

Strategies for Responsible Business



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GRIN Verlag Mai 2014, 2014. sonst. Bücher. Book Condition: Neu. 211x149x3 mm. This item is printed on demand - Print on Demand 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. Carroll & K.M. Shabana). The evolution of concept theoretically relates to Abrams (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. Bowen 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 try 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 look out for monetary outcomes. Organisations like NGOs engage in CSR to improve the welfare of the society. 20 pp. English.

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