
Social Responsibility Entrepreneurship And The Common Good International And Interdisciplinary Perspectives

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MADDEN HUDSON

*Ethics in Small and Medium Sized
 Enterprises* Routledge

"This book identifies the scale and scope of implementation of CSR and socially responsible investing strategies and standards in companies operating in different transition and emerging economies as well as assessing the global effects of these activities"--Provided by publisher"--

[Strategic Corporate Social Responsibility](#)
 Springer Nature

Should business strive to be socially responsible, and if so, how? The Debate over Corporate Social Responsibility updates and broadens the discussion of these questions by bringing together in one volume a variety of practical and theoretical perspectives on corporate social responsibility. It is perhaps the single most comprehensive volume available on the question of just how "social" business ought to be. The volume includes contributions from the fields of communication, business, law, sociology, political science, economics, accounting, and environmental studies. Moreover, it draws from experiences and examples from around the world, including but not limited to recent corporate scandals and

controversies in the U.S. and Europe. A number of the chapters examine closely the basic assumptions underlying the philosophy of socially responsible business. Other chapters speak to the practical challenges and possibilities for corporate social responsibility in the twenty-first century. One of the most distinctive features of the book is its coverage of the very ways that the issue of corporate social responsibility has been defined, shaped, and discussed in the past four decades. That is, the editors and many of the authors are attuned to the persuasive strategies and formulations used to talk about socially responsible business, and demonstrate why the talk matters. For example, the book offers a

careful analysis of how certain values have become associated with the business enterprise and how particular economic and political positions have been established by and for business. This book will be of great interest to scholars, business leaders, graduate students, and others interested in the contours of the debate over what role large-scale corporate commerce should take in the future of the industrialized world.

Conceptual and Theoretical Approaches to Corporate Social Responsibility, Entrepreneurial Orientation, and Financial Performance Oxford University Press

The vast majority of businesses globally are small. If business is to be socially responsible, we need to go beyond the westernised concept of 'Corporate Social Responsibility', to develop 'Small Business Social Responsibility'. This agenda-setting Research Handbook on Small Business Social Responsibility includes leading research from around the world, including developed and developing country contexts. It provides a foundation for the further development of small business social responsibility as a scholarly subject and crucially important practice and policy field.

Values-Centered Entrepreneurs and Their Companies Routledge

An exploration of the interplay between social responsibility, entrepreneurship and the common good which is organized into four sections: business and the common good; educating responsible entrepreneurs; corporate social responsibility (CSR) challenges and the common good; and CSR and entrepreneurship in emerging economies

Knowledge Management for Corporate Social Responsibility Basic Books

Business ethics teaching appears to have had little impact, particularly in the light of continued malpractice and misdemeanour in the form of financial scandals, environmental disasters and adverse consequences for communities. This timely book directly addresses a central question: is it that the existence of an ethical or an unethical climate influences behaviour, or, does the presence or absence of a moral character and personal values have the greatest influence on behaviour at work? Hemingway proposes four modes of individual moral commitment to corporate social responsibility (CSR) and sustainability: the Active Corporate Social Entrepreneur, the Concealed Corporate Social Entrepreneur, the Conformist and the Disassociated. Hemingway posits that the Conformists represent the majority of people in organisations, adhering to the prevailing

ethical climate, whatever that might be. However, it is the discovery of the corporate social entrepreneur which offers students and scholars a critical, alternative and optimistic perspective for the future of ethical business.

Corporate Social Responsibility

Edward Elgar Publishing

It is not often that we have the opportunity to hear from the early pioneers of a social movement about how it grew and evolved, but that is exactly what this book sets out to do. The Difference Makers tells the stories of 23 entrepreneurs who have been instrumental in developing corporate responsibility; offers an analysis of how CSR has emerged as a key business issue, why it has evolved so quickly, and the visions of its thought leaders. The book examines 23 of the key players who have been instrumental in developing the corporate responsibility movement. They include John Ruggie and the Global Compact, Allen White and the Global Reporting Initiative, John Elkington and SustainAbility, Simon Zadek and AccountAbility, Alice Tepper Marlin and Social Accountability International, Bob Dunn and Business for Social Responsibility, and Joan Bavaria and Ceres – along with many others. The Difference Makers is a history and detailed analysis of how corporate responsibility has emerged as a key political, social, and business issue, why it has evolved so quickly, and what the visions of its thought leaders are for the future. It is essential reading for academics, business people and all those interested in the future of the corporation.

Social Entrepreneurship Edward Elgar Publishing

Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

Innovation Management and Corporate Social Responsibility

Springer Science & Business Media

Corporate social responsibility (CSR) is a concept that has been evolving since the 1950s; by 2015, it has evolved into an integral mindset, a strategy by which firms

may promote and attain business and societal growth and development. CSR is a strong business strategy and a determining factor in stakeholder perceptions and ultimate decision making. As firms and society are acknowledged as equal parts of a symbiotic relationship, the effective engagement in CSR enables businesses to tackle and alleviate social issues, such as poverty, hunger, lack of healthcare, the environment's destitution, and warrant empowerment and education, amongst others, whilst tending to core objectives and strategies. The effective design, execution, and transparent communication of corporate social responsibility endeavors, in fact, shape the outcome of business and social growth and development. The communication of CSR efforts is, therefore, vital to the fulfillment of strategic objectives because social networking sites (SNSs) are ubiquitous and have rapidly become a preferred source of information. Firms' use of such platforms proves to be fruitful because SNSs not only enable stakeholder to stakeholder word of mouth, but also facilitate firm-to stakeholder communication. As such, the notion of marketing CSR via social media is more than buzzword or trend. It is potential viral information, or viral marketing. The book offers strong results from the perspectives of both stakeholders and firms' CSR related practices in an emerging market. It also demonstrates that as corporate social responsibility is viewed as an investment, it provides fruitful outcomes for business as well as for the communities surrounding firms. CSR is addressed as a strategically co-created proactive plan that prompts sustained social and business growth and development.

Recent Advancements in Sustainable Entrepreneurship and Corporate Social Responsibility Cambridge University Press

This book addresses the dilemma that firms face in engaging in corporate social responsibility (CSR) while maintaining a financially sustainable business model in the era of digital transformation. Several strategies that firms have taken to integrate CSR within the business model are also highlighted. To explicate the problems involved, the book primarily focuses on entrepreneurial ventures, given their nascent business model that best illustrates how business leaders can embed the social mission in the firm at the beginning of organizational founding. In this age, sustainability is an innovation's new frontier. For sustainable competitive advantage, the book argues for how companies can build more sustainable products, processes, and practices that

benefit the firm and society through maintaining an entrepreneurial philosophy. The target readership consists of academics, students, and practitioners in the areas of entrepreneurship, organizational behavior, organizational theory, and strategic management. This book clarifies the critical practices of sustainability-oriented innovative firms and creative small and medium-sized enterprises (SMEs). Through a review of recent trends in CSR, the authors emphasize that CSR is no longer a "bolt-on" or some kind of window-dressing to satisfy public relations (PR) needs. Credible CSR is critical to business legitimacy and sustainability. Aware of the public's increasing scrutiny, companies are increasingly ramping up their focus on social responsibility, whether by championing women's rights, protecting the environment, or attempting to obliterate poverty, on local, national, or global levels. Simultaneously, more firms face accusations of "greenwashing" – backlash due to consumer mistrust in the intentions behind their CSR practices. While numerous works have highlighted this dilemma and how companies fall short in their prosocial goals or financial objectives (or both), there is a lack of understanding of the ingredients and crucial processes required for the successful implementation of CSR in entrepreneurial enterprises. This book serves to fill that gap.

The Social Responsibilities of Business IGI Global

What motivates someone to become a social entrepreneur? What are the competencies needed to be effective social advocates and agents for change? This book answers these questions in an accessible and practical way, providing comprehensive guidelines, numerous examples, and sources of information and training for anyone who wants to start a community-based social advocacy and change initiative or for employees who want to start a corporate social responsibility initiative. Features include the following: examples of individuals and organizations who have learned from successes and failures in social entrepreneurship self-assessments to help readers evaluate their own talents and proclivity to be social entrepreneurs steps and strategies, competency-building activities, and assessments to evaluate and facilitate initiatives resources available from foundations, government agencies, and other sources for the budding social entrepreneur

Corporate Social Responsibility – Sustainable Business Edward Elgar

Publishing

The Secret to Happiness and Success
"Greed is good," said Gordon Gekko, played by Michael Douglas in the iconic movie *Wall Street*. Turns out, greed is not good. Beating the system and amassing material wealth may make an epic movie plot, but in real life, greed is the recipe for painful economic failure for business and society-and working men and women. All too often we are presented stories about extremely wealthy people who are held up as role models for a successful life. The truth is that wealth rarely guarantees happiness. This book looks to successful small and medium-sized companies contributing to communities, and the far-sighted corporate executives we never hear about who, while successful, are also happy. These are the true-life examples of corporate social responsibility that this book relies on to make its point. Peter Milewski tells you why and how you, personally, can feel good and do well by doing good too. He passionately believes that these are the secrets to personal and professional happiness and success. Learn about successful companies "doing good," such as TOMS Shoes, Newman's Own, Red Barn, and Ben & Jerry's and those that didn't (Countrywide Mortgage and Wells Fargo, among others). Exclusive interviews about corporate social responsibility with the CEOs of Eastern Bank (Bob Rivers), Envision Bank (Jim McDonough), Leader Bank (Sushil Tuli), and Cape Cod Five Cents Savings Bank (David Brennan and Dorothy Savarese).

Feel Good and Do Well by Doing Good Routledge

Despite its recent popularity in literature, theory, and practice, Corporate Social Responsibility (CSR) remains a vague concept that struggles to define itself beyond the confines of corporate philanthropy or sustainability. In some circles, it is a response to the present and anticipated climate change challenges, while in others it focuses on fair trade, corporate governance, and responsible investment. What then is CSR, and how do we understand its purpose? In *Corporate Social Responsibility, Entrepreneurship, and Innovation*, authors Kenneth Amaeshi and Paul Nnodim consider the governance of corporate externalities (positive and negative impacts of firms on society and the environment) as the main thrust of the CSR discourse – a field that hitherto only the state has regulated, with sometimes coercive actions. This book contributes to the theorization of CSR by presenting the meaning of CSR in a clear and distinct manner, giving the ongoing CSR debate a new direction anchored on a firm

economic philosophy. It reinforces the view of firms as social institutions as well as economic actors, establishing CSR as a form of justice rather than philanthropy. Articulating CSR as private governance of corporate externalities, for the first time, this book provides researchers with a new paradigm to translate knowledge into action and offers reflective managers an alternative framework in which to explore their corporate strategies and decisions.

Corporate Social Responsibility and Entrepreneurship for Sustainability Springer Nature

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.

Corporate Social Responsibility IGI Global

""This book explores new trends in corporate social responsibility, entrepreneurial orientation, and financial performance"--Provided by publisher"--
CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies University of Iowa Press

This book offers a rethinking of the burgeoning research on not-for-profit organizations and socially responsible economics. Adopting a comparative approach, the chapters explore and reinterpret the impact of social enterprises on the provision of general-interest services, work integration, microfinance, and fair trade, and show how these enterprises form the hub of an emerging economy of social responsibility. The book provides a new interpretation of social enterprises as entrepreneurial organizations that pursue social objectives and are successful due to the non-self-seeking motives of their members. This book will be of interest to postgraduate students, professionals working in the not-for-profit sector, and scholars interested in socially responsible economics. It is particularly suitable for seminars and workshops focusing on the management of not-for-profit organizations, sustainable development, and globalization.

Small to Medium Sized Enterprises and Corporate Social Responsibility John Wiley & Sons

Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society. It follows ethical behavior toward stakeholders and recognizes the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's *Strategic Management: A Stakeholder Approach* and the many key works of Archie B. Carroll, Peter F. Drucker, and others. In the wake of the financial crisis of 2008–2010, CSR has again become a focus for evaluating corporate behavior. First published in 1953, Howard R. Bowen's *Social Responsibilities of the Businessman* was

the first comprehensive discussion of business ethics and social responsibility. It created a foundation by which business executives and academics could consider the subjects as part of strategic planning and managerial decision-making. Though written in another era, it is regularly and increasingly cited because of its relevance to the current ethical issues of business operations in the United States. Many experts believe it to be the seminal book on corporate social responsibility. This new edition of the book includes an introduction by Jean-Pascal Gond, Professor of Corporate Social Responsibility at Cass Business School, City University of London, and a foreword by Peter Geoffrey Bowen, Daniels College of Business, University of Denver, who is Howard R. Bowen's eldest son.

What Matters Most IGI Global

This text discusses several topics of interest in corporate social responsibility that include the identity and image of CSR; the relationship between disclosure and assurance in sustainability reporting; proposed methodology for measuring the published information on clients and human resources; total respect management; CSR and financial performance; as well as challenges, issues, and benefits of CSR on business performance.

Research Handbook on Small Business Social Responsibility Emerald Group Publishing

For more than sixteen years, Jeffrey Hollender has presided over Seventh Generation, a world leader in manufacturing environmentally friendly, nontoxic household products. *What Matters Most* illuminates the successful practices of Seventh Generation—and many other pioneering companies around the world—to demonstrate the pragmatic aspects of a corporate strategy that hardwires social and environmental concerns into the company's culture, operating systems, and business relationships. It shows business leaders how to assess their own company's performance, adopt a socially responsible approach to doing business, and embark on a path of long-term growth. "Jeffrey Hollender . . . has shown that doing the

right thing does pay off both in terms of building a brand that generates great customer loyalty and a business that has consistently generated superior growth." -- Ben Cohen, Founder, Ben & Jerry's "What Matters Most stands out for its moderate and thoughtful analysis of a controversial issue . . . Hollender is a voice of reason in today's important debate on corporate responsibility." -- Soundview Speed Reviews

Social Entrepreneurship For Dummies Routledge

Toward a more sustainable society.

The Economics of Social Responsibility Kluwer Law International B.V.

Over the last 30 years, corporate social responsibility (CSR) has become a household term, reflecting a combination of factors that we have come to associate with that most catch-all of terms "globalization," including the widespread popular concern with such social issues as the environment and international human rights. Corporate Social Responsibility examines the history of the idea of business ethics (which goes back at least to ancient Mesopotamia) before exploring the state of CSR today. This book argues that a wide-ranging understanding of the purpose of business is necessary to create value for a community of stakeholders which in turn can generate a sustainable future. The book suggests that corporations still have a long way to go, but remains optimistic. The book's sanguine interpretation of the current state of corporate affairs and a recommended way forward, results not only from the authors analysis, but also his direct experience. This book presents the case that we are in the midst of a major paradigm shift in our understanding of the purpose of business and that this new understanding holds much promise for business being a significant force for a more just and peaceful world. This work provides a concise overview of CSR and an important examination of the present and future work of the UN Global Compact and will be of interest to students of international organizations, international business and corporate social responsibility.

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