A Stakeholder Approach to Corporate Social Responsibility - Philip Kotler - 2013-06-16
Corporate social responsibility has grown into a global phenomenon that encompasses businesses, consumers, governments, and civil society. The concept of corporate social responsibility has a long history. Yet corporate social responsibility remains an uncertain and poorly defined ambition, with few absolutes. First, the issues that organizations must address can easily be interpreted to include virtually everyone and everything. Second, with their unique, often particular characteristics, different stakeholder groups tend to focus on specific issues that they believe are the most appropriate and relevant to organizations' corporate social responsibility programs. Thus, beliefs about what constitutes a socially responsible and sustainable organization depend on the perspective of the stakeholder. Third, in any organization, the beliefs of organizational members about their organization's social responsibility are influenced by both its corporate social responsibility program and the application and interpretation of knowledge. A Stakeholder Approach to Corporate Social Responsibility provides a comprehensive collection of cutting-edge theories and research that can lead to a more multifaceted understanding of corporate social responsibility in its various forms, the pressures and conflicts that result from these different understandings, and some potential solutions for reconciling them.

A Stakeholder Approach to Corporate Social Performance - Abbas F. Alkhafaji - 1989
Alkhafaji presents the fundamental concepts of corporate governance and suggests a new approach to the subject that focuses on the stakeholder. Corporate governance now includes issues such as pollution, equal employment opportunity, and insider trading. A Stakeholder Approach to Corporate Social Performance - Abbas F. Alkhafaji - 1989
Alkhafaji presents the fundamental concepts of corporate governance and suggests a new approach to the subject that focuses on the stakeholder. Corporate governance now includes issues such as pollution, equal employment opportunity, and insider trading. Corporate Social Performance: A Stakeholder Approach - Stuart Cooper - 2017-07-05
Corporate social performance has come of age. In a business environment characterized by its perpetual state of flux, the ability to recognize and react to global forces becomes paramount. The fallout of such rapid change - the fast-paced developments in communications and technology, the continual change to global markets, shifting demographics, the homogenization of personal values - has all contributed to the widespread new interest in issues such as ecology and environment, human rights and diversity, health and well-being, and communities. All of these issues are now potential liabilities for companies, and are very much back on the agenda for business. One of the most pressing problems facing business today is how to deal with these liabilities. A Stakeholder Approach to Corporate Social Performance presents a framework by which corporate social performance can be measured, along with a detailed consideration of the value of corporate social responsibility. Using detailed case studies, it provides readers with the foundations for understanding and applying corporate social performance, providing a stakeholder framework by which corporate social performance can be measured, along with a detailed consideration of the value of corporate social responsibility. The book concludes by arguing that we should re-frame corporate responsibility in the terms of stakeholder theory so that we can come to business as creating value for stakeholders.

Corporate Social Performance: A Stakeholder Approach - Stuart Cooper - 2017-07-05
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Managing for Stakeholders - R. Edward Freeman - 2007-01-01
Managing for stakeholders involves identifying all aspects of a business's environment, the people and situations that may be affected by the business, and the potential impacts on and opportunities for the business. Managing for stakeholders identifies and evaluates the nature of these stakeholders. The book also applies this framework to new social accounting standards, enabling the reader to consider the validity and appropriateness of these standards. The increasingly important role of the internet for corporate social reporting is also considered.

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Strategic Management: A Stakeholder Approach was first published in 1984 as a part of the Pitman series in Strategic Management. Its publication proved to be a landmark moment in the development of stakeholder theory. Widely acknowledged as a world leader in business ethics and strategic management, R. Edward Freeman and his coauthors present a number of tools that managers can use to implement stakeholder thinking, better understand stakeholders and create value with and for them. The Element concludes by discussing how managers can create how business and capital actually work. Business can be understood as a system of how we create value for stakeholders. This worldview connects business and capitalism with ethics once and for all. On the 25th anniversary of publication, Cambridge University Press are delighted to be able to offer a new print-on-demand edition of his work to a new generation of readers.
stakeholders and by examining the value creation of corporations from a much broader perspective. Specifically, the book addresses contemporary issues concerning corporate finance and governance worldwide, including: How should we define corporate value in stakeholder society? What is the role of modern corporations? What are the principles underlying corporate financial decision making? To what extent should shareholder interests be advanced? What determines the effectiveness of a company’s board of directors? What missions do firms set out and what is the role of mission statements? How can we understand the diversity of financial and governance systems among different countries? What legal, ethical, and social considerations affect corporate value in stakeholder society? The book will answer these questions theoretically and empirically.

Corporate Finance and Governance in Stakeholder Society - Shinichiro Hirata - 2015-02-11

Empirical analysis reveals that corporate finance and governance in modern society, where the sources of people’s happiness have shifted from monetary or non-monetary factors to corporate value in stakeholder society. The book addresses contemporary issues concerning corporate finance and governance worldwide, including: How should we define corporate value in stakeholder society? What is the role of modern corporations? What are the principles underlying corporate financial decision making? To what extent should shareholder interests be advanced? What determines the effectiveness of a company’s board of directors? What missions do firms set out and what is the role of mission statements? How can we understand the diversity of financial and governance systems among different countries? What legal, ethical, and social considerations affect corporate value in stakeholder society? The book will answer these questions theoretically and empirically.

The Shareholder Versus the Stakeholder Approach - Anonym - 2019-08-31

Seminar paper from the year 2019 in the subject Business and Finance - Business Management, Corporate Governance, grade: 1, Philipps-Universität, language: English, abstract: This essay deals with the importance and interests of different stakeholders and aims to identify how they affect the success of a business. Firstly, this essay will compare the shareholder and the stakeholder approach. On the one hand, the shareholder approach focuses on profit maximization of the shareholder as the only objective of business. In this model, issues and interests of different stakeholders are ignored. On the other hand, the stakeholder approach considers the interests of all stakeholders and aims to maximize the value for the shareholder. This model is characterized by the consideration of all stakeholders, including customers, suppliers, and society. Further, this essay illustrates the importance of stakeholders in the context of globalization.

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achieve goals in a variety of projects with different size and complexity. The book presents a set of innovative and as the reference point in a structured path to effectiveness. Starting from the analysis of a project’s stakeholders, the book also defines a complete structured path to relationship effectiveness called “Relationship Management Project,” which can be tailored to enhance stakeholder and communication management processes in each one of the project management process groups (i.e. initiating, planning, executing, monitoring and controlling, and closing). The book also describes an innovative approach to relationship effectiveness called “Relationship Management Project,” which can be tailored to enhance stakeholder and communication management processes in each one of the project management process groups (i.e. initiating, planning, executing, monitoring and controlling, and closing). The book builds on the author’s experiences at Project Management X.0 and the stakeholder-centered evolution of both project and portfolio management.

Sustainability, Stakeholder Governance, and Corporate Social Responsibility - Siimana Dhereba - 2018-04-20
This chapter in this volume covers a wide range of theoretical perspectives grounded in strategy, economics and sociology, employs various methodological approaches, and offers new arguments on the connections that exist between firms’ decisions relating to sustainability, CSR, and the governance of their stakeholder relations.

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This timely book explores crises as an inevitable part of modern society, which causes ramifications not only for organizations, but also for a diverse range of stakeholders. Addressing the need for organizations to be guided by a stakeholder-oriented approach throughout all phases of the crisis communication process, the author draws upon his extensive experience in the field to guide the reader through each stage of crisis communication from preparation through recovery. Covering both the development and management of crises, the book offers practical guidance for planning and managing crises, as well as for dealing with the challenges associated with them. It provides a comprehensive framework for understanding the role of crisis management in organizations and across society.

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The Corporation and Its Stakeholders - Max Clark - 1998
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The book argues that business ethics are basic to running business, not a separate subject. Traditionally, books on business ethics focus on CSR, companies’ relations with their stakeholders, and corporate citizenship. More recently, green credentials and sustainability have been added to that agenda. Businesses now have ethical imperatives — strategically in the boardroom, commercially in the marketplace, and operationally, in all of its activities. The use, and sometimes the abuse, of corporate power, the process of corporate governance, raises ethical issues. Business involves risk-taking, whether decisions are at the boardroom level, at the operational level, or at the grassroots level within the company. Ethical and legal considerations go hand in hand. Business ethics, broadly conceived, underlie virtually all business decision making. In this unique collection of international papers integrates CSR theory, research and practice. The book examines the challenges of regulating and reporting CSR application, exploring issues concerning all agencies involved. Recommendations for performance enhancement are complemented by insightful enterprise and case studies on CSR governance.


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Understanding the corporation means understanding its legal framework, but until recently the origins and evolution of corporate law have received relatively little attention. The topical chapters featured in this Research Handbook, contributed by leading scholars from around the world, examine the historical development of corporation and business organization law in the Americas, Europe, and Asia from the ancient world to modern times, providing an invaluable resource for both further historical research and scholars seeking the origins of present-day issues.

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The Business Case of Social Business - Lena Schumacher - 2013-08-20
Bachelor Thesis from the year 2010 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1.5, EBS European Business School gGmbH, language: English, abstract: During recent years, much has been written about Corporate Social Responsibility (CSR), sustainability, sustainable and ethical supply chains, and the power of organizations that reaches beyond their core business activities. Social Business, a rather new form of using corporate power in order to act in a socially desirable manner, was first established by Professor Yunus, Noble Peace Prize winner (2006). It is in contrast to charity because it is not a donation or charitable giving but a real investment into a business. The important difference is that with a social business the entrepreneur or the participants in a social venture business do not intend to maximize profits but will always reinvest profits into the business and will keep costs and prices low so a broad range of non-affluent consumers can afford the product or service (Yunus, Bertrand, & Lehmann-Ortega, 2009, p. 5). Yunus (2008) calls this “doing business for others instead of for oneself” (p. 4). Since Social Business is a very new concept, little has been written about it yet. There is not even a generally accepted and shared definition of the term “Social Business”. Millions of small social start-ups, whose founders intend to do something socially beneficial and who only take out from the business the money they need for their own upkeep, already exist. However, to differentiate between charity projects and real social businesses is difficult. For this reason, it is impossible to collect empirical data about these start-ups and projects. Much more in the focus of the public eye are social businesses founded by multinational companies (MNCs) or at least renowned national companies. This often includes a product relating to the key competence of the firm which is adapted to the needs of low-well-off consumers and thereby solves a shared social problem. MNCs often use the know-how and competence of non-governmental organizations (NGOs) or similar institutions and start social joint-ventures. Since it is much easier to collect data about this kind of social business and since their influence and recognition in industrialized countries at the moment is much bigger than of the numerous small start-ups, this paper is going to focus on social businesses initiated by big companies.

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