

Csr 2 0 The Evolution And Revolution Of Corporate Social

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.

Sustainable Frontiers throws down the gauntlet to business to step up and be the catalyst for a sustainable future. It presents eight keys to unlocking transformational change – through leadership, enterprise, innovation, transparency, engagement, responsibility, integration and future-fitness. Far from being another tame review of corporate social responsibility and sustainable business initiatives, the book dispels the myths of sustainability and challenges us to let go of old systems that are failing to deliver economic, social and environmental transformation. Sustainable Frontiers gets to the heart of why the sustainability and CSR movements have failed in the past and offers a new view of how sustainable business practices can shape-shift to make a genuine difference inside and outside organisations. The book gathers together experiences from across the globe and shows to the reader what can be achieved with the right vision and leadership. Expect to be challenged, engaged and inspired to join the revolution on the sustainable frontier. Making a successful transition to a more sustainable future depends on letting go. Sustainable Frontiers shows how we must find ways to let go of an industrial system that has served us well, but is no longer fit for purpose. How we will need to let go of old styles of leadership and out-dated models of business, high-impact lifestyles and selfish values. How we must learn to let go of cherished ideologies that are causing destruction and beliefs about ways to tackle problems that are failing to resolve crises. If we are to reach sustainable frontiers, it must begin with changing our collective minds - and only then will we change our collective behaviour. How we accomplish such a global mind-shift is the subject of Sustainable Frontiers. And it starts by admitting that those of us at the vanguard of the sustainability revolution also have to change. We will also have to let go of cherished beliefs and strategies that are not working - starting with the way we communicate our vital, life-saving mission.

The decisions a corporation makes affect more than just its stakeholders and can have wide social, environmental, and economic consequences. This facilitates a business environment built around the practical regulations and transparency necessary to ensure ethical and responsible business practice. Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications is a vital reference source on the ways in which corporate entities can implement responsible strategies and create

synergistic value for both businesses and society. Highlighting a range of topics such as company culture, organizational diversity, and human resource management, this multi-volume book is ideally designed for business executives, managers, business professionals, human resources managers, academicians, and researchers interested in the latest advances in organizational development.

Proceedings of the Second International Conference on Trends in Semigroup Theory and Evolution Equations held Sept. 1989, Delft University of Technology, the Netherlands. Papers deal with recent developments in semigroup theory (e.g., positive, dual, integrated), and nonlinear evolution equations (e

With contributions from founders of the field, including Justin Barrett, E. Thomas Lawson, Robert N. McCauley, Paschal Boyer, Armin Geertz and Harvey Whitehouse, as well as from younger scholars from successive stages in the field's development, this is an important survey of the first twenty-five years of the cognitive science of religion. Each chapter provides the author's views on the contributions the cognitive science of religion has made to the academic study of religion, as well as any shortcomings in the field and challenges for the future. Religion Explained? The Cognitive Science of Religion after Twenty-five Years calls attention to the field whilst providing an accessible and diverse survey of approaches from key voices, as well as offering suggestions for further research within the field. This book is essential reading for anyone in religious studies, anthropology, and the scientific study of religion.

The CSR report has become a very important tool which can help corporations to set up strategies and build their core competencies. This book presents a range of cases from different industries. Based on the analysis of the enterprise survival environment, it points out the necessity and significance of CSR. The book analyzes the current situation and development trend of CSR in China, as well as its international developing trend. By analyzing the management framework and formulation process of the CSR report, this book provides businesses with guiding principles for preparing the CSR report.

“Simulation-based technology development for metal forming” is a compilation of selected conference papers presented at the metal forming conference MEFORM 2019, that has taken place from March 20th to 21st, 2019 in Freiberg / Saxony. The publication addresses to engineers as wells as to representatives of R&D institutions and technical education aiming for simulation-based technology development in the metalworking industries. It provides insights and information about new simulation approaches to support the development of materials and forming technologies for light or heavy metals and material characterization. The models range from fast models for material flow and load prediction to time-consuming multi-scale approaches, including microstructure evolution and the resulting mechanical properties.

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 students and academics with a comprehensive analysis of the theory and practice of branding. The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in

interactive, immediate and innovative ways is ever-present in the digital era. Digital marketing and social media create opportunities for managers to communicate their brand's identity to their consumers and stakeholders. Yet, limited empirical research exists to elucidate these issues, and less still that assists our understanding of branding issues at an international level. Recognising the complexity and plurality at the heart of the branding discipline, this text explores the relationship between brands, identity and stakeholders. Working through building, designing and maintaining a brand, the authors consider such aspects as strategic planning and campaign management, research and measurement, media relations, employee communication, leadership and change communication, and crisis branding. Critically, differing methods and approaches applied to branding and communication research design are assessed, including both qualitative and quantitative methods. Proposing a mixture of theory and practice with international case studies, this book is an invaluable companion for advanced undergraduate and postgraduate students, academics of marketing and strategic brand management, as well as managers and decision makers globally.

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.

From the perspective of commercial and non-commercial organizations, this monograph with contemporary organizational and management problems, focus on four thematic areas. Traditionally, the first one is concentrating the reader's attention on the internal aspects of the organization's functioning as an object of research. In this regard, articles related to the concept of corporate social responsibility in two ways: organizational research and bibliometric analysis. The authors used an analogical (bibliometric) approach to examine trends in publishing for the concept of learning organizations. In this part of the discussion, the social aspect has been strongly displayed, also thanks to the social capital and enterprise. Another topic in this section is the role of the workers' knowledge in creating innovative solutions, emphasizing the role of trust and culture-rich collaboration between employees, employees' participation in creating projects, and organizational change. In addition, it discusses the role of information and knowledge networks and sharing knowledge among employees, which does remain without influence on the shaping of individual employees' careers. Slightly different from the other articles, though set in this section,

there is an article referring to the organizational pathology. These considerations are much more valuable, usually because of the difficult access to negative information. The next section presents articles in the context of the modern tools used in the management of commercial and non-commercial organizations. This part of the discussion starts an article about forecasting methods and modern models of business management. In opposition to these considerations, the problem of unused, modern management methods in the local government sector, remains valid. Also, it refers to social media as a source of customer knowledge and management control, which should be considered as a strong and innovative determinant influencing the development of contemporary management methods of a modern enterprise. Interesting considerations are included in the article on the process management, with emphasis on the dynamic management of business processes and IT systems that go with it. The other articles present the concepts of the risk management model in a technology project, business model used in franchising, and the concept of accountability in conjunction with the development of innovation thanks to negotiating the role of intellectual capital. The modern market economy forces organizations to develop their ability to adapt to the conditions by improving their organization continually. It shows how modern-day commercial and non-commercial organizations are competing in a competitive market. This section opens the article, referring to the social competences of students developed during their studies and the competences of the future, which were studied and compared in two universities. The integral part of the organization's functioning of the organization in the environment is their broadly understood cooperation for the implementation of the objectives and achieving a competitive advantage in the market. This trend covers articles referring to the participation of county in networking, modeling synergistic interrelations within the business association, or the conditions that should be met between enterprises and institutions supporting the technological development of the organization. Other considerations concern customer preferences concerning their choice of commercial banks, the factors that determine the choice of financial instruments by small and medium enterprises, or the demands of sustainable family business development. The final part of the articles is related to a broader perspective, and so the functioning of the organization from a sectoral perspective and across industries. A distinctive feature is a sectoral approach to knowledge-based business services, the determinants of knowledge-based products in the pharmaceutical industry, and the behavior of competing companies in the chocolate and confectionery industry. A separate topic in this section is the concept of capturing value or the value in a sectoral approach. The issues related to the protection of personal data in the healthcare sector, patent activity of enterprises in the technology park, as well as the management of resources in the cluster. The prepared monograph is an interdisciplinary compendium of knowledge on the functioning of both commercial and non-commercial organizations in the context of three perspectives: micro, meso, and macro. The advantage of this type of studies is modern and up-to-date look at the problems of management, organization behavior, or the functioning of the organizations in the sector.

An Unnatural History of Religions examines the origins, development, and critical issues concerning the history of religion and its relationship with science. The book explores the ideological biases, logical fallacies, and unwarranted beliefs that surround

the scientific foundations (or lack thereof) in the academic discipline of the history of religions, positioning them in today's 'post-truth' culture. Leonardo Ambasciano provides the necessary critical background to evaluate the most important theories and working concepts dedicated to the explanation of the historical developments of religion. He covers the most important topics and paradigm shifts in the field, such as phenomenology, postmodernism, and cognitive science. These are taken into consideration chronologically, each time with case studies on topics such as shamanism, gender biases, ethnocentrism, and biological evolution. Ambasciano argues that the roots of post-truth may be deep in human biases, but that historical justifications change each time, resulting in different combinations. The surprising rise of once-fringe beliefs, such as conspiracy theories, pseudoscientific claims, and so-called scientific creationism, demonstrates the alarming influence that post-truth ideas may exert on both politics and society. Recognising them before they spread anew may be the first step towards a scientifically renewed study of religion.

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.

Environmental, social, and corporate governance (ESG) risk considers the nonfinancial risks that could arise in a business, such as sustainability, brand reputation, legal aspects, ethics, and more. As businesses all have their own risk profiles, there is a need for risk management and mitigation that is unique for each company. Because of this variability, the study on ESG risk factors and motives of incorporating the ESG perspective into business models are crucial yet challenging. Therefore, it is important to understand how companies are adapting and mitigating ESG risk in diverse types of businesses. *Adapting and Mitigating Environmental, Social, and Governance Risk in Business* examines processes in enterprises that can increase the sustainability of business models and their coherence with the assumptions of the concept of sustainable development and ESG risk. Furthermore, the book explores how enterprises operating in different sectors are adapting their business models towards sustainability in order to create sustainable value. This book is a valuable tool for managers, executives, entrepreneurs, practitioners, academicians, researchers, and graduate students in finance, business, and management.

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.

Over the last decade, socially responsible investments (SRIs) have become paramount to both professionals and academics. In the aftermath of the financial crisis of 2007-8, practitioners have become much more involved in new financial models that integrate returns and positive social and environmental impacts. The authors argue that previous irresponsible financial models are anachronistic, and propose a new relationship between stakeholder and shareholder. Starting from the mainstreaming of SRI, this book recovers the social function of banks and the innovative role of crowdfunding and venture capital models. The book offers a unified perspective for firm and funder, making it a timely and invaluable read for scholars and practitioners interested in sustainable development and social impact finance.

This book examines and analyzes the challenges programmes for Corporate Social Responsibility (CSR) and sustainable development are facing in global management practice. It looks at the dichotomy of a general and popular demand for responsible and resilient management, and the counterplayers that impact the positive effect of such efforts. The book assembles latest research looking at the root causes for this opposition, and new case studies that showcase the dilemma and possible solutions to overcome it. Overall, the book juxtaposes short terminism within CSR programmes and longer term sustainable development, mis-allocation of resources and failed promises associated with CSR, and sketches pathways how CSR and sustainable development can be directed towards the most pressing issues.

In today's society, environmental concerns are at the forefront of entrepreneurial decision-making and planning. With increased attention on an organization's environmental impact, researchers and business leaders strive to provide the best methodologies and strategies for effective environmental reporting and accountability. *Green Accounting Initiatives and Strategies for Sustainable Development* presents the latest scholarly research on the economic, social, and environmental objectives essential to the planning and support of future organizations and communities. This publication is an essential reference source for academicians, researchers, advanced level students, and professionals interested in designing business models and financial plans with consideration for environmental and social liabilities. This publication features timely, research based chapters on economic, social, and environmental policies including, but not limited to, green performance measurement, triple bottom line reporting, sustainable societies, environmental protection, and risk and adaptive management.

The Future of Sustainability, the tenth and final volume of the Berkshire

Encyclopedia of Sustainability, brings together essays from a group of renowned scholars and well-known environmentalist thinkers. Crucial topics are considered in terms of the future of humanity and its relationship with the natural world, from the outlook for nuclear energy, cities, energy, agriculture, water, food security, mobility, and migration; the role of higher education; and the concept of collective learning. The volume concludes with a resource guide for teaching materials at several levels, a directory of leading undergraduate- and graduate-level programs in sustainability, and a combined index of the 10-volume set.

Corporate social responsibility is now an established agenda for large companies, with a new profession emerging that engages in the social and environmental contribution of business. How has this agenda emerged over time? What were the key events and actors? How has this new "movement" of committed individuals been taking shape around the globe? Insights into these questions come from a review of the first half of first decade of the 21st century. The Corporate Responsibility Movement compiles Lifeworth's highly praised Annual Reviews of Corporate Responsibility from 2001 to 2005. It is introduced with a new overview by the lead author of those reviews, Dr Jem Bendell, in a piece that examines the trajectory of a new social movement in and around business. At a time of searching questions about the future of finance, Dr Bendell argues that a new concept of "capital democracy" is emerging from within the community of people working towards corporate responsibility, which could be mainstreamed as a socially and environmentally enhanced system of economy. He calls on professionals, researchers and policy-makers to embrace an ambitious agenda for corporate responsibility and develop greater insight into acting together as a movement for change. This book is an essential resource for business libraries, recording, analysing and contextualising some of the key events, issues and trends during this historic period in the development of the corporation.

The Business of Sustainability is a core resource for policy makers, members of the development community, entrepreneurs, and corporate executives, as well as business and economics students and their professors. It contains rich analysis of how sustainability is being factored into industries across the globe, with enlightening case studies of businesses serving as agents of change. Contributing authors provide a groundbreaking body of research-based knowledge. They explain that the concept of sustainability is being re-framed to be positive about business instead of being tied to the old notion of a trade-off between business and society (that is, if business wins, society and the environment must lose), and they explore how economic development can contribute to building our common future.

To fully comprehend corporate social responsibility (CSR), corporations must understand the many-sided nature of CSR. This book provides insight into the theoretical foundation, beliefs, and expectations of the multiple stakeholders; the governance of CSR commitment; and corporations' strategies associated with

the design, development, implementation and communication strategies for CSR through the case study on Malaysia. The book also explains why corporations should pursue a dual economic and social function and why it being critical to an organisation's success. It also describes the CSR trends and influences such as sustainability and globalisation on the future of CSR.

Earthquake Geotechnical Engineering for Protection and Development of Environment and Constructions contains invited, keynote and theme lectures and regular papers presented at the 7th International Conference on Earthquake Geotechnical Engineering (Rome, Italy, 17-20 June 2019). The contributions deal with recent developments and advancements as well as case histories, field monitoring, experimental characterization, physical and analytical modelling, and applications related to the variety of environmental phenomena induced by earthquakes in soils and their effects on engineered systems interacting with them. The book is divided in the sections below: Invited papers Keynote papers Theme lectures Special Session on Large Scale Testing Special Session on Liquefact Projects Special Session on Lessons learned from recent earthquakes Special Session on the Central Italy earthquake Regular papers Earthquake Geotechnical Engineering for Protection and Development of Environment and Constructions provides a significant up-to-date collection of recent experiences and developments, and aims at engineers, geologists and seismologists, consultants, public and private contractors, local national and international authorities, and to all those involved in research and practice related to Earthquake Geotechnical Engineering.

This edited book focuses on how CSR and Corporate Governance in Ibero-America have been employed, analyzed, and examined in different sectors and scenarios. It takes a trans-regional approach unlike most research which has been focused on studying specific initiatives or experiences in a particular country.

This book explores discussions and practice around corporate governance in Russia from the early 1990s until 2018. It covers three major aspects of corporate governance theory and practice: a vision of corporate governance in Russia in the context of global trends and challenges, the general perception of corporate governance in Russia, and the real nature of Russia's corporate community from the viewpoint of its corporate governance practices. It provides a unique complex analysis and detailed description of how corporate governance has been perceived by both Russian regulators and the business community, and how it has been applied in Russian companies. This analysis covers the period of over 25 years: from early attempts at directing transfer and implanting the Western model of corporate governance to the nascent Russian big private business, up to the period of resurgence of the state as the dominant player both in Russian society and its economy at large. It gives an understanding of what corporate governance is in Russia in the days of "sovereign democracy" and confrontation with the West. It explains how cultural, political, economic and institutional factors have shaped corporate governance in Russia. The authors provide insights into such aspects of Russian corporate governance framework and practices as regulatory

philosophy and enforcement, ownership structure, the role of the state, the impact of unfriendly domestic business climate, how the value of corporate governance is perceived in Russian context, etc. Predominantly, the book paints an interesting picture of how the "sovereign corporate governance" model has been shaped in Russia. This book will be useful not just for experts in corporate governance and investors, but also for those who have an interest in modern Russia at large.

This is an indispensable career guide for everyone wanting to work in or already working in the international development and humanitarian emergencies sector. It provides a general introduction and insight into the sector, for those exploring it as a potential career, and offers students up-to-date advice when choosing a course, whether it's at undergraduate or postgraduate level. Should they study International Development, or will Public Health, Environmental studies or Media get them closer to where they want to get? This book offers graduates or career changers who are new to the sector an understanding of what skills and experience will make them stand out above the competition and get that job. It enables those already working in the sector to gain a long term view of where they want to go and how they might structure their professional development to gain the skills and competencies necessary to get their career on to an upward trajectory. This book draws heavily on insiders' advice, case studies and top tips, to provide the reader with various perspectives and insights. How do you become a country director for an international NGO? How can one become a gender mainstreaming expert? What can you do to get in to consultancy? Career trajectories, Career clinics Q&A boxes and the personal planner in the appendix will help you get to where you want to go. It also gives a detailed account of the myriad of careers and specialism available within the sector and methodologically describes the pros and cons of each option. So if you are not sure where you want to go with your career, you will be after you have read this book. Whether it's Programme Management, becoming an Environmental Advisor, or an Academic this book will give you an insight into what the job entails and how you can get in to it. It will be an invaluable guide to all readers, irrespective of their country of origin, who are interested in the sector.

This landmark book shows 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 public relations concern to a more authentic, 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.

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital "how to" guide providing information on all aspects of the CSR process. This highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies – whether as CSR managers or at top management level – with coverage of all the important aspects of CSR – from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain management to auditing, CSR and the law, and communicating CSR. Divided into bite-size easy-to-read chapters complete with practical checklists or "dos and don'ts", Responsible Business provides perspectives

across different industries and sectors from running micro-finance at an international banking group to CSR in small companies as well as personal insights into a CSR manager's role in the automotive sector, the IT sector, the hotel business and many more. "If CSR is ever to happen in real time, it will be in the corporate trenches, honed by managers driving CSR beyond academic ideal to practical workplace results. This new book from Europe's ICCA has it all in one place. A brilliant display of actual corporate accomplishments, workable tools, and organisational work-around strategies. Real stuff by real professionals." —William C. Frederick, author of *Corporation, Be Good! The Story of Corporate Social Responsibility* "The work of Nick Tolhurst and the ICCA in this publication and beyond is vital to the field of CSR, as well as to the interdisciplinary fields and sectors that it affects in the private sector, public sector and civil society. I suggest this book become required reading for each sector." —Mark C. Donfried, Director and Founder, Institute for Cultural Diplomacy

Development in an Era of Capital Control investigates Corporate Social Responsibility (CSR), a 21st century buzz word. Centred around the responsibility of business to give back to society, this idea is a departure from the traditional view that the responsibility of business is to make a profit. Instead, it supposes that business, society and government can unite to enhance the quality of life in the community in which the business operates. This book works from the premise that whereas CSR could assist in developing communities, the quality and value of this contribution is constrained by pre-existing inequalities in the global system, which themselves can be traced to states' histories and furthered by globalisation. Ciara Hackett shows that while the concept of CSR was designed for an environment where all states are equal, this does not ring true in the real world and consequently the potential for CSR to contribute to development is restricted, most profoundly in those states that would benefit the most. This book presents a rich collection of research studies on the theory and practice of CSR in Asia. It includes valuable contributions of practice-oriented researchers from various Asian countries such as Brunei, China, India, Indonesia, Japan, Korea, Malaysia, and Singapore, and from several non-Asian countries, such as Australia, Canada and the USA. The book presents a comprehensive overview of the practice of CSR in Asia. Normally CSR is seen in the Western angles, but here, in this book, Asian philosophies and thoughts are also examined. Touted as the first of its kind, the book also compares Western and Asian perspectives on CSR and presents them in the light of Asian philosophies and thoughts, such as Confucian, Islamic (Koranic), Indian (Vedantic) and other Asian ways of looking at CSR in their own rights and perspectives.?

Cultural differences among nations are being recognized as critically important for the corporate social responsibility (CSR) agendas of multinational companies. For this reason, the past few years have shown an increase in comparative studies seeking to identify the role played by cultural dimensions in CSR engagement, performances, and communications. *Linking Cultural Dimensions and CSR Communication: Emerging Research and Opportunities* is a collection of innovative research on evaluating how cultural dimensions, reflected in CSR content embedded on corporate websites, vary between the Asian context and the other countries in the world and considering how these factors affect societies and business ethics. While highlighting topics including business ethics, corporate philanthropy, and stakeholder engagement, this book is

ideally designed for managers, business professionals, academicians, and researchers. *Business and Development Studies: Issues and Perspectives* provides a comprehensive collection of cutting-edge theoretical and empirical contributions to the emerging field of business and development studies. Compared to more traditional business-school accounts of business in developing countries which focus on the challenges and opportunities of doing business in developing countries, this anthology explores whether, how, and under what conditions business contributes to the achievement of economic, social, and environmental goals in developing countries. The book consolidates the current status of academic work on business and development, identifies state of the art in relation to this academic field, and establishes a future research agenda for 'business and development studies' as an emerging academic discipline within the social sciences. The book will be of interest to researchers and students, including economists, geographers, sociologists, political scientists, corporate social responsibility specialists, and development scholars who are seeking an in-depth overview of current debates about the role of business as a development agent in the Global South. The book is also of relevance to practitioners that are engaged in work with the private sector seeking to enhance the positive effects and minimize the negative economic, social, and environmental consequences of business activity in the Global South.

This book highlights different roles in entrepreneurship and innovation, based on the act of setting up a new venture in the area of sustainable luxury and fashion, which also involves cognitive and motivational characteristics. It also discusses the fact that many sustainability-promoting innovations require substantial technological advances.

Growing interest in corporate social responsibility (CSR) has focused attention on the relationship between businesses and key stakeholders, such as NGOs and local communities. Curiously, however, commentators on CSR rarely discuss the role of trade unions, while commentators on employment relations seldom engage with CSR. This situation is all the more remarkable since unions are a critically important social actor and have traditionally played a prominent role in defending the interests of one key stakeholder in the company, the employee. Written by dedicated experts in their field, this book addresses a key gap in the literature on both CSR and employment relations, namely trade union policies towards CSR, as well as union engagement with particular CSR initiatives and the challenges they face in doing so. The research covers eleven European countries which, when taken together, constitute a representative sample of industrial relations structures across the continent. This book will be essential reading for scholars, students and practitioners of international business, employment relations, public policy and CSR. Its foreword is written by Philippe Pochet and Maria Jepsen, Directors of the European Trade Union Institute in Brussels.

The decisions a corporation makes affect more than just its stakeholders, for they can have wide social, environmental, and economic consequences. The relationship between marketing and corporate social responsibility is important to facing these consequences and providing organizational success. Strategic marketing is a tool that can help to defuse tension between companies and their wider stakeholders as well as fend off criticism. *Corporate Social Responsibility and Strategic Market Positioning for Organizational Success* is a critical scholarly resource that explores different approaches to understanding the nexus between business, marketing, technology,

education, engagement, and sustainability. Featuring research on topics such as business strategy, marketing strategies, and organizational culture, this book is ideally designed for business managers and practitioners, commercial and corporate organizations, researchers, and academicians seeking coverage on the strategic importance of corporate social responsibility and marketing for commercial success. The purpose of this volume is to explore sustainable innovation and “fair development” in China. It examines various existing problems currently faced in China, such as food safety, education, healthcare, employment, housing, the environment and censorship, among others, and provides different perspectives in relation to fair development. Topics covered include coordinated governance, energy consumption and policy, dynamic sustainability, green marketing, and people-oriented education. While the focus of the volume is on China, the research process and structure presented can also be used to explore fair development in other emerging economies. Fair development is a framework that includes such principles as sustainability, with particular respect to the implications for human development in the context of available opportunities, resources, and outputs. China, the world’s second largest economy, continues to face several challenges when pursuing sustainable development, such as unbalanced growth pressure in the central and western regions and rural areas of China, the fragility of the natural environment, and resource constraints and structural problems in economic and social development. It is a crucial mission for China to sustain economic growth without sacrificing environmental sustainability or human rights. For example, there is increasing pressure on China to reduce its dependence on fossil energy. Therefore, innovations in technologies, management, and even systems are critical to drive a transition to low-carbon energy, which will be a long-term process. Featuring contributions from a diverse group of researchers from multiple disciplines, this volume provides a comprehensive collection of perspectives on economic, political, and social development in China.

CSR for Purpose, Shared Value and Deep Transformation focuses on a new type of CSR, which includes entrepreneurial innovation, sustainable goals and shared and integrated value in a systems-oriented approach for deep transformation. All topics are backed by case studies, academic literature and future research opportunities.

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, locality 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.

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