

# **Corporate Social Responsibility In Sub Saharan Africa Sustainable Development In Its Embryonic Form Csr Sustainability Ethics Governance**

This guide to corporate social responsibility (CSR) provides discussion of key concepts in a short, easy-to-use format. It is divided into sections on key terms, the global stage, corporate governance, corporate social responsiveness, public relations and philanthropy, and implications for corporate financial performance. It is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of CSR.

The business of business is business. So why should corporations be involved in development? This groundbreaking new book makes the case that governments and their international agencies, grouped under the umbrella of the United Nations, have failed in their attempts to rid the planet of underdevelopment and poverty. If development is the objective then it seems that the solution and the responsibility lies with the private sector - particularly through the Corporate Social Responsibility (CSR) programmes of large corporations, with their tremendous power and economic strength. Written by noted CSR practitioner Michael Hopkins, this book is the first to explicitly link CSR with development. It spells out what corporations are doing on development, what more they could do and how CSR can be a useful tool to promote economic development via corporations. This is important and challenging reading for all of those in government, business and NGOs who think that there must be a better, more effective and dynamic way to

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kick-start development and eradicate poverty.

## Corporate Social Responsibility in Sub-Saharan Africa Sustainable Development in its Embryonic Form Springer

The role of Corporate Social Responsibility in the business world has developed from a fig leaf marketing front into an important aspect of corporate behavior over the past several years. Sustainable strategies are valued, desired and deployed more and more by relevant players in many industries all over the world. Both research and corporate practice therefore see CSR as a guiding principle for business success. The “Encyclopedia of Corporate Social Responsibility” has been conceived to assist researchers and practitioners to align business and societal objectives. All actors in the field will find reliable and up to date definitions and explanations of the key terms of CSR in this authoritative and comprehensive reference work. Leading experts from the global CSR community have contributed to make the “Encyclopedia of Corporate Social Responsibility” the definitive resource for this field of research and practice. Corporate social responsibility (CSR) is where companies integrate social and environmental concerns in their business operations. To be socially responsible means going beyond fulfilling the legal expectations, by also investing 'more' into human capital, the environment and the relations with stakeholders. This report explores the interactions between CSR and safety and health at work both at company and policy level. Eleven company cases from six EU countries are presented as examples. CSR is a development that is taking root in a broad variety of industrial sectors and that is relevant for large companies as well as for small and medium-sized enterprises (SMEs).

This book highlights the multi-faceted nature of corporate social responsibility and the need for greater engagement

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across academia to help develop the mechanisms needed to encourage socially responsible approaches across the board. The product of a cross-disciplinary collaboration of authors from various academic disciplines, the book reflects the emergent diversity of academics now studying corporate social responsibility (CSR). Accordingly, it includes contributions from economists to social anthropologists, from accountants to philosophers, and from clinical psychologists to social geographers. Together they provide new insights into aspects that challenge, hinder and enable CSR practitioners and corporations with regard to their financial impact and accountability, governance and supply chains. The book is divided into four parts focusing on the practical, sociological, theoretical and environmental aspects of corporate social responsibility.

The goal of this project is to detail the core, defining principles of strategic CSR that differentiate it as a concept from the rest of the CSR/sustainability/business ethics field. It is designed to be a provocative piece, but one that solidifies the intellectual framework around an emerging concept--strategic CSR. The foundation for these principles comes from my perspective as a management professor within the business school. As such, it is a pragmatic philosophy, oriented around stakeholder theory, that is designed to persuade business leaders who are skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of intellectuals and business school administrators committed to these issues, but who approach them from more traditional perspectives. Ultimately, therefore, the purpose of the strategic CSR concept (and this book) is radical--it aims to redefine both business education and business practice. By building a theory that defines CSR as core to business operations and value creation (as opposed to peripheral

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practices that can be marginalized within the firm), these defining principles become applicable across the range of operational functions. As such, they redefine how businesses approach these functions in practice, but also redefine how these subjects should be taught in business schools.

Corporate social responsibility (CSR) continues to grow as an area of interest in academia and business. Encompassing broad topics such as the relationship between business, society, and government, environmental issues, globalization, and the social and ethical dimensions of management and corporate operation, CSR has become an increasingly interdisciplinary subject relevant to areas of economics, sociology, and psychology, among others. New directions in CSR research include advanced 'micro' based investigations in organizational behaviour and human resource management, additional studies of environmental social responsibility and sustainability, further research on "strategic" CSR, connections between social responsibility and entrepreneurship, and improvements in methods and data analysis as the field matures. Through authoritative contributions from international scholars across the social sciences, this Handbook provides a cohesive overview of this recent expansion. It introduces new perspectives, new methodologies, and new evidence from a range of disciplines to encourage and facilitate interdisciplinary research and global implementation of corporate social responsibility. A valuable interdisciplinary resource examining the concept and effectiveness of CSR as a tool for sustainable development in emerging markets.

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

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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.

'Perrini et al provide a detailed, authoritative look at the evolving European perspective on corporate social responsibility. They show how Europe has moved from follower status to leading edge practice. The book is the best current indicator of what the next stages of CSR will look like.' - Thomas W. Dunfee, University of Pennsylvania, US The rapidly increasing attention

devoted to Corporate Social Responsibility (CSR) has resulted in the term 'CSR' being applied to myriad dissimilar phenomena. The authors therefore aim to dispel this confusion by presenting a multi-faceted view of socially responsible corporate behavior and related themes. They provide a conceptualization of CSR that emphasizes the role of the adoption and implementation of specific CSR strategies and their impact on corporate social and economic performance.

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

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sustainability reporting, business ethics, and sustainable development.

Undeniably, the concept of corporate social responsibility (CSR) is not new, but there is a huge difference between understanding the concept of CSR in developed and developing nations. In developing countries, firms have little interest in adopting CSR as a strategy in their business goals. The best practices, techniques, and empirical studies conducted around the globe must be discussed in detail in order to encourage the incorporation of the best CSR strategies for regionally diverse businesses. *Global Corporate Social Responsibility Initiatives for Reluctant Businesses* is a critical reference source that covers the scope of global corporate social responsibility, which has continued to increase in the last couple of decades. The book includes core aspects of corporate social responsibility philosophy and practices in different European, North American, and Asian countries. This authored book helps readers to understand the corporate social responsibility practices in different countries and also provides a holistic picture of global CSR and emerging trends with the support of empirical studies. Covering topics including internationalization, Islamic CSR, green public procurement, CSR strategy, and sustainability, this book is essential for managers, executives, human resources managers, policymakers, academicians, researchers, students, and practitioners.

This book provides a comprehensive overview of corporate social responsibility and its development in Africa. It provides in-depth studies on 11 sub-Saharan

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countries, demonstrating that corporate social responsibility is forming and going through different stages of metamorphosis in the continent. Though corporate and individual attitudes towards sustainability in Africa still leave a lot to be desired, this book showcases how things are rapidly changing for the better in this regard. It demonstrates and provides evidence for the fact that corporate social responsibility contributes significantly to the way sub-Saharan African economies are being transformed, with service sectors expanding, commercial activities diversifying and industrial bases growing through the initiatives of small, medium and large organizations and innovators supported by widespread higher-education program rollouts. The book highlights how progressive and wide-ranging CSR approaches have emerged, and how much they differ from the obsolete approaches of the past, which promulgated negative stereotypes, marginalized communities and positioned them as victims or beneficiaries of development.

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, opinion formers, academic and business people providing an easy-to-use guide to CSR: from general concepts such as sustainability, stakeholder management, business ethics



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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) Pre Publication reviews "I found the idea of a "Planetary Bargain" highly appealing ... A most stimulating read." -- Kay Sexton, AccountAbility, UK "This interesting book takes a broad approach to examining corporate social

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responsibility in both its conceptual framework and the practical case studies it considers." -- International Labour Review "I have enjoyed and been very interested to read "The Planetary Bargain". It is very informative and also a good read." -- Stephanie Draper, Corporate Social Responsibility, The Industrial Society, UK This book reviews corporate social responsibility (CSR) work and suggests a cooperative CSR strategy which creates prosperity for both corporations and the people they serve. It addresses these issues by arguing that it is good for business and essential for future prosperity and stability. It presents the case for a worldwide agreement, or "planetary bargain", between private and public sectors and discusses the implications of such an idea. The book also contains case studies of international companies who have adopted socially responsible programs and analyzes research in this area of the past two decades.

"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 book examines the conception of corporate social responsibility (CSR) in Africa, expanding it's frontiers beyond corporate reporting, voluntary corporate charity

and community development projects. Taking a corporate law perspective on CSR, the author combines theory and practice to explain how CSR interacts with of sustainable development and sets an agenda for effective operationalization in Africa. The book not only devises an enforcement mechanism towards embedding effective CSR and sustainable development in Africa but also addresses CSR greenwash on the continent. The author critically examines CSR practices, legal and regulatory techniques in Nigeria and South Africa in the context of contexts of international regulatory dialogues and shows how corporate socially responsible behaviour can be effectively embedded within business communities in Africa. Increasing our understanding of the theoretical, legal and regulatory frameworks supporting corporate responsibility, this book will be of interest to scholars, policy makers and practitioners in the fields of Africa law, corporate law, corporate social responsibility and African business.

In a competitive and complex world, where requirements from different fields are ever-growing, organizations need to be responsible for their actions in their respective markets. However, this responsibility must not be deemed one-time-only but instead should be seen as a continuous process, under which organizations ought to effectively use the different resources to allow them to meet the present and future requirements of their stakeholders. Having a significant influence on their collaborators performance, the role developed by managers and engineers is highly relevant to the sustainability of an organizations success. Conscious of

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this reality, this book contributes to the exchange of experiences and perspectives on the state of research related to sustainable management. Particular focus is given to the role that needs to be developed by managers and engineers, as well as to the future direction of this field of research.

Corporate Social Responsibility is based on critical insight gained by analysing four large companies' experiences of corporate social responsibility. This study highlights the inadequacies of social and ethical reporting by business, both in terms of the ad-hoc nature of the information currently reported, and the absence of internal reporting. It will serve as evidence to companies, that producing a glossy report does not necessarily equal social responsibility. \* Explores the problems faced by firms seeking to develop their own social performance strategies \* Explores corporate governance issues \* Offers a grounded theory approach, involving full taping and transcribing of all interviews

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.

Emerging economies arguably have different socio-fiscal dynamics compared to developed economies. On one side they have the need for corporate interventions in national development, on the other hand, they do not have enough research to support the agenda. In recent times there has been a conscious effort to legislate Corporate Social Responsibility (CSR) in some of these countries in order to bring about sustainable development. Yet, it is this legislation, which is debated among many others. This book provides its readers with a comprehensive interpretation of the various CSR

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perspectives in emerging economies through academic research and case studies from practice. It not only points out the challenges, the debates, but also the dynamics of implementation and the impact of such CSR spent. This book therefore is targeted both towards academics as well as practitioners in an attempt to bring about an active academic-industry interface as CSR as a management function is part of dynamic social science. Today, corporations are expected to give something back to their communities in the form of charitable projects. In *Corporate Social Responsibility*, Philip Kotler, one of the world's foremost voices on business and marketing, and coauthor Nancy Lee explain why charity is both good P.R. and good for business. They show business leaders how to choose social causes, design charity initiatives, gain employee support, and evaluate their efforts. They also provide all the best practices and cutting-edge ideas that leaders need to maximize their contributions to social causes and do the most good. With personal stories from twenty-five business leaders from socially responsible companies, this is the bible for today's good corporate citizen.

Examines the rise and spread of corporate social responsibility across the globe and its impact on corporate reputation and behaviour.

This volume presents corporate social responsibility (CSR) as a series of economic and political strategies that are currently shifting the focus of international human rights activism and signalling the rise of new forms of global governance. In as much as the work demonstrates the limitations of CSR and offers a critical

perspective on corporate techniques of market domination, it also posits a future for CSR within the human rights movement.

This book highlights the most critical aspects of diversity and their implications for Corporate Social Responsibility (CSR), examining them in a collection of conceptual and practical contributions from researchers and practitioners alike. In particular the book discusses good and best practices for diversity management and analyzes possible links between CSR and diversity within organizations. Examples are drawn from a diverse range of organizational settings including corporations, educational institutions and other (non-profit) organizations and in various countries, including Germany, the UK, the USA and India.

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 takes a fresh look at current issues in corporate social responsibility (CSR) with a special focus on emerging economies. In particular, it includes dedicated chapters on the theory of CSR, related principles and values, and insights from cross-generational investigations. In turn, the second part of the book examines the relation between financial performance and social responsibility in different industries and types of organizations. The third part

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presents cases involving emerging economies, and addresses reporting, auditing and accounting, as well as sector-specific issues for e.g. retailing and banking. Lastly, the book tackles the aspects of financial performance and taxation in a number of case studies and practical examples. Overall the book provides cutting-edge insights into the theory and practice of CSR from European countries that can be considered emerging or developing.

Corporate Social Responsibility (CSR) is an important element in creating competitive advantages for enterprises in different sectors. The authors guide readers through the different cases studies in order to present the benchmarking of international standards and CSR initiatives, as well as CSR performance evaluation practices. This book aims to identify current problems that can arise during CSR implementation in manufacturing and services companies. Moreover some best practice examples suitable for the introduction of CSR in the small and medium size companies will be described. The authors show how different stakeholders can benefit from sustainable resource management and pro-social behaviors. This book will be a valuable resource for both academics and practitioners who want to deepen their knowledge of CSR. This scientific monograph has been doubled blind reviewed.

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.

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.

This book offers practical advice for building organizations with social responsibility and sustainability organically built in – based on two-way communication between human resources (HR) and public relations (PR) departments working together as an organizational conscience touchstone benefiting People, Planet, and Profit.

This book harvests tried and tested management models - models that have demonstrated added value in everyday organisational practice – in an accessible and readable volume. Each contribution is structured around one central figure while describing concisely the nature, the use, actual experiences and some do's and don'ts of CSR. The book is written for a managerial and consultants audience, people that have to deal with CSR in everyday practice.

Through a series of studies of aspects of CSR from around the world, this book re-examines the topic through the lenses of various disciplines and cultures. It shows that the subject is much wider than is generally

perceived and that CSR is evolving in a way which has not been generally recognized within the academic community.

"Simultaneously published in the USA and Canada by Routledge."

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.

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