

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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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...

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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.

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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

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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.

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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).