

## Strategies for Responsible Business : Corporate Social Responsibility



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### **Reviews**

*This ebook is definitely not straightforward to start on looking at but really enjoyable to learn. It usually will not charge excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.*

**(Karianne Deckow)**

## STRATEGIES FOR RESPONSIBLE BUSINESS : CORPORATE SOCIAL RESPONSIBILITY



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GRIN Publishing Mai 2014, 2014. sonst. Bücher. Condition: Neu. Neuware - Seminar paper from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 65, University of Aberdeen, course: MBA, language: English, abstract: Corporate Social Responsibility is a traditional concept which has existed since before the World War II, (A.B. Caroll & K.M. Shabana). The evolution of concept theoretically relates to Abram's (1951), who argued that companies should not only focus on profit maximisation, but also should think about its employees, customers and public at large; which was further discussed in seminal book 'Social Responsibilities of Businessman' published by Howard R. Bowman in 1953. Corporate Social Responsibility, when simplified signifies the social responsibilities of a corporate firm. According to the International Organisation for Standardisation (ISO), CSR is described as 'a balanced approach for organisations to address economic, social and environmental issues in a way that aims to benefit people, communities and society'. CSR takes major issues that include human rights, workplace and employee issues, unfair business practices, organisational governance and environmental practices into consideration. Corporate social responsibility is a conceptual where firms tries to integrate social and environmental concerns into their business and operations and in their interaction with their stakeholders on a voluntary basis which as stated by the European commission. Companies as engage business and activities, their certain objectives will be directed towards the society which is likely to improve societal image monetarily as well as non-monetarily, contradictorily not all companies engaging in CSR looks out for monetary outcomes. Organisations like NGO's engage in CSR to improve the welfare of the society. 20 pp. Englisch.



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