what are social responsibility of business

What Are Social Responsibility of Business: Understanding the Role Companies Play in Society

what are social responsibility of business is a question that more and more people are asking as consumers, employees, and communities become increasingly aware of the impact businesses have beyond just profits and products. Social responsibility of business refers to the ethical framework and duties that companies embrace to contribute positively to society while conducting their operations. It's about recognizing that businesses are an integral part of the social fabric and must act in ways that benefit not just shareholders, but also customers, communities, employees, and the environment.

In this article, we'll explore what social responsibility of business truly means, why it matters, and the practical ways organizations can incorporate it into their strategies. Along the way, we'll touch on related concepts like corporate social responsibility (CSR), sustainability, ethical business practices, and community engagement to provide a well-rounded understanding of this critical topic.

What Are Social Responsibility of Business and Why Do They Matter?

At its core, social responsibility of business involves companies taking accountability for the broader effects of their activities. This doesn't just mean following laws and regulations but going beyond compliance to actively promote social good. It's a recognition that businesses hold power and influence that can be harnessed to address social issues, reduce environmental harm, and foster economic well-being.

The relevance of social responsibility has grown dramatically in recent years. Consumers today are more informed and often prefer brands that demonstrate ethical behavior and support social causes. Employees, too, increasingly seek workplaces that align with their values and offer meaningful contributions to society. Furthermore, investors and regulators are placing greater emphasis on sustainable and responsible business practices.

This shift means understanding what are social responsibility of business is no longer optional but essential for long-term success. Companies that ignore their social responsibilities risk reputational damage, loss of customer loyalty, and even legal challenges.

Key Dimensions of Social Responsibility in Business

Social responsibility of business can be broken down into several key areas where companies can make a meaningful difference. These dimensions highlight the various ways businesses interact with society and the environment.

Environmental Responsibility

One of the most pressing aspects of social responsibility today is environmental stewardship. Businesses have a significant impact on natural resources through their production processes, supply chains, and waste management. Acting responsibly means adopting eco-friendly practices such as:

- Reducing carbon emissions and energy consumption
- Minimizing waste and promoting recycling
- Using sustainable materials and sourcing ethically
- Supporting initiatives that protect biodiversity and combat climate change

Environmental responsibility not only helps preserve the planet but also often leads to cost savings and innovation.

Ethical Business Practices

Ethics form the backbone of social responsibility. This includes honesty, fairness, transparency, and respect in dealings with customers, suppliers, employees, and competitors. Ethical business practices encompass:

- Implementing fair labor standards and ensuring safe working conditions
- Preventing corruption, bribery, and fraud
- Respecting consumer rights and privacy
- Providing accurate information about products and services

By maintaining high ethical standards, businesses build trust and credibility that can enhance their brand and customer relationships.

Community Engagement and Development

Businesses don’t operate in a vacuum—they are part of communities. Social responsibility means contributing to the social and economic development of these communities. This can involve:

- Supporting local education, healthcare, and infrastructure projects
- Creating job opportunities and investing in employee development
- Partnering with nonprofits and social enterprises
- Encouraging volunteerism and philanthropic efforts among staff

Engaging with communities helps companies establish goodwill and fosters a supportive environment for business growth.

Economic Responsibility

While profitability remains a key goal, companies also have an economic responsibility to ensure that their operations contribute positively to the economy at large. This means:

- Paying fair wages and taxes
- Promoting fair trade and ethical sourcing
- Driving innovation that benefits society
- Ensuring financial transparency and accountability

Economic responsibility reinforces the idea that business success and social progress can go hand in hand.

How Businesses Can Integrate Social Responsibility Into Their

Strategies

Understanding what are social responsibility of business is one thing, but putting these principles into action is another. Successful integration requires a strategic approach that aligns social responsibility with overall business objectives.

Developing a Clear CSR Policy

Organizations should start by crafting a comprehensive corporate social responsibility (CSR) policy that clearly outlines their commitments and goals. This policy serves as a roadmap for initiatives and helps communicate intentions both internally and externally. Key elements include:

- Identifying priority areas based on stakeholder concerns and company impact
- Setting measurable targets and timelines
- Assigning responsibility and resources for implementation
- Establishing reporting mechanisms and accountability

Having a formal policy ensures that social responsibility efforts are organized, focused, and sustainable.

Engaging Stakeholders

Listening to and involving stakeholders—employees, customers, suppliers, investors, and local communities—is crucial for meaningful social responsibility. Their insights help companies understand expectations, identify challenges, and foster collaborative solutions. Effective engagement strategies include surveys, focus groups, public forums, and partnerships.

Embedding Responsibility into Corporate Culture

For social responsibility to truly flourish, it must be ingrained in the company's culture. Leadership commitment is vital, but every employee should feel empowered to contribute. This can be achieved through:

- Training and awareness programs
- Incentives for socially responsible behavior
- Encouraging innovation that addresses social or environmental issues
- Recognizing and celebrating achievements

A culture of responsibility leads to authentic and continuous impact.

Transparency and Reporting

Transparency builds trust and accountability. Many companies now publish annual sustainability or CSR reports to disclose their progress and challenges. These reports often follow global frameworks like the Global Reporting Initiative (GRI) or Sustainability Accounting Standards Board (SASB), which help standardize information and facilitate comparisons.

The Business Benefits of Embracing Social Responsibility

Understanding what are social responsibility of business is important not only for ethical reasons but also because it offers tangible benefits to companies themselves. Socially responsible businesses tend to experience:

- **Enhanced Brand Reputation:** Positive social impact strengthens a company's image and customer loyalty.
- **Attracting and Retaining Talent:** Employees prefer to work for organizations with strong values and social commitments.
- **Risk Management:** Proactively addressing social and environmental risks can prevent crises and legal issues.
- **Innovation Opportunities:** Pursuing sustainability often drives new products, services, and business models.
- **Access to Capital:** Investors increasingly favor companies with strong ESG (Environmental, Social, Governance) performance.

These advantages highlight why social responsibility is becoming a strategic imperative rather than just a moral choice.

Real-World Examples of Social Responsibility in Business

Many well-known companies have embraced social responsibility in inspiring ways. For instance, Patagonia, an outdoor apparel brand, is famous for its environmental activism, using recycled materials and donating a portion of profits to conservation efforts. Similarly, Unilever has integrated sustainability into its entire supply chain, focusing on reducing waste and improving livelihoods of farmers.

Smaller businesses can also lead by example by supporting local charities, adopting green office practices, or ensuring fair wages within their teams. The key is a genuine commitment that aligns with the company's core values and capabilities.

Exploring what are social responsibility of business shows us that every company, regardless of size or industry, has opportunities to contribute positively to society. When businesses embrace this responsibility, they help build a more equitable, sustainable, and thriving world for everyone.

Frequently Asked Questions

What is the social responsibility of a business?

The social responsibility of a business refers to the ethical obligation of companies to contribute positively to society, including environmental stewardship, fair labor practices, and community engagement, beyond just generating profits.

Why is social responsibility important for businesses today?

Social responsibility is important because it helps businesses build trust with customers, attract and retain employees, comply with regulations, and contribute to sustainable development, ultimately enhancing their reputation and long-term success.

What are some common examples of social responsibility initiatives by businesses?

Common examples include reducing environmental impact through sustainable practices, supporting charitable causes, ensuring fair wages and safe working conditions, promoting diversity and inclusion, and engaging in ethical sourcing.

How does social responsibility benefit businesses financially?

Social responsibility can lead to increased customer loyalty, improved brand image, operational cost savings through sustainability, access to new markets, and reduced legal risks, all of which can positively impact a business's financial performance.

What role do stakeholders play in a business's social responsibility?

Stakeholders such as customers, employees, investors, suppliers, and the community influence and are affected by a business's social responsibility efforts; their interests guide companies to adopt responsible practices that align with societal expectations.

Additional Resources

Social Responsibility of Business: An In-Depth Exploration

what are social responsibility of business is a question that has gained increasing prominence in the corporate world and among stakeholders over the past few decades. As businesses continue to expand their influence across global markets, the expectations for them to act ethically and contribute positively to society have intensified. Social responsibility of business encompasses the obligations that companies have beyond profit-making, including ethical practices, environmental stewardship, and community engagement. Understanding this multifaceted concept requires a thorough examination of its definitions, applications, and implications in today's economic and social landscape.

Defining Social Responsibility of Business

At its core, social responsibility of business refers to the commitment of companies to manage their operations in a manner that produces an overall positive impact on society. This includes consideration of the economic, social, and environmental effects of their activities. Unlike traditional business models focused solely on shareholder returns, socially responsible businesses strive to balance the interests of various stakeholders, including employees, customers, communities, and the environment.

The concept has evolved from mere philanthropy to a strategic approach embedded in corporate governance. It aligns with the broader framework of Corporate Social Responsibility (CSR), which integrates ethical behavior, legal compliance, and voluntary initiatives aimed at sustainable development.

The Dimensions of Social Responsibility

Social responsibility of business can be categorized into several key dimensions:

- **Economic Responsibility:** The fundamental duty of businesses to be profitable and economically viable, ensuring jobs and wealth creation.
- **Legal Responsibility:** Compliance with laws and regulations governing business operations.
- **Ethical Responsibility:** Adherence to moral principles beyond legal requirements, including fairness, transparency, and respect for human rights.
- **Philanthropic Responsibility:** Voluntary contributions to social causes, such as charitable donations and community programs.

The Importance of Social Responsibility in Modern Business

Understanding what are social responsibility of business is crucial in an era where consumers and investors increasingly demand accountability and sustainability. Research indicates that companies with strong CSR programs tend to enjoy enhanced brand reputation, customer loyalty, and employee satisfaction. According to a 2023 survey by Edelman, 68% of consumers consider a company's social and environmental commitments when making purchasing decisions.

Moreover, socially responsible business practices can mitigate risks related to regulatory penalties, social backlash, and environmental damage. Firms that ignore their social responsibilities risk losing market share and suffer long-term consequences for their brand integrity.

Impact on Stakeholders

Social responsibility affects a broad range of stakeholders in diverse ways:

- **Employees:** Ethical labor practices improve morale, reduce turnover, and attract talent.
- **Customers:** Transparent and responsible behavior fosters trust and satisfaction.
- **Communities:** Investments in local development enhance social welfare and economic stability.
- **Environment:** Sustainable resource management helps preserve ecosystems and reduce carbon footprints.

Implementing Social Responsibility: Strategies and Challenges

Businesses employ various strategies to incorporate social responsibility into their operations. These include:

1. **Corporate Governance Reforms:** Establishing ethics committees and CSR departments to oversee responsible conduct.

2. **Sustainability Initiatives:** Reducing waste, adopting renewable energy, and promoting eco-friendly products.

3. **Community Engagement:** Participating in local development projects and supporting education or health programs.

4. **Supply Chain Management:** Ensuring suppliers adhere to ethical standards, including fair labor and environmental protections.

However, embedding social responsibility is not without challenges. Some companies struggle with balancing profit motives and social goals, especially in highly competitive industries. Additionally, measuring the impact of CSR efforts can be complex, with difficulties in quantifying social benefits and avoiding perceptions of "greenwashing" – where companies exaggerate their social commitments for marketing purposes.

Comparative Perspectives: Developed vs. Emerging Markets

The approach to social responsibility often differs between developed and emerging markets. In developed countries, CSR is typically more regulated and integrated into corporate strategy, driven by consumer awareness and stringent legal frameworks. Conversely, in emerging economies, businesses may face resource constraints, weaker enforcement mechanisms, and different social priorities, which shape their CSR practices uniquely.

For example, a multinational corporation operating in an emerging market might prioritize community infrastructure development and education, addressing immediate social needs, whereas in developed markets, the focus might be on reducing carbon emissions and enhancing corporate transparency.

Social Responsibility and Financial Performance

A growing body of empirical research explores the relationship between social responsibility and financial outcomes. While some critics argue that CSR initiatives increase costs and reduce shareholder value, numerous studies suggest a positive correlation between responsible business practices and profitability in the long run.

Companies that invest in social responsibility can benefit from enhanced operational efficiencies, innovation, and risk management, leading to sustainable competitive advantages. For instance, a Harvard Business Review analysis found that firms with high CSR ratings outperformed their peers in stock market returns over a ten-year period.

Balancing Pros and Cons

Implementing social responsibility comes with trade-offs:

- **Pros:** Improved brand loyalty, risk mitigation, employee engagement, and access to socially conscious investors.
- **Cons:** Increased operational costs, potential conflicts with short-term profit goals, and the complexity of measuring impact.

Understanding these dynamics is essential for businesses aiming to integrate social responsibility holistically rather than treating it as a peripheral activity.

Future Trends in Social Responsibility of Business

Looking ahead, the scope of what are social responsibility of business is expected to broaden further. Emerging trends include:

- **Environmental, Social, and Governance (ESG) Integration:** Investors increasingly demand ESG disclosures, pushing businesses to embed social responsibility into core strategies.
- **Technology and Transparency:** Advances in data analytics and blockchain are enabling greater accountability and real-time monitoring of CSR initiatives.

- **Inclusive Growth:** Companies are focusing on diversity, equity, and inclusion as integral components of social responsibility.
- **Global Collaboration:** Multinational efforts to address cross-border social and environmental challenges, such as climate change and human rights.

As societal expectations evolve, businesses that proactively adapt their social responsibility frameworks will likely gain a strategic edge.

The question of what are social responsibility of business remains a dynamic and deeply relevant inquiry for corporations navigating the complexities of modern commerce. By embracing this responsibility, businesses not only contribute to societal well-being but also position themselves for resilient and ethical growth in an interconnected world.

What Are Social Responsibility Of Business

what are social responsibility of business: Corporation, be Good! William C. Frederick, 2006 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.

what are social responsibility of business: Corporate Social Opportunity! David Grayson, Adrian Hodges, 2017-12-04 Don't be misled by the word social in the title. This is a book about how to improve corporate performance and gain competitive advantage. In Corporate Social Opportunity! Grayson and Hodges challenge perceived wisdom that adherence by business to corporate social responsibility (CSR) is a zero-sum game where the impact on companies is added costs and extra regulatory burden.?? From their unique vantage point working with leaders of global businesses and of local communities, the authors explain how powerful drivers forcing companies to adopt stringent social, ethical and environmental standards simultaneously create largely untapped opportunities for product innovation, market development and non-traditional business models. The key to exploiting these opportunities lies in building CSR into business strategy, not adding it on to business operations. With examples from 200 companies to illustrate their case, they outline both in theory and practice a seven-step process managers can apply to assess the implications of CSR on their business strategy and identify their own corporate social opportunities. Business is operating in a whirlwind of interacting global forces: revolutionary developments in communications and technology, significant changes in markets, shifts in demographics, and a transformation of personal values. The fallout from these forces is the underlying reason that corporate social responsibility has come of age. These global forces have led to a number of issues-such as ecology and environment, human rights and diversity, health and well-being, and communities-becoming potential liabilities for companies. Once regarded as 'soft' management issues, they are now increasingly recognised as hard to predict and hard for the business to deal with when they go wrong. Corporate Social Opportunity!, by the authors of the best-selling Everybody's Business moves the argument from the why of corporate social responsibility (CSR) to the how and beyond – to a future where CSR is perceived as an opportunity for business both in terms of reaping the benefits of retaining brand or organisational value and by developing new products and services, serving new markets and adopting new business models. This is not always a story of black and white, of what is right or what is wrong. Often it embraces apparently conflicting demands which require the application of judgement, guided by a clear sense of overall direction and corporate purpose. This book is designed to act as a compass for aiding navigation through such dilemmas and complex decisions. Using examples of current good practice, detailed interviews with leading CEOs and newly created diagnostic planning tools, all framed within a seven-step model for making CSR happen, the book aims to provide a practical guide to help business leaders and their managers understand how to assess the impact of corporate social responsibility factors on their core business strategy and operations and help them identify and prioritise between subsequent options and resulting business opportunities. The book is structured into two parts. Both parts describe the same seven-step model which, if followed, will help managers think through desired changes to business strategies, and necessary corresponding changes to operational practices. In Part 1, the seven steps-triggers; scoping; making the business case; committing to action; resources and integrating operations; engaging stakeholders; and measuring and reporting-are described and illustrative evidence and corresponding data provided. In Part 2, the authors have created a worked example of the diagnostic processes that form the backbone of the seven steps, based on the health and well-being issue of fast food and the growing problem of obesity, particularly among children, along with notes on how a manager might work through the processes with colleagues. The authors are pro-business although not business-as-usual. The book is written first and foremost with the purpose of helping to improve business performance, because business is after all the principal motor for growth and development in the world today. The authors argue that companies adhering to best practice in CSR and taking advantage of possibilities inherent in Corporate Social Opportunity! are good for shareholders as well as customers and employees.

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what are social responsibility of business: Social Responsibility and Business Debbie M. Thorne, O. C. Ferrell, Linda Ferrell, 2010-04-09 SOCIAL RESPONSIBILITY AND BUSINESS, 4e, International Edition introduces a strategic social responsibility framework for courses that address the role of business in society. Social responsibility is presented as the extent to which a business adopts a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by all its stakeholders. In this fourth edition, the authors present the most up-to-date findings in the field, describe best practices, encourage student decision-making, provide cutting-edge cases, and inspire the application of social responsibility principles to a variety of situations and organizations. The soft cover format is affordable to students and provides more opportunities for instructors to supplement the course content or to further customize the content to meet their needs. Additionally, a comprehensive teaching and learning package ensures that business students understand and appreciate concerns about business ethics, social auditing, corporate social responsibility, corporate governance, sustainability, and a host of other factors involving a global perspective for today’s business leaders.

what are social responsibility of business: Corporate Social Responsibility Andreas Schneider, René Schmidpeter, 2015-02-02 Diese zweite, wesentlich erweiterte Auflage des Standardwerks zur verantwortungsvollen Unternehmensführung zeigt innovative Managementansätze, die wirtschaftlichen Erfolg und gesellschaftlichen Mehrwert positiv miteinander verbinden. 100 ausgewiesene Autoren aus dem gesamten deutschsprachigen Raum zeigen in 80 Beiträgen das gesamte Spektrum verantwortungsvoller Unternehmensführung („Corporate Social Responsibility – CSR“). Die Neuauflage zeichnet sich durch eine moderne betriebswirtschaftliche Perspektive auf das Thema aus. Schwerpunkte der aktuellen CSR-Diskussion werden in eigenen Kapiteln erörtert. Insbesondere die Integration von CSR in kleinen und mittleren Unternehmen, der Finanzbereich sowie das Thema Kommunikation werden vertiefend beleuchtet. Das Buch bietet einzigartiges Insiderwissen, innovative Managementansätze und erfolgreiche Beispiele aus der Praxis. Zudem liefert es zahlreiche Hinweise und konkrete Anleitungen wie eine konsistente CSR-Strategie entwickelt und Wettbewerbsvorteile erzielt werden können. Das Werk macht eindrucksvoll klar, dass nachhaltiges Wirtschaften eine Investition in die Zukunft ist und öffnet ein neues Paradigma in der Managementliteratur, dass Wirtschaft und Gesellschaft (wieder) miteinander verbindet.

what are social responsibility of business: The Debate over Corporate Social Responsibility Steven K. May, George Cheney, Juliet Roper, 2007-04-19 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 responsiblilty 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.

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what are social responsibility of business: Corporate Social Responsibility in the Global Business World Asli Yüksel Mermod, Samuel O. Idowu, 2013-11-27 This book provides an overview of the application of Corporate Social Responsibility in businesses and corporations around the world. Primarily based on real cases, it focuses on different approaches to CSR from a global perspective. It provides a critique of the “wrong” practices often employed even by multinational organizations, and highlights the resultant negative effects. On the other hand the book demonstrates good examples that can help multinationals or even entire countries to achieve both a better reputation and increased profitability. “CSR in the Global Business World” is a rich resource of illustrative cases, serving both as a basis for ongoing research as well as for teaching purposes at the business school level.

what are social responsibility of business: *Corporate Social Responsibility* Andrew Crane, Dirk Matten, Laura Spence, 2014 As a relatively young subject matter, corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published. Retaining the features which made the first edition a top selling text in the field, the new edition continues to be the only textbook available which provides a ready-made, enhanced course pack for CSR classes. Authoritative editor introductions provide accessible entry points to the subjects covered - an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research-led approach. New case studies are integrated throughout the text to enable students to think and analyze the subject from every angle. The entire textbook reflects the global nature of CSR as a discipline and further pedagogical features include chapter learning outcomes; study questions; ‘challenges for practice’ boxes and additional ‘further reading’ features at the end of each chapter. This highly rated textbook now also benefits from a regularly updated companion website which features a brand new 'CSR Case Club' presenting students and lecturers with further case suggestions with which to enhance learning; lecture slides; updates from the popular Crane and Matten blog, links to further reading and career sites, YouTube clips and suggested answers to study questions. An Ivey CaseMate has also been created for this book at https://www.iveycases.com/CaseMateBookDetail.aspx?id=335.

what are social responsibility of business: Corporate Social Responsibility Daniel Zirnig, 2009-07 Vor 40 Jahren war noch vieles anders: Auf der Erde lebten etwa halb so viele Menschen wie heute, McDonald's gab es nur in Amerika, ein Ozonloch existierte nicht und Milton Friedmans Auffassung, dass die gesellschaftliche Verantwortung von Unternehmen einzig darin liege, die Gewinne zu maximieren, erntete weitgehende Zustimmung in Wissenschaft und Unternehmenspraxis. Heute ist die Gesellschaft in vielerlei Hinsicht ein gutes St ck weiter, und auch die Erkenntnis, dass insbesondere multinationale Unternehmen neben der Gewinnmaximierung weitere Ziele zu verfolgen haben, setzt sich zunehmend durch. Nicht zuletzt die Tatsache, dass die Medien die Aufmerksamkeit weiter auf wirtschaftliche Verfehlungen richten, w hrend gleichzeitig die Forderung der Konsumenten und Interessengruppen immer lauter wird, dass Unternehmungen ihre Gesch fte zunehmend auch nach sozial und kologisch vertr glichen Gesichtspunkten gestalten sollen, f hrt auf Managerseite zu der Erkenntnis, dass es gut f r das Gesch ft ist, wenn das Unternehmen als gesellschaftlich verantwortlich gilt. International hat sich der Terminus Corporate Social Responsibility (CSR) etabliert, um Konzepte, Initiativen und Forschungsarbeiten zu beschreiben, die sich mit der sozialen, konomischen und kologischen Verantwortung von Unternehmen ber den reinen Wirtschaftsbetrieb hinaus befassen. Aber was genau verbirgt sich hinter dem Konzept Corporate Social Responsibility und wie wird es in Theorie und Praxis verstanden und angewandt? Obwohl CSR inzwischen einen hohen Status innerhalb der Managementforschung erreicht hat, fehlen international einheitliche Definitionen und Standards und in vielen Unternehmungen herrscht weitgehende Unkenntnis ber Inhalt, Bedeutung und Wirkung von CSR-Ma nahmen. Ziel dieser Studie ist es, einen aktuellen Einblick in wichtige Facetten der internationalen CSR-Debatte und -Forschung sowie angrenzender Konzepte zu liefern. Dar ber hinaus sollen Instrumente erl utert werden, die das theoretische

what are social responsibility of business: Corporate Social Responsibility vs. Social Business: Die Analogie zweier Unternehmensverantwortungskonzepte Caroline Priese, 2012-08 Mit den unmittelbaren Auswirkungen unseres allt„glichen Lebensstils vor Augen entwickelte sich in der Gesellschaft ein Bewusstsein daf�r, dass mehr Verantwortung gegen�ber unserer Welt �bernommen werden muss. Gesellschaftliche Werte bekamen andere Gewichtungen, neue Bedeutungen. Dieser Wertewandel begann bei Einzelnen, f�hrte zu einer Kollektivmeinung und fordert heute von wirtschaftlichen Akteuren sich verantwortungsbewusst gegen�ber Umwelt und Gesellschaft zu verhalten. Menschenrechte sollen gewahrt, Ressourcen gespart und der Arbeiter wieder zum Menschen gemacht werden, den das gesellschaftliche Zusammenleben und das Leben der zuk�nftigen Generationen interessiert. Auf dieser Basis lassen sich zwei unternehmerische Verantwortungskonzepte ausmachen: Die Corporate Social Responsibility und das Social Business. Zwei Begriffe, die sich ihren Weg in den Wirtschaftsalltag bahnten und heute nicht mehr wegzudenken sind. Doch was ist 'Corporate Social Responsibility' und was verstehen wir unter 'Social Business'? Gibt es einen flieáenden šbergang zwischen diesen Begriffen oder lassen sie sich klar voneinander abgrenzen? Intention dieses Buches ist es, mithilfe von Theorie- und Praxisverst„ndnis einen Kriterienkatalog zur Abgrenzung der Begriffe Corporate Social Responsibility und Social Business zu erstellen. Hierzu werden die einzelnen Begriffe zun„chst separat betrachtet. Wo kommen sie her und wie haben sie sich entwickelt? Folgend wird, basierend auf literarischen Quellen und Experteninterviews, auf die Unterschiede und Gemeinsamkeiten beider Konzepte eingegangen. Die herausgearbeiteten Merkmale dienen als Grundlage f�r einen Katalog, welcher anhand diverser Kriterien Fragen aufwirft, deren Beantwortung die Unterteilung in Corporate Social Responsibility und Social Business erm”glicht.

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Responsibility, best selling author Bjørn Andersen has written an easy to read yet powerful book demonstrating the need for solid ethics in every organization. Andersen first explains the importance of creating a strong ethical culture within every organization, demonstrating the positive effects it will have throughout the business. He then shows how business leaders can make this happen, by introducing a holistic value-driven and ethically based model of leadership and management that can bring about dramatic changes for any organization.

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