge any responsibility to society and the environment. And on the other end of the continuum are those organizations that view their operations as having a significant impact as well as reliance on society at the economic, social, and ecological levels. This sourcebook presents current knowledge related to what has become known as "corporate social responsibility" (CSR). Ongoing research reveals that a variety of strategies, alliances and partnerships, and approaches are being used around the globe to respond to issues of CSR. The aspirations of many corporations to contribute to a better world is great, but translating that aspiration into reality remains a challenge for organizations the world over.

"At present, Corporate Social Responsibility (CSR) for some may not be more than an attitude. Can it be more? What degree of commitment can we reasonably expect of corporations in the struggle to eradicate poverty, promote human rights, halt climate change and reverse ongoing environmental destruction? It is not a question of power; more than half of the world's top 100 economies are corporations, not nation-states. Whatever can be done to "fix" the world's problems, corporations are in the best position to do [it]."--Back cover.

This volume provides a platform for localized perspectives on CSR in developing countries across the globe. The chapters bring local context and business to the forefront and highlight the efforts spearheaded by indigenous actors from within the developing world. They present insights from developing countries through successful and less successful examples of locally-led CSR efforts. Together, these perspectives capture the complex paradoxes of CSR in developing countries and highlight common features in national institutions across the developing world, such as weak political and regulatory institutions, that shape local CSR initiatives and often limit its developmental impact. The editors argue the need to embrace partnership models that leverage the strengths of different actors to promote effective development and tackle the complex challenges facing the developing world. This important series will be the reference source for academics, practitioners, policy-makers and NGOs involved in development-oriented CSR.

This book discusses sustainable development decision-making. Focusing on decisions to invest in wind turbine technology as part of a corporation's CO2 emission reduction strategy, it presents a new evaluation framework, based on the triple bottom line framework widely used by businesses to communicate their adherence to corporate social responsibility. This new framework allows the evaluation of strategic corporate decisions to invest in wind turbines to mitigate global warming in the context of a corporation's social responsibility, and includes an objective measurement stage to add rigor to the evaluation process. The book describes the use of measured data from wind turbine projects to both develop and validate the methodology, and also identifies key enablers and barriers as businesses attempt to successfully integrate corporate social responsibility into their overall business strategy. Given its scope, the book appeals to postgraduate students, researchers, and business professionals interested in the environmental impact of corporations. Featuring case studies from Ireland, it is particularly relevant to audiences within Europe.

Development agencies and actors concerned with promoting sustainable development have been joined in recent years by another player - big business. Increasing adherence on the part of senior managers to concepts like corporate citizenship or corporate social responsibility suggests that this sector of business is beginning to recast its relationship with both the environment and its multiple stakeholders. This evolving situation stands in sharp contrast to the scenario of the past when big business was seen to be insensitive to the needs of certain stakeholders and responsible for much of the environmental degradation of the planet. This paper assesses the reality behind the claims of some sectors of business that an increasing number of large firms are adopting policies and practices conducive to the promotion of sustainable development, particularly in developing

countries. After describing various institutional developments that have occurred in the 1990s and that appear to be promoting corporate social and environmental responsibility, the paper assesses the current state of play, highlighting in particular the incipient and piecemeal nature of change. It goes on to examine whether there are forces or an enabling environment in place that might permit a scaling up of initiatives associated with corporate responsibility. Some of the more powerful forces that drive corporate responsibility are identified. The question of why some sectors of business are changing reveals an answer that has less to do with a new-found ethical concern among corporate executives for the environmental and social condition of the planet, than with economic, political and structural factors. These include so-called "win-win" opportunities, the possibility of enhancing competitive advantage, "reputation management", pressure group and consumer politics, regulation or the threat of regulation, and changes in the way production and marketing are being organized globally. While such "drivers" may encourage corporations to be more responsive to environmental and social concerns, it is argued that the process of change is likely to remain fairly fragmented, spread unevenly in terms of companies, countries and sectors, and, from the perspective of sustainable development, fraught with contradictions. What amounts to a fairly minimalist and uneven agenda is not simply a reflection of the fact that the process of change is of recent origin; it also derives from the way in which companies choose to respond to the economic, political and structural drivers of change - responses that often involve imagery, public relations and relatively minor adjustments in management systems and practices, as opposed to significant changes in the social and environmental impact of a company's activities. The final section of the paper reflects on how trends associated with corporate environmental and social responsibility might be both scaled up and "deepened", so that business can make a more meaningful contribution to sustainable development. It begins by considering whether the dominant approach that is currently in vogue centred on the promotion of "voluntary initiatives" and "partnerships" is likely to be effective. While there are important benefits that can derive from such institutional arrangements, there may also be a considerable downside that is often overlooked. The success of many voluntary initiatives requires a certain institutional setting - for example, basic laws related to disclosure and freedom of information, watchdog institutions and strong civil society movements. Such conditions may be weak or absent in many countries. Furthermore, certain initiatives, such as codes of conduct and certification systems, have often been designed by Northern actors, be they governments, NGOs or corporate interests. Southern governments and NGOs are often marginalized in the decision-making processes that affect them. Too often, voluntary initiatives are held up as substitutes for government regulation when in fact various forms of legislation and state sanctions are often what motivated such initiatives in the first place and are crucial for their success. Despite the obvious appeal of the pragmatic and co-operative features of "partnerships", involving, for example, business and United Nations agencies or NGOs, serious questions are raised about their impact. Of particular concern are issues related to the weak criteria often used by United Nations and other organizations to select corporate partners, the way in which more critical voices are silenced as NGOs and United Nations agencies get closer to business, and the problem of "institutional capture" as business comes to exercise influence over decision-making processes associated with the public sphere. Perhaps the most significant concern with some forms of voluntary initiatives and partnerships is that they may serve to weaken key drivers of corporate responsibility - namely government regulation, collective bargaining and certain forms of civil society activism. If one examines the history of corporate environmental and social responsibility, and some of the major reforms of corporate policies and practices, one or a combination of these factors has been crucial. The paper ends with a call for "rethinking regulation and partnerships". There is potentially an important role for certain forms of "co-regulation". These may involve, for example, so-called "negotiated agreements" between government and business, and "civil regulation", where NGOs, consumers and trade unions have considerable influence in determining the standards and norms shaping business relations with society and the environment. Key to the success of co-regulation are not only the "softened" features of dialogue and compromise, but also the "hard" ones of government sanctions; laws related to disclosure and freedom of information, freedom of association and collective bargaining; and various forms of civil society protest. To avoid the ongoing proliferation of weak codes of conduct and certification and reporting systems, it is important that there be some degree of harmonization and adherence to higher standards. This implies a greater role for international codes and frameworks, which use as benchmarks internationally agreed standards contained or implied in such documents as Agenda 21 and ILO and human rights conventions. There should also be a greater role for "independent verification" of codes of conduct, environmental management systems and UN-business partnerships. Greater attention needs to be paid, however, to the status or legitimacy of the verifiers. Rethinking partnerships involves not only addressing the concerns raised above, but also recognizing the need to build a stronger civil society movement for change by strengthening links between environmentalists, consumer groups, social-interest NGOs and trade unions.

This book analyses various aspects of social responsibility, corporate responsibility, sustainability and governance. Rather than focusing narrowly on a single perspective, it investigates a number of problems and scenarios that can all be considered an aspect of one of these fields, and shows how they are all related to each other and to the problems and issues facing businesses. This approach is based on the tradition of the Social Responsibility Research Network, which in its 15-year history has sought to broaden the discourse and to treat all research in these areas as inter-related and relevant to business. The book collects the best papers presented at the 15th International Conference on Corporate Social Responsibility and 6th Organisational Governance Conference held in Melbourne, Australia in September 2016.

Corporate Responsibility and Sustainable Development An Integrative Perspective Routledge

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.

Corporate activities are not only drivers of economic growth but also key actors of the changes towards more sustainable markets and environment as well as inclusive development. Significant efforts have recently been devoted to transform private and public firms alike from pure economic-oriented organizations to entities that deliberately and diligently create value without neglecting social and environmental implications of their activities. Firm performance, resilience, and survival are nowadays, more than ever before, dependent on how they consciously and purposefully engage in appropriate corporate social responsibility (CSR) strategies and actions. This book, *Corporate Social Responsibility, Ethics and Sustainable Prosperity*, will provide all readers, including investors, managers, lawmakers, and policymakers with an up-to-date, comprehensive, and thoughtful coverage of CSR and ethical issues at the crossroads of different finance and management disciplines. It contains a rich collection of insightful studies covering a wide range of topics in corporate ethics, CSR, and sustainable prosperity. Together, these studies help readers deepen their knowledge on different country environments and various organizational forms, policies, and activities. The book is composed of 16 chapters which are divided into two interconnected parts: Part I addresses ESG and ethical issues in corporate decision-making, while Part II provides insights towards sustainable prosperity.

This book critically analyzes the role of corporate social responsibility (CSR) in achieving sustainable development in emerging economies. It brings together recent developments, effective frameworks, business models, and strategies adopted by companies and looks at how they contribute to sustainable business growth. The volume discusses diverse themes such as green marketing for promoting sustainable development; digitization and sustainability concerns; communication strategies for CSR; ethical standards in Indian advertising; microfinance as an instrument for achieving sustainable development; the role of CSR in the Skill India initiative; and CSR activities of Indian listed companies. It also provides solutions to challenges in achieving sustainable development goals at local and global levels. Drawing on in-depth case studies, the book will be an essential read for corporate professionals, students, and researchers of CSR, management studies, development studies, business studies, economics, environmental studies, green marketing, and sociology. It will also be relevant for policy makers, NGOs, public and private sector corporations, and consultants in sustainability reporting, business ethics, and sustainable development.

This book is a truly interdisciplinary publication, useful to scholars, social movements, practitioners and members of governmental agencies and private companies, undertaking research and/or executing projects focusing on social responsibility and sustainability from across the world. Sustainable development has become a matter of central concern to both public institutions and enterprises. Indeed, for many companies, a due emphasis to environmental issues is not only positive from the point of view of environmental gains, but also to the image of the business. Often, but not always, this is reflected in the preparation of formal strategies and programmes, which entail their institutional strategies and visions. The wide area of social responsibility, often known as Corporate Social Responsibility (CSR), entails elements of social equality and environmental accountability, and eco-efficiency. Due to their complexity, the interrelations between social responsibility and sustainable development need to be better understood. There is also a real need to showcase successful examples of how public institutions and companies are handling their sustainability challenges. It is against this background that this book has been produced.

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