

## Strategic Corporate Social Responsibility Stakeholders In A Global Environment 2nd Second Edition By Werther William B Chandler David B Published By Sage Publications Inc 2010

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Strategic Corporate Social Responsibility: Stakeholders in ...

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Strategic Corporate Social Responsibility: Stakeholders ...

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 at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Integral to the book's unique format is its mix of theory and practical application.

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Strategic Corporate Social Responsibility: Stakeholders in a Global Environment. Strategic Corporate Social Responsibility. : Presenting the area of corporate social responsibility (CSR) as a...

Strategic Corporate Social Responsibility: Stakeholders in ...

Abstract In Strategic Corporate Social Responsibility (3rd edition) (SCSR), David Chandler and William B. Werther Jr. advance the view that the ability of firms to create value for a range of...

(PDF) Review: Strategic Corporate Social Responsibility ...

The interrelationship between stakeholder theory and CSR. The stakeholders are a critical aspect of the success of CSR initiatives as seen in Figure 2. Organizations would not be able to achieve their CSR goals without the participation, expertise, know-how, and loyalty of its various stakeholders.

The stakeholder theory of Corporate Social Responsibility

Preview: Strategic Corporate Social Responsibility , Fifth Edition is a comprehensive CSR text with a strong emphasis on strategy. Balancing theory and practical applications, the text is divided into two parts. The first half of the text provides an overview of the field, stakeholders perspective, CSR as a strategic filter, and how to implement CSR effectively.

Strategic Corporate Social Responsibility | SAGE ...

Strategic CSR activities may usually improve their bottom line, whilst taking into account their legitimate stakeholders' interests (Garay & Font, 2012; Kang, Lee, & Huh, 2010). For instance, various hotels and restaurants are increasingly communicating about their business activities that are having an effect on their stakeholders, including their employees, patrons, guests, suppliers, local communities, the environment, regulatory authorities and the community at large.

Strategic corporate social responsibility in tourism and ...

In stakeholder management, General Electric's corporate social responsibility strategy succeeds by focusing on the most pressing current issues in relevant industries and markets. Given current popular interests affecting all industries, General Electric Company's corporate social responsibility programs are designed to directly deal with the most significant issues facing the business.

General Electric Company's (GE) Corporate Social ...

Corporate social responsibility is a self-regulating business system that makes a business accountable to society. A company should work well with its stakeholders and the community around it. CSR is a conscious decision from the store to have a positive impact on its environs. This applies both economically and socially.

Corporate Social Responsibility and Corporate Governance

Strategic Corporate Social Responsibility Keywords Corporate social responsibility (CSR), Roles of business, Stakeholder theory, Ethical CSR, Responsibilities and duties, Altruistic CSR, Strategic ...

The boundaries of strategic corporate social responsibility

Corporate Social Responsibility (CSR) is an organization's obligation to consider the interests of their customers, employees, shareholders, communities, and the ecology and to consider the social and environmental consequences of their business activities. By integrating CSR into core business processes and stakeholder management, organizations can achieve the ultimate goal of creating both social value and corporate value.

Strategic Corporate Social Responsibility | OnStrategy ...

Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit...

Corporate Social Responsibility (CSR) Definition

CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. The term "corporate social responsibility" came into common use in the late 1960s and early 1970s after many multinational corporations formed the term stakeholder, meaning those on whom an organization's ...

R. Edward Freeman - Wikipedia

Amazon's corporate social responsibility strategy gives the highest priority to customers as the most important stakeholder group. The company considers customers as the primary determinant of its e-commerce business success, especially because these stakeholders significantly affect revenues.

Amazon.com Inc. Stakeholders, Corporate Social ...

We draw upon the stigma literature and strategic stakeholder management model to develop a framework capable of explaining the link between environmental corporate social responsibility (ECSR) engagement and financial performance of stigmatized firms, taking stakeholder-oriented governance and density of local stigmatized firms into consideration.

Strategic stakeholder management, environmental corporate ...

His teaching and research focuses on strategy with its implications for human performance and corporate social responsibility. An award-winning author and teacher, he has published more than 100 professional articles and a number of books including Third Sector Management (Georgetown University Press, 2001) and Human Resources and Personnel Management, Fifth Edition (McGraw-Hill, 1996).

Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms. Adopting a stakeholder perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today.

Blending 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's unique 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.

Strategic Corporate Social Responsibility: Sustainable Value Creation 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. In this new Fourth Edition, author David Chandler explores why some firms are better at CSR and how other firms can improve their CSR efforts. Keep your course content up-to-date! Subscribe to David Chandler's 'CSR Newsletters' by e-mailing him at david.chandler@ucdenver.edu. The newsletters are designed to be a dynamic complement to the text that can be used for in-class discussion and debate. Past newsletters are archived as a freely-available resource for instructors and students at: http://strategiccsr-sage.blogspot.com/

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Strategic Corporate Social Responsibility: Sustainable Value Creation, Fifth Edition, redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm and provides a framework that firms can use to navigate the complex and dynamic business landscape. 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 demanding, but it is also what makes CSR integral to the firm's strategy and day-to-day operations.

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 chapters in this volume cover a wide range of theoretical perspectives grounded in strategy, economics and sociology, employ various methodological approaches, and offer new arguments on the connections that exist between firms' decisions relating to sustainability, CSR, and the governance of their stakeholder relations.

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.

Can good-will be good business? Firms are increasingly called upon to address matters such as poverty and human rights violations. The demand for corporate social responsibility (CSR) is directed mainly at top management in multinational corporations who are reminded that, in addition to helping to make the world a better place, their commitment to social action will be rewarded by lasting customer loyalty and profits. But is it true that firms that engage in social action will be rewarded with a good name, competitive advantage, superior profits and corporate sustainability? What if it is true for some firms and not for others? This book addresses these and other questions by explaining the how and why of creating value and competitive advantage through corporate social action. It shows how and when firms can develop successful corporate social strategies that establish strong commitments to shareholders, employees and other stakeholders.

The corporate social and environmental responsibility movement, known more generally as corporate responsibility (CR), shows little sign of waning. Almost all large corporations now run some form of corporate responsibility program. Despite this widespread belief that CR can simultaneously improve societal welfare and corporate performance, most companies are largely in the dark when it comes to understanding how their stakeholders think and feel about these programs. This book argues that all companies must understand how and why stakeholders react to such information about companies and their actions. It examines the two most important stakeholder groups to companies - consumers and employees - to comprehend why, when and how they react to CR. Armed with this insight, it shows how companies can maximize the value of their CR initiatives by fostering strong stakeholder relationships to develop, implement and evaluate compelling social responsibility programs that generate value for both the company and its stakeholders.

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