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School What is David

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responsibility (#CSR) ?

Business Ethics:

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What is unique about
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~~Social Responsibility?~~

Building Relationships

with External

Stakeholders Impact of

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Social Responsibility

Chapter 5

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P1- Revision Theory

Implementing Corporate

Social Responsibility

Business and Corporate

Social Responsibility

(CSR) Corporate Social

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Business Leader (SBL)

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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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Presenting the area of
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edition) (SCSR), David

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Chandler and William
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the view that the ability
of firms to create value
for a range of...

Globalization
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The interrelationship
between stakeholder
theory and CSR. The
stakeholders are a
critical aspect of the

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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

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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

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perspective, CSR as a strategic filter, and how to implement CSR effectively.

Stakeholders

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Social Responsibility |
SAGE ...

Strategic CSR activities may usually improve their bottom line, whilst taking into account their legitimate stakeholders' interests (Garay & Font, *Page 21/37*)

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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

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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

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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 ...

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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

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economically and
socially.

Corporate Social

Responsibility and

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Keywords Corporate

social responsibility

(CSR), Roles of

business, Stakeholder

theory, Ethical CSR,

Responsibilities and

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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

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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.

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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..

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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

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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 ...

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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,

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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

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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.

Chandler David

Strategic stakeholder

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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

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a number of books

including Third Sector

Management

(Georgetown University

Press, 2001) and Human

Resources and

Personnel Management,

Fifth Edition (McGraw-

Hill, 1996).

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