Strategic Corporate Social Responsibility

Mark Anthony Camilleri' and Benedict Sheehy*

(1) Department of Corporate Communication, Faculty of Media and Knowledge Sciences, University of Malta, Msida, Malta, Email: mark.a.camilleri@um.edu.mt

(2) Canberra Law School, University of Canberra, Canberra, Australia

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Definition

Organizations engage in Strategic Corporate Social Responsibility (Strategic CSR) when they integrate responsible behaviors in their corporate practices (Camilleri, 2018; Porter & Kramer, 2011). Therefore, strategic CSR is often evidenced by the businesses' engagement with key stakeholders, including customers, employees, shareholders, regulatory authorities, and communities as their nonfinancial activities can have an effect on society and the natural environment (Camilleri, 2017a). The ultimate goal of strategic CSR is to create both economic and social value (Carroll & Shabana, 2010; Falck & Heblich, 2007).

Introduction

The businesses' CSR practices may result in a sustained competitive advantage if they are willing to forge strong relationships with their stakeholders (Camilleri, 2015a; Freeman & McVea, 2001). Therefore, businesses ought to communicate with employees, customers, suppliers, regulatory stakeholders, as well as with their surrounding community (EU, 2016; Bhattacharya et al., 2009). Positive stakeholder relationships can lead to an improved organizational performance, in the long run (Camilleri, 2015a).

The most successful businesses are increasingly promoting the right conditions of employment for their employees, within their supply chains (Camilleri, 2017b). They are also instrumental in improving the lives of their suppliers (Camilleri, 2017c; Porter & Kramer, 2011). They do so as they would like to enhance the quality and attributes of their products or services, which are ultimately delivered to customers and consumers. Hence, their long-term investments on strategic CSR activities are likely to yield financial returns for them. At the same time, they will add value to society (McWilliams et al., 2006; Falck & Heblich, 2007). Therefore, the strategic CSR involves the

Corporate Social Responsibility A Strategic Perspective

Elena Bueble

Corporate Social Responsibility A Strategic Perspective:

Corporate Social Responsibility David Chandler, 2014-11-15 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 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 Strategic Corporate Social Responsibility William B. Werther, David Chandler, 2006 Strategic Corporate Social Responsibility Stakeholders in a Global Environment provides faculty and students with a comprehensive stand alone text to support traditional and innovative courses in corporate social responsibility CSR Integral to the book s unique format is the real life mini case study approach across the spectrum of CSR topics backed by Internet accessible references Adopting a stakeholder approach to CSR the content and format of this sourcebook defines CSR within the global communications environment in which multi national corporations operate today Strategic Corporate Social Responsibility David Chandler, 2022-09-12 Strategic Corporate Social Responsibility Sustainable Value Creation Sixth Edition redefines corporate social responsibility CSR as being central to the value creating purpose of the firm Based on a theory of empowered stakeholders this bestselling text argues that the responsibility of a corporation is to create value broadly defined The primary challenge for managers today is to balance the competing interests of the firm's stakeholders understanding that what they expect today may not be what they will expect tomorrow This tension is what makes CSR so complex and demanding but it is also what makes CSR integral to the firm's strategy and day to day operations In this new Sixth Edition author David Chandler explores issues around COVID 19 the BLM movement the supply chain crunch and the great Strategic Corporate Social Responsibility David Chandler, William B. Werther, Jr., 2013-08-01 Blending resignation theory with practical application Strategic Corporate Social Responsibility Third Edition is a comprehensive CSR and strategy text As such it supports courses taught either as standalone electives or as core components of the business school curriculum across all discipline areas Integral to the book sunique format is its mix of theory and practical application

divided into two parts After five chapters that provide an overview of the field core concepts and practical challenges the second half of the book illustrates the extensive and dynamic nature of CSR via 21 detailed issues and case studies The cases capture contentious debates across the spectrum of CSR topics that culminate with a series of questions designed to stimulate further investigation and debate BUNDLE: Strategic Corporate Social Responsibility: Stakeholders in a Global Environment + Issues for Debate in Corporate Social Responsibility: Selections from CQ Researcher William B. Werther, The Dynamics of Corporate Social Responsibility Maria Aluchna, Samuel O. Jr., David Chandler, 2009-11-23 Idowu, 2016-12-27 This book explores recent developments in the theory strategic perspective and international practice of corporate social responsibility. In particular it discusses the consequences of the economic slowdown apparent in many economies and the impact of changes in the regulatory environment It consists of three parts Part one addresses a variety of theoretical approaches as well as the dynamics and criticism of corporate social responsibility. It takes into account social and governmental expectations for the new and extended role of companies in the economy and in society and provides a new context and theoretical assumptions regarding the functions and tasks of corporate social responsibility Part two discusses the practical aspects relating to strategic management and corporate governance corporate disclosure and reporting as well as the empowerment of stakeholders Lastly part three focuses on the international practice of corporate social responsibility in various organizational and institutional settings Using numerous case studies the book explores the challenges and tasks of CSR in emerging markets in the fashion industry and in global and family companies It identifies the changes that can be detected following the financial crisis closing the loop and linking the empirical findings with the revised theoretical framework Strategic Corporate Social Responsibility - International Student Edition David Chandler, 2019 <u>Corporate</u> Social Responsibility Brent D. Beal, 2013-07-05 Corporate Social Responsibility Definition Core Issues and Recent Developments offers a well structured and thorough introduction to corporate social responsibility CSR Author Brent D Beal introduces the basic concept of CSR briefly discusses the challenges of defining it and summarizes important conceptual models CSR is examined in the context of the perfect competition market model market failure and social dilemmas Three different types of CSR systemic strategic and philanthropic are highlighted Finally arguments both for and against CSR are outlined and several conceptual frames are proposed Readers are encouraged to think about what businesses should be responsible for in society and how a society s economic system should be structured bounded and ultimately controlled This text is appropriate for any business course in which the introduction of CSR would complement other course content

<u>Business & Society</u> O.C. Ferrell, Debbie M. Thorne, Linda Ferrell, 2020-01-15 Formerly published by Chicago Business Press now published by Sage Business and Society provides a strategic framework that integrates business and society into organizational strategies to showcase social responsibility as a highly actionable and practical field of interest grounded in sound theory In corporate America today social responsibility has been linked to financial performance and is a major

consideration in strategic planning This innovative text ensures that business students understand and appreciate concerns about philanthropy employee well being corporate governance consumer protection social issues and sustainability helping to prepare them for the social responsibility challenges and opportunities they will face throughout their careers The author team provides the latest examples stimulating cases and unique learning tools that capture the reality and complexity of social responsibility Students and instructors prefer this book due to its wide range of featured examples tools and practices needed to develop and implement a socially responsible approach to business The updated Seventh Edition also addresses how the latest trends in technology including artificial intelligence block chain drones and robotics impact the world we live in benefits and threats included Included with this title LMS Cartridge Import this title s instructor resources into your school's learning management system LMS and save time Don't use an LMS You can still access all of the same online resources for this title via the password protected Instructor Resource Site **Corporate Social Responsibility. CSR** Communication as an Instrument to Consumer-Relationship Marketing Elena Bueble, 2009-07 Diploma Thesis from the year 2008 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 1 0 University of Applied Sciences Bremen language English abstract Corporate Social Responsibility CSR is defined as achieving commercial success in ways that honour ethical values and respect people communities and the natural environment and is the topic of interest for this research paper The aim of study was to investigate CSR communication and how it is perceived with a view to identifying how CSR can be communicated more effectively to consumers The focus in this context was on relational CSR potentials and the effect of consumer company identification as a main driving force behind relational CSR effects In order to achieve this aim a comprehensive literature review was conducted to conceptualise the ideas on CSR the CSR communication challenge as well the link between CSR information and consumer company identification Further primary research was undertaken in terms of a consumer survey among German students in order to gain an understanding of consumer perceptions as well as to identify critical aspects of CSR communication Results indicate that in spite of a general tendency of scepticism towards companies consumers do accept and expect companies to communicate on their CSR activities It also became apparent that interest in and support of the subject clearly exceed the awareness level which suggests an unmet receptiveness regarding CSR information In this context women showed significantly more support and interest in the topic corroborating the established hypothesis of respective gender differences which was established within the theoretical discussion As a conclusion of this study female consumers have to be considered as particularly receptive towards CSR information and as a particular valuable target for CSR communication The high level of support in general and especially am Strategic Corporate Social Responsibility Debbie Haski-Leventhal, 2021-10-13 With the changing expectations of consumers employees and regulators being best in the world is no longer enough Businesses are now also expected to be best for the world to be socially and environmentally responsible sustainable and

ethical Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility the author presents the key concepts theories and philosophical approaches to CSR along with the practical tools needed to implement this knowledge in the real world The book is split into three parts the first part provides the theoretical background of CSR the second part examines various CSR approaches and how they can be implemented and the third part discusses measuring and communicating CSR New this edition is also a chapter titled The S in CSR Social and Global Issues Each chapter contains questions for reflection discussion exercises and case studies from globally recognised brands such as Ben Jerry's Google H M Johnson Johnson Nestl Patagonia Puma Unilever and Whole Foods The book is complemented by chapter specific lecturer PowerPoint slides a draft syllabus and an instructor s manual Suitable reading for students on Corporate Social Responsibility modules The Strategic Importance of Corporate Social Responsibility Timo Wilhelm Rang, 2011-11-10 Bachelor Thesis from the year 2010 in the subject Business economics Business Ethics Corporate Ethics grade 1 3 Otto von Guericke University Magdeburg Lehrstuhl fr Internationales Manegement Institut fr Philosophie language English abstract Profit is as necessary as the air we breathe but it would be terrible if we worked only to make a profit just as it would be terrible if we lived only to breathe Hermann Josef Abs former CEO of Deutsche Bank 1 Introduction From the Honorable Merchant to the Responsibilities of Multinational Companies 2 Business Ethics The Creative Tension between Entrepreneurial Freedom and Moral Constraint 2 1 The Company as a Corporative Actor 2 2 Moral and Profit Two Antithetical Concepts 2 3 Globalization Economic Chances and Ethical Challenges 2 3 1 The Importance of Human Rights for CSR 2 3 2 Benchmarking CSR The UN Global Compact 3 Strategic Corporate Social Responsibility 3 1 Hurdles to Effective CSR 3 2 Strategic Planning and Strategy Realization 3 2 1 The Responsibilities of a Company 3 2 2 The Intersections of Business and Society 3 2 3 Responsive CSR contra Proactive CSR 3 2 4 Strategic Corporate Philanthropy 3 3 Supply Chain Sustainability and Context Improvement The CSR Strategy of Nestl in India 4 Conclusion The first chapter examines the intrinsic problem areas of CSR such as the differences between individual and collective responsibility the fundamental conflict between profit and moral and the tension between universal ethical norms national or international legislation and entrepreneurial freedom In the last two subchapters the challenges and chances of globalization are illustrated The second chapter focuses on the business perspective on CSR The aim of this part is to reconcile the conflicts described in the first chapter in ways that can create mutual benefits for both the society and companies At first practical problems of planning implementing and evaluating CSR activities are discussed Starting from there a strategic concept of CSR is developed that understands ethical and philanthropic responsibilities as firm and context specific competitive advantages Management tools are presented that help to localize and address ESG issues with beneficial potential for society and business alike Concluding the activities of Nestl in India illustrate a good practice example for a CSR strategy that aligns social communal engagement and profitability Corporate Social Responsibility and Brand Equity Prince Kodua, 2018 Corporate Social

Responsibility: Managing and implementing corporate social responsibility Andrew Crane, Dirk Matten, 2007 Over the last four decades corporate social responsibility CSR has acquired distinctive organizational status and become the subject of an increasing number of social and environmental policies This development has been reflected by an outpouring of literature that focuses on CSR and constitutes a distinct area of business education and research This major work carefully and constructively brings together seminal articles to provide a comprehensive overview of the burgeoning interdisciplinary and international scholarly writing in the field Papers will cover the following areas Volume I Theories and Concepts of CSR providing a comprehensive grounding in the conceptual and normative CSR literature Volume II Managing and Implementing CSR provides a thorough overview of CSR as a practical phenomenon Volume III CSR in Global Context provides an integrated international perspective on CSR theory and practice Corporate Social Responsibility and its Impact on Consumer Buying Behaviour. A Case Study on H&M Rositsa Ivanova, 2023-08-08 Bachelor Thesis from the year 2019 in the subject Business economics Business Management Corporate Governance grade 1 00 language English abstract The challenges of the XXI century affect every aspect of daily life and fashion industry is no exception Being highly intensive clothing manufacturing becomes one of the first industries characterized as global with production and distribution lines spread out literally all over the world While globalized activities are in general positively regarded the down side of the clothing industry s internationality is that its production is being oriented to take place in countries with cheap workforce varying government regulations non standardized employment and nature protection norms causing thus a number of ethical issues To balance out the controversy of the sector clothing companies management have been changing to embrace Corporate Social Responsibility CSR as a policy in attempt to find new solutions and respond to the rigorous demands from customers and stakeholders Responsible Business Professionals Rabi Narayan Kar, Kaisa Sorsa, Kusha Tiwari, 2020-04-17 This collection of essays explores contemporary reflections on responsible business knowledge and proactive management competences for the growing bilateral trade between India and other countries in the global context It offers discussions on how responsible business professionals RBPs from multinational enterprises MNEs play a crucial role in creating the responsible infrastructure of a business ecosystem. The book also delves into business ecosystems the development of responsible leadership and managing cross cultural communication It represents a significant intervention in underlining the ethical moral environmental social and individual practices that enhance the human accountability of business Specific chapters are devoted to the complementary features of responsible business professionals and their tactical management endeavours Essays on the understanding of business commitments and co operation between India and European institutions and professionals in order to create a spillover impact for local and global markets give this volume rich thematic diversity The collection will be of specific interest to academic critics researchers industry experts and students and will also contribute towards the development of state of the art literature on responsible business professionals and practices The

Purpose of Business. Where Value meets Strategic Sustainable Development Sophia von Petersdorff, 2018-08-13 Master's Thesis from the year 2018 in the subject Business economics General grade 1 6 Blekinge Institute of Technology Strategic Sustainability language English abstract The current global economic paradigm centred on growth is a significant barrier in the transition towards a sustainable society Business as Usual companies operating within this paradigm are perceived to prosper at the expense of society and environment which is not viable on a finite planet The need to rethink the purpose of business is inevitable as maximising shareholder value has been deemed insufficient to create a sustainable society This study aimed to explore how business models can be used to create value that supports Strategic Sustainable Development Previous research proposed that the concept of Business Models for Sustainability helps business place sustainability at the core of all consideration A qualitative research was chosen for which we employed the Framework for Strategic Sustainable Development and combined a literature review with an investigation of three expert groups to answer our research question Our findings showed that compared to other value forms system value is the most appropriate concept for businesses striving towards sustainable development Based on our findings six themes emerged that businesses need to address to accelerate the speed of change towards sustainability. To make a relevant contribution to the intended audience a prototype has been developed based on our findings Strategic Decisions and Sustainability Choices Olimpia Meglio, Kathleen Park, 2019-02-26 This book integrates two different but equally prominent themes in the management field mergers and acquisitions M As and corporate social responsibility CSR It explores questions such as whether strategic goals overlap or conflict with sustainability choices what the strategic and sustainability tensions are confronting expanding companies and whether these companies can grow and be socially responsible for a variety of stakeholders The authors provide a fresh perspective on the study of acquisitions aiming to inspire the M A field and using examples from different global and institutional contexts in both developed and developing economies This ground breaking book addresses the gap that has existed between acquisitions on the one hand and social responsibility and sustainability on the other for an integrative perspective on enacting M As and achieving the triple people planet profits bottom line Corporate Social Responsibility. The question of real commitment or strategic window dressing and the example of Foxconn Ronja Sieberg, 2016-09-19 Seminar paper from the year 2016 in the subject Business economics Business Ethics Corporate Ethics grade 1 0 University of Applied Sciences Essen language English abstract The concept of Corporate Social Responsibility CSR becomes more and more important as overcoming the increasing environmental and social problems is one of the biggest challenges of this century Over the last years the discussion about the duty of companies to assume responsibility for society is well underway Not only in executive boards politics or science the concept in gaining in popularity also the media addresses the subject with increased regularity and presents responsible companies with its management approaches On the other hand hardly a day will pass without having to deal with headlines of large organizations who have crossed borders of

business ethical behavior and moral acting One example is the electronics manufacturer Foxconn one of Apple s former suppliers and a big player in its branch 2010 the suicides of 18 young employees as a result of the bad working conditions at the Foxconn factory plants in China shook the employer giant and the international community The illustrated dichotomy is a matter for reflection and therefore well suited for the present seminar paper. The following pages now then deal with the these main questions What is the purpose of CSR and is it suitable for the intention of business Do companies use CSR only as a calculated strategy to survive in this complex marketplace If so is this morally right How much worth do the CSR promises of companies in terms of today s times of globalization and growing competition actually have The first chapters will give an overview on CSR as a theoretic basis for the following pages referring to different concepts and definitions that exist After that chapter 3 deals with the applied example of Foxconn First there will be given some facts and figures about Foxconn and the occurrences in the year 2010 in particular In the next step the CSR activities will be shortly analyzed in order to contrast the applied CSR intention of Foxconn and the actual outcome Stages of Corporate Social Responsibility Samuel O. Idowu, Stephen Vertigans, 2016-11-04 This book presents a multidisciplinary and multifaceted view of the state of corporate social responsibility CSR development in organizations in different industries around the world It is based on the assumption that companies today must shift their focus to their long term prosperity and the complex and interrelated environmental social economic and political ecosystems within which they function The book tracks ideas through to impacts offering unique perspectives on stimulating topics such as awareness among female entrepreneurs in Nigeria views of upper management in Polish firms Japanese CSR strategies and the social relevance of corporate initiatives pragmatic approaches of CSR design principles in Scandinavia and many more The book collects not only examples from different countries and global regions but also cases from a diverse range of globally relevant industries It discusses the different stages of CSR development at a professional conceptual and strategic level and integrates them into a comprehensive framework to define the adequate course of action for each stage

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