

The Business Case For Corporate Social Responsibility Understanding And Measuring Economic Impacts Of Corporate Social Performance Understanding And Contributions To Management Science

It's Personal: The Business Case for Caring thoughtfully examines the Human Connection Movement(TM) in the workplace, which is fueled by a growing desire among employees to feel more connected to one another and as a result, better connected to their jobs. This movement, which is especially important given the challenges of today's new work-from-home environment, has transformed the role of employers into the benefactors of wellbeing. It's Personal: The Business Case for Caring serves as a strategic and tactical guide for company leaders who want to embrace this transformational change, improve employee engagement, and drive business results. Written by Lorna Borenstein, founder and CEO of the on-demand wellbeing engagement solution Grokker, It's Personal: The Business Case for Caring can be used by leaders to justify why creating a caring environment is a vital corporate strategy -- not just because it's the right thing to do but because it's the smart thing to do. The chapters have been organized to build one from the next, starting with an examination of employees' changing needs and concluding with the practical aspects of managing workforce culture and benefits. In addition to the author's insights -- backed by a combination of data and real-world experience -- It's Personal: The Business Case for Caring includes testimonials from business leaders at the most innovative employers, showcasing real-world examples of organizational caring in action. These guest perspectives from leaders at companies such as Aetna, Southwest Airlines, and Morningstar, each expound on a topic, key idea, or issue from within the chapter, helping to reinforce the book's unique global perspective. Designed to help readers understand the context for caring -- why now is the time to take a fresh look at the employer/employee relationship -- and appreciate leadership's role in not only culture change but in improving the life and work experiences of employees, It's Personal: The Business Case for Caring is at once inspirational, practical, and timely. The book will be appreciated by even the most time-crunched and under-resourced readers who want to do the right thing for their employees. Finally, a book that crosses the great divide between academia and practice a rare feat, especially in edited volumes with scholarly contributions. . . there is much to like about what the book does cover. Wayne Visser, Ethical Performance Mallin brings together academics and business experts to share a wide range of accounts from across the globe. Readers will find insights and guidance on how countries and companies have tried to balance the perceived needs of often disparate groups. James McRitchie, CorpGov.net Chris Mallin has put together a fine volume providing detailed

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insights into the global spread of CSR. It wonderfully showcases the diversity and dynamics of CSR in different countries, regions and key industries. It is an essential read for everybody interested in the dialectics of global homogenization and local adaptation of CSR-related management practices. Dirk Matten, York University, Toronto, Canada Professor Mallin has edited a remarkable range of studies, illustrating how companies across the world regard and respond to their social responsibilities. Her book will prove an invaluable source of information for everyone interested in comparative corporate social responsibility, aided by the admirable learning points and questions following each case study. It will also be turned to for guidance by investors concerned to promote corporate social values internationally. Sir Adrian Cadbury, Aston University Business School, Birmingham, UK Corporate Social Responsibility (CSR) is an area of increasing global interest with companies taking CSR issues more seriously, devoting more resources to such issues and acknowledging the benefits of CSR activities. This insightful book provides a comprehensive analysis of the development of CSR in a diverse range of countries including the UK, Italy, Poland, Turkey, the USA, the Middle East, Australia, Japan and Korea. Christine Mallin has brought together leading experts from both academia and the business world to provide fully up-to-date accounts of developments in CSR from a range of legal, cultural and economic perspectives. This timely resource will serve as an invaluable teaching and resource tool for advanced students and academics and will provide insights and guidance to the wider business community.

Perspectives on Purpose brings together industry leaders to advocate for a more human-centered and socially-conscious future for businesses. Sharing stories from their work at companies like Ben & Jerry's, Sephora, Airbnb, Diageo, VF Corporation, and Hyatt, these authors demonstrate how weaving purpose into the profit-making core of business helps companies do good and do well. Foreword by Jessica Alba and Christopher Gavigan, Co-founders of The Honest Company Chapters by: Jorge Aguilar (Prophet) Tom Andrews (TJALeadership, SYPartners) Maryam Banikarim (Hyatt, NBC Universal, Gannett, Univision) Ila Byrne and Ryan Hunter (Diageo) Corrie Conrad (Sephora) Alexandra Dimiziani (TwentyFirstCenturyBrand, Airbnb) Ambika Gautam Pai (Wolf & Wilhelmine) Heidi Hackemer (And So We Hunt) Sam Hornsby (TRIPTK) Jonathan Jackson (Harvard University, Blavity) Sam Liebeskind (Gin Lane, Wolff Olins) Rob Michalak (Ben & Jerry's) Thomas Ordahl (Landor) Frank Oswald (Columbia University) Sarah Potts (Thorn) Matthew Quint (Columbia Business School) Haley Rushing (The Purpose Institute) Letitia Webster (VF Corporation) Freya Williams (Futerra) Perspectives on Purpose and its sister book, Perspectives on Impact, bring together leading voices from across sectors to discuss how we must adapt our organizations for the twenty-first century world. Perspectives on Purpose looks at the shifting role of the corporation in society through the lens of purpose; Perspectives on Impact focuses on the recalibration of social impact approaches to tackle complex humanitarian, social, and environmental challenges. You can

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find Perspectives on Impact: Leading Voices on Making Systemic Change in the Twenty-First Century here:

<https://www.amazon.com/Perspectives-Purpose-Building-Businesses-Twenty-First/dp/036711237X>

The difficulties in moving towards corporate sustainability raise the question of how environmental and social management can be integrated better with economic business goals. Over the last decade, the relationship between environmental and economic performance, and more recently the interaction between sustainability performance and business competitiveness, have received considerable attention in both theory and practice. However, to date, only partial aspects of the relationship between sustainability performance, competitiveness and economic performance have been studied from a theoretical as well as an empirical perspective. And, to date, no unique relationship has prevailed in empirical studies. A number of explanations have been put forward to explain this, including methodological reasons, such as the lack of statistical data, the low quality of that data, or the fact that such data is often available for short time periods only. Other theoretical explanations have been developed, such as the influence of different corporate strategies or the relatively small influence of environmental or sustainability issues as one factor among many on the economic or financial success of firms. So, how should the business case for sustainability be managed? This is the starting point for this book, which compiles insights on a large number of aspects of the link between sustainability performance, business competitiveness and economic success in an attempt to provide a comprehensive and structured view of this relationship. The book provides an unrivalled body of knowledge on the state of theory and practice in this field and identifies prospective future fields of work. The book includes: conceptual frameworks for the interaction of social, environmental and economic issues in business environments; case studies of companies that have successfully integrated social, environmental and economic issues; analyses of the causal and empirical relationship between environmental and/or social performance, business performance and firm-level competitiveness; concepts and tools useful for improving business value with proactive operational strategies; assessment of the factors influencing operational sustainability strategies and their economic impact; and comparisons of interactions between sustainability performance and firm competitiveness across industry sectors and countries. *Managing the Business Case for Sustainability* is the definitive work in its field: the most comprehensive book yet published on the theory and practice of managing sustainability performance, competitiveness, environmental, social and economic performance in an integrated way. It will be essential reading for managers, academics, consultants, fund managers, governments and government agencies, NGOs and international bodies who need a broad and comprehensive overview of the business case for sustainability.

No other question thwarts companies from pursuing corporate sustainability strategies more than, What's the business

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case? This study applies both conventional and emerging techniques of financial analysis to address the question of specific strategies at specific companies.

In a dramatic departure from its voluntary origins, corporate social responsibility (CSR) is rapidly shifting to hold multinational companies accountable for more than traditional shareholder performance. This CSR movement is embracing new environmental, social and governance (ESG) frameworks that both promote global sustainability goals and enhance accountability for negative impacts businesses can have on 'planet and people'. This collection of essays by leading businesspeople, international civil servants, legal practitioners, academics, and other experts offers a forward-looking and pragmatic perspective that illuminates the major themes in this movement towards increasingly sustainable, transparent and accountable business practices. The collection shows how CSR has evolved to account for societal pressures, environmental, climate change and human rights impacts, international policy imperatives and the practical challenges of regulating commercial activity that transcends borders. The chapters offer an in-depth examination of current issues including: international frameworks and multistakeholder initiatives catalysing foundational change; the shifting emphasis on corporate imperatives to avoid harm to third parties; trends in CSR, focused on assuring the planet's future sustainability and social stability; regulatory initiatives around the globe, including Europe, North America, Asia and Africa; and extended accountability for activities of corporate group members and supply chains. The pressure and business case for companies to incorporate CSR into corporate governance is intensifying with each quarter, shareholder meeting, and regulatory agenda. The integration of CSR and new ESG frameworks into multinational corporate strategy and operations is key to sustainable business models that can generate long-term value for the organization and all stakeholders. Their acceptance as cornerstones of 21st century business practice appears inevitable. Taking full account of the imperative for companies and their lawyers to grapple with the practical and legal challenges in this area, this volume is an invaluable and pragmatic addition to the practitioners' toolbox at this important juncture in an ever-more dynamic field.

Frequently not enough attention is given to producing a comprehensive business case or to producing an economic justification for an information systems investment. In fact many organizations are not clear as to what constitutes a sound business case and how to go about producing one. This Professional level book for the Computer Weekly Professional Series will show how to go about justification for I.T. spend. This book is designed for all those who are involved in the decision to invest in information systems. This book is especially relevant to senior business executives, senior financial managers and IT executives. Business consultants, computer and corporate advisors will also find the ideas and material addressed in this text of particular benefit as will anyone involved in corporate and strategic planning.

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In addition, senior students such as those working towards their MBAs will find this book of use. A business case is a statement or a series of statements that demonstrate the economic value of a particular intervention, a course of action or a specific investment. A business case is not simply a financial forecast of the hardware and software costs and the expected benefits. A business case for an information systems investment involves a comprehensive understanding of both the likely resources as well as the business drivers which will assist business managers improve their performance and thereby obtain a stream of benefits from the investment. In general there are approximately six steps in producing a business case for an information systems investment. 1. Determine the high-level business outcomes that will be clearly and comprehensively expressed as a set of opportunities the organization can take advantage of, or problems that need to be rectified. 2. Identify the corporate critical success factors that will be supported or enhanced by the operation of the completed information systems project or investment. 3. Create a list of specific and detailed outcomes or benefits, their appropriate metrics, measuring methods and responsibility points that are represented by the stakeholders. 4. Quantify the contribution made by the outcomes, which requires associating numbers or benefit values with outcomes where this is possible. 5. Highlight the risks associated with the project. Fundamental to this new approach to developing a business case for information systems investment is the fact that it incorporates much more than the financial numbers which are typically found in the standard approach to a feasibility study. This approach looks behind the financial numbers to the improvements in business performance which are facilitated by information systems and which are the real drivers of the benefits. Furthermore, this approach to developing a business case allows the organization to manage the process so that the required results are achieved.

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

Case Studies for Corporate Finance: From A (Anheuser) to Z (Zyps) (In 2 Volumes) provides a distinctive collection of 51 real business cases dealing with corporate finance issues over the period of 1985–2014. Written by Harold Bierman Jr, world-renowned author in the field of corporate finance, the book spans over different areas of finance which range from capital structures to leveraged buy-outs to restructuring. While the primary focus of the case studies is the economy of the United States, other parts of the world are also represented. Notable to this comprehensive case studies book are

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questions to which unique solutions are offered in Volume 2, all of which aim to provide the reader with simulated experience of real business situations involving corporate financial decision-making. Case studies covered include that of Time Warner (1989–1991), The Walt Disney Company (1995), Exxon–Mobil (1998), Mitsubishi's Zero Coupon Convertible Bond (2000), and Apple (2014). Request Inspection Copy

Providing the necessary background information and hands-on tools to build compelling business cases, this book will increase the reader's capability to champion new business development ideas, take them to senior management, and facilitate the decision process by understanding the key theories and practices of finance and corporate investments. This book provides a rich overview and takes a closer look at the current state of theory and practice in the field of sustainable business models. The chapters in this book examine and analyze existing and new approaches towards sustainable business models and showcase the implementation of sustainable business through both quantitative and qualitative studies, including several case studies and many practical examples. It approaches these issues from the standpoints of diverse business disciplines to yield new insights and ideas that are relevant from both an academic and professional perspective. In its essence, the book examines how firms' value creation processes can be driven by sustainability and social responsibility and how this impacts business and society. Readers will find a range of sustainable business models that have been employed and are being pioneered in various industries around the globe – which are thoroughly investigated and discussed, and put into a comprehensive conceptual framework.

The last decades witnessed a vigorous debate over the role of corporations in society. Interest in corporate social responsibility (CSR) has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses, and many corporations have developed CSR programs to harvest the benefits resulting from such initiatives. CSR practices have become a crucial component of business strategy contributing to organizational success and sustainable competitiveness. Cases on Corporate Social Responsibility and Contemporary Issues in Organizations is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address environmental and social issues, as well as economic and financial ones. Featuring research on topics such as sustainable development goals, CSR pillars, employee retention, gender equality, and social accountability, this book is ideally designed for business managers, researchers, practitioners, and students seeking coverage on innovative business practices enacted in multiple organizations/industries.

Don't be misled by the word social in the title. This is a book about how to improve corporate performance and gain competitive advantage. In Corporate Social Opportunity! Grayson and Hodges challenge perceived wisdom that

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adherence by business to corporate social responsibility (CSR) is a zero-sum game where the impact on companies is added costs and extra regulatory burden.?? From their unique vantage point working with leaders of global businesses and of local communities, the authors explain how powerful drivers forcing companies to adopt stringent social, ethical and environmental standards simultaneously create largely untapped opportunities for product innovation, market development and non-traditional business models. The key to exploiting these opportunities lies in building CSR into business strategy, not adding it on to business operations. With examples from 200 companies to illustrate their case, they outline both in theory and practice a seven-step process managers can apply to assess the implications of CSR on their business strategy and identify their own corporate social opportunities. Business is operating in a whirlwind of interacting global forces: revolutionary developments in communications and technology, significant changes in markets, shifts in demographics, and a transformation of personal values. The fallout from these forces is the underlying reason that corporate social responsibility has come of age. These global forces have led to a number of issues-such as ecology and environment, human rights and diversity, health and well-being, and communities-becoming potential liabilities for companies. Once regarded as 'soft' management issues, they are now increasingly recognised as hard to predict and hard for the business to deal with when they go wrong. Corporate Social Opportunity!, by the authors of the best-selling Everybody's Business moves the argument from the "why" of corporate social responsibility (CSR) to the "how" and beyond – to a future where CSR is perceived as an opportunity for business both in terms of reaping the benefits of retaining brand or organisational value and by developing new products and services, serving new markets and adopting new business models. This is not always a story of black and white, of what is right or what is wrong. Often it embraces apparently conflicting demands which require the application of judgement, guided by a clear sense of overall direction and corporate purpose. This book is designed to act as a compass for aiding navigation through such dilemmas and complex decisions. Using examples of current good practice, detailed interviews with leading CEOs and newly created diagnostic planning tools, all framed within a seven-step model for making CSR happen, the book aims to provide a practical guide to help business leaders and their managers understand how to assess the impact of corporate social responsibility factors on their core business strategy and operations and help them identify and prioritise between subsequent options and resulting business opportunities. The book is structured into two parts. Both parts describe the same seven-step model which, if followed, will help managers think through desired changes to business strategies, and necessary corresponding changes to operational practices. In Part 1, the seven steps-triggers; scoping; making the business case; committing to action; resources and integrating operations; engaging stakeholders; and measuring and reporting-are described and illustrative evidence and corresponding data provided. In Part 2, the authors have created a

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worked example of the diagnostic processes that form the backbone of the seven steps, based on the health and well-being issue of fast food and the growing problem of obesity, particularly among children, along with notes on how a manager might work through the processes with colleagues. The authors are pro-business although not business-as-usual. The book is written first and foremost with the purpose of helping to improve business performance, because business is after all the principal motor for growth and development in the world today. The authors argue that companies adhering to best practice in CSR and taking advantage of possibilities inherent in Corporate Social Opportunity! are good for shareholders as well as customers and employees.

This edited volume brings together finance industry perspectives from top global institutions, which focus on the bottom line for integrating ESG factors into the operations of the finance industry. Executives and senior practitioners answer the question: 'does following sustainable finance principles make commercial sense for a commercially-oriented financial institution, and if so, what evidence is there?'

Most academics and certainly most sustainability managers agree that research on the 'business case' for sustainability has been very inconclusive. In fact many have simply decided that the business case for sustainability is elusive. This book goes further than ever before in trying to be more specific about the economic rationale for corporate sustainability, by approaching this issue on an industry-specific level. To do this, empirical evidence was gathered from managers in nine industries, along with their stakeholders, during an extensive and ambitious research project. The book gives a detailed and representative insight of the business case in the nine sectors but also a unique cross-industry perspective on this issue.

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This report documents some of the potential bottom-line benefits to companies of being attentive to CSR: reducing cost and risk, gaining competitive advantage, developing and maintaining legitimacy and reputational capital, and achieving win-win outcomes.

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

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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

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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.

Profound and conceptual analysis of linkages between CSR and financial performance Overview of recent empirical studies in CSR Econometric analysis of relation between corporate social and firm performance

Ø Large organizations are seen to be struggling to keep up with today's fast changing market and technological developments. However, an increasing number of firms have started to engage in corporate venturing as a way to enhance their inno

Companies are increasingly facing intense pressures to address stakeholder demands from every direction: consumers want socially responsible products; employees want meaningful work; investors now screen on environmental, social, and governance criteria; "clicktivists" create social media storms over company missteps. CEOs now realize that their companies must be social as well as commercial actors, but stakeholder pressures often create trade-offs with demands to deliver financial performance to shareholders. How can companies respond while avoiding simple "greenwashing" or "pinkwashing"? This book lays out a roadmap for organizational leaders who have hit the limits of the supposed win-win of shared value to explore how companies can cope with real trade-offs, innovating around them or even thriving within them. Suggesting that the shared-value mindset may actually get in the way of progress, bestselling author Sarah Kaplan shows in *The 360° Corporation* how trade-offs, rather than being confusing or problematic, can actually be the source of organizational resilience and transformation.

Design: A Business Case challenges you to stimulate innovation in your own organization as an ongoing and integral dialogue between complementary skills—to bridge mind and matter, image and identity. Design thinking is a framework developed to ensure C-suite endorsement of the pursuit of design excellence in all actions undertaken by the organization. Design management is a rigorous and strategically anchored mechanism to capitalize on the investment in design as intellectual capital. And design – as we've always known it – is the skills, methods and creative capabilities needed to embody ideas and direction. Design thinking inspires, design management enables, design embodies. This book aims to build the bridges needed to reconcile the three, and to encourage organizational and professional environments in which their combined forces can thrive and reverberate.

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Argues that businesses stand to profit from development strategies that are socially and environmentally responsible. Original.

This book addresses the environmental, legal, social, and economic aspects of corporate social responsibility in the maritime industry. It discusses the voluntary aspects of the CSR concept and how the lines between informal and formal rules are merging and becoming fuzzy. Further, it shows how regulation is enhancing responsibility and sustainability in the maritime industry. The book gathers the experiences of the WMU, IMO, UN and public and private actors in developing and developed countries in the maritime industry.

A fresh look at the practical benefits of good corporate governance written by experienced practitioners.

Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

A good business case is so much more than simply the means to justify a decision. A well-written and well-researched business case will secure funding; make sure any project stays on the right side of regulation; mobilize support for the cause; provide the platform for managing the project and the benchmark against which to measure progress. Ian Gambles' *Making the Business Case* shows you how to make sense of the task at hand, develop a strategy, articulate your options, define the benefits, establish the costs, identify the risks and make a compelling case. Just as with the best business cases, the text is concise, jargon-free and easy to read; illustrated throughout with practical examples drawn from real cases and including reflective exercises at the end of

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each chapter to help you consolidate what you have learned. At only 198 pages long, this is a jewel of a book; essential reading for the manager tasked with making the business case, the senior manager who needs to understand and test it, and the project manager who is responsible for delivering whatever is agreed on.

Product Stewardship in Action describes how and why leading companies are taking responsibility for the environmental impact of their products and packaging. Product stewardship, often referred to as "extended producer responsibility" or EPR, is the idea that everyone that benefits commercially from a product, including manufacturers, distributors and retailers, has a shared responsibility to minimize its environmental impacts. Written primarily for a business audience, it draws on the knowledge and experience of industry practitioners and other experts to provide a structured approach to product responsibility within firms. This will help those new to the field, as well as more experienced practitioners, to develop an effective response to stakeholder concerns about the environmental impacts of their products and packaging. Unlike other resources on product stewardship and EPR, which tend to focus on the design or evaluation of public policy, this book highlights the business case for action. It argues that companies can achieve "shared value" — both public and commercial value — when they take a proactive and knowledge-based approach to the life-cycle management of their products. Product Stewardship in Action focuses on product stewardship as an effective business strategy rather than a philanthropic exercise. To be effective it needs to be based on a good understanding of product impacts and stakeholder concerns, and the risks and opportunities that these present to the business. The most effective responses will be those that address material issues in the product life-cycle while supporting the achievement of other corporate goals and priorities.

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.

This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet

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trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook , LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Corporate Responsibility offers a concise and comprehensive introduction to the functional area of corporate responsibility. Readers will learn how corporate responsibility is good for business and how leaders balance their organization's needs with responsibilities to key constituencies in society. Author Paul A. Argenti engages students with new and compelling cases by focusing on the social, reputational, or environmental consequences of corporate activities. Students will learn how to make difficult choices, promote responsible behavior within their organizations, and understand the role personal values play in developing effective leadership skills.

Love it? Hate it? Or, just don't care? How we feel about something dramatically affects how we interact with it. When we feel, we care. When we care, things happen. Companies that are thriving, not just surviving, are much more than a set of ruthlessly efficient and mechanistic processes – they are a social system operated by people for people. The quality of relationships, both inside and outside the organization is a far more important driver of sustainable success or failure than the quality of its control systems. The head is important, but it is the heart that matters most. If you want your customers to be brand ambassadors and your employees to brag about you to their friends, you need them to not just think you're great – you need them to feel you're great. You need them to love you – and for that, you need them to feel that you love them. For over a decade Marc Cox has been helping companies whose toxic cultures, miserable employees, and angry customers have all but destroyed them to rebuild their company spirit, discover the business case for love and build an organization that is wonderful to work for, brilliant to do business with and has the mindset of creating memorable employee and customer experiences. Underpinned by fresh insights and perspectives, robustly tested and refined by the real world experience of working with a wide range of companies and over 2,000 senior executives drawn from all parts of the world, and filled with fascinating and illustrative “love stories” the book will help you to make the business case for love. It will help you to find a more rewarding and invigorating way of working – both emotionally and financially. In short, it shows what happens when the love is put back into business.

Managing for Stakeholders: Survival, Reputation, and Success, the culmination of twenty years of research, interviews, and observations in the workplace, makes a major new contribution to management thinking and practice. Current ways of thinking

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about business and stakeholder management usually ask the Value Allocation Question: How should we distribute the burdens and benefits of corporate activities among stakeholders? Managing for Stakeholders, however, helps leaders develop a mindset that instead asks the Value Creation Question: How can we create as much value as possible for all of our stakeholders? Business is about how customers, suppliers, employees, financiers (stockholders, bondholders, banks, etc.), communities, the media, and managers interact and create value. World-renowned management scholar R. Edward Freeman and his coauthors outline ten concrete principles and seven practical techniques for managing stakeholder relationships in order to ensure a firm's survival, reputation, and success. Managing for Stakeholders is a revolutionary book that will change not only how managers do business but also how they recognize and evaluate business opportunities that would otherwise be invisible.

Here is the story of Corporate Social Responsibility---what it means, where it came from, where it is going, what it requires of business. Told in an eyewitness, I-was-there style by a pioneer of the study of CSR in the nation's business schools, it takes the reader through a half century of corporate scandals and fierce struggles over corporate ethics---from Ralph Nader's 1960s Campaign GM to today's white collar crimes at Enron, WorldCom, Tyco, and other Wall Street giants. It lays bare the values that drive corporate culture, explores the motivational depths of corporate strategy and policy, demonstrates how biological impulses can lead business decision makers astray, questions the relevance and ethical commitment of business school education, reveals the spiritual side of management life, and holds out hope that the New Millennium will see improvement in the ethical performance of business. William C. Frederick is one of the founders of the study of Corporate Social Responsibility in the United States and initiated some of the key concepts and analytic categories. His books include Business and Society, Social Auditing, and Values, Nature, and Culture in the American Corporation. He was president of The Society for Business Ethics and The Society for Advancement of Socio-Economics, and chaired the Social Issues in Management division of The Academy of Management. He conducted studies of management education in Spain, Italy, Egypt, Yugoslavia, Ecuador, Nigeria, and Australia, and designed and taught programs for executives in U. S. corporations. He was dean of the business schools at the University of Kansas City and the University of Pittsburgh. He received a PhD in economics and anthropology from the University of Texas. Corporation, Be Good! draws on the author's half-century of thinking about the social and ethical responsibilities of the modern corporation.

A Financial Times Book of the Year 2020! Should companies be run for profit or purpose? In this ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans demonstrates that purpose-driven businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions. Edmans provides a roadmap for company leaders to put purpose into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value for both shareholders and society. And he highlights the role that citizens can play in reshaping business to improve our world. This edition has been thoroughly updated to include the pandemic, the latest research, and new insights on how to make purpose a reality.

