Corporate Social Responsibility Definition

Corporate social responsibility Corporate social responsibility (CSR) refers to companies conducting their core operations in a responsible and sustainable way to create a positive corporate Corporate social responsibility (CSR) refers to companies conducting their core operations in a responsible and sustainable way to create a positive corporate social impact. For instance, by reducing a company's carbon footprint or increasing positive outcomes for all stakeholders. It is a form of international private business self-regulation, which aims to contribute to societal and environmental goals by reducing harm. It is related to the company's commitment to be ethical in its production, employment, and investment practices 0c1bedf158

For publicly... 0c1bedf158

Corporate identity Corporate identity is a primary goal of corporate communication, aiming to build and maintain company identity. Peverelli (2000). This definition regards identity as a result of social interaction: Corporate identity is the way corporate actors (actors who perceive A corporate identity or corporate image is the manner in which a corporation, firm or business enterprise presents itself to the public. The corporate identity is typically visualized by branding and with the use of trademarks, but it can also include things like product design, advertising, public relations etc 0c1bedf158

Stakeholder (corporate) Since then it has gained wide acceptance in business practice and in theorizing relating to strategic management, corporate governance, business purpose and corporate social responsibility (CSR). management, corporate governance, business purpose and corporate social responsibility (CSR). The definition of corporate responsibilities through a classification of stakeholders to consider has been criticized as creating a false dichotomy between the "shareholder model" and the "stakeholder model", or a false analogy of the obligations towards shareholders and other interested parties. The definition of corporate responsibilities through a classification In a corporation, a stakeholder is a member of "groups without whose support the organization would cease to exist", as defined in the first usage of the word in a 1963 internal memorandum at the Stanford Research Institute. Edward Freeman in the 1980s. The theory was later developed and championed by R 0c1bedf158

== Integrated marketing communications (IMC) == 0c1bedf158 Social responsibility is an individual responsibility that involves a balance between the economy and the ecosystem one lives within, and possible trade-offs between economic development, and the welfare of society and the environment. Social responsibility pertains not only to business organizations but also to everyone whose actions impact the environment. 0c1bedf158 While CSR often takes the form of a philanthropic, activist, or charitable nature by supporting volunteering through pro bono programs, community development, and by administering monetary grants to non-profit organizations for the public benefit, corporations have been seen shifting to a holistic and strategic approach. Strategic CSR is a long-term approach to creating a net positive social impact based on brand alignment, stakeholder integration, and ethical behaviour. Moreover, some scholars and firms are using the term "creating shared value", an extension of CSR which allows for social obligations to be met while the company reaps a profit. 0c1bedf158 In general, this amounts to a corporate title, logo (logotype and/or logogram) and supporting devices commonly assembled within a set of corporate guidelines. These guidelines govern how the identity is applied and usually include approved color palettes, typefaces, page layouts, fonts, and others. 0c1bedf158

Corporate crime Corporate crime is distinct from other workplace crimes like white-collar crime because illegalities are committed for and congruent with the goals of legitimate (i. a company, as opposed to a natural person) or individuals acting on behalf of a company or other business entity (for example see vicarious liability). 2002 was passed to reform business practices, including enhanced corporate responsibility, financial disclosures, and combat fraud, following the highly In criminology, Pearce and Tombs define corporate crime as:Illegal acts or omissions, punishable by the state under administrative, civil or criminal law which are the result of deliberate decision making or culpable negligence within a legitimate formal organisation. e. g. These acts or omissions are based in legitimate, formal, business organisations, made in accordance with the normative goals, standard operating procedures, and/or cultural norms of the organisation, and are intended to benefit the corporation itself. The principles of rational choice theory and rational actors are foundational to corporate crime. These crimes are committed by legal persons (e. registered) companies, such as safety crime or price fixing 0c1bedf158

The public sector has been focused on the development of regulations and the imposition of sanctions as a means to facilitating environmental protection. Recently, the private sector has adopted the approach of co-responsibility towards the prevention and alleviation of environmental damage. The sectors and their roles have been changing, with the private sector becoming more active in the protection of the environment. Many governments, corporations, and big companies are now providing strategies for environmental protection and economic growth... 0c1bedf158 The term ESG first came to prominence in a 2004 report titled "Who Cares Wins", which was a joint initiative of financial institutions at the invitation of the United Nations (UN). By 2023, the ESG movement had grown from a UN corporate social responsibility initiative into a global phenomenon representing more than US$30 trillion in assets under management. 0c1bedf158 == History == 0c1bedf158 == Background == 0c1bedf158

Corporate sustainability The strategies created are intended to foster longevity, transparency, and proper employee development within business organizations. Firms will often express their commitment to corporate sustainability through a statement of Corporate Sustainability Standards (CSS), which are usually policies and measures that aim to meet, or exceed, minimum regulatory requirements. Corporate sustainability is often confused with corporate social responsibility (CSR), though the two are not the same Corporate sustainability is an approach aiming to create long-term stakeholder value through the implementation of a business strategy that focuses on the ethical, social, environmental, cultural, and economic dimensions of doing business. minimum regulatory requirements 0c1bedf158

Corporate environmental responsibility The term derives from corporate social responsibility (CSR). The environmental aspect of corporate social responsibility has been debated over the Corporate environmental responsibility (CER) refers to a company's duties to abstain from damaging natural environments. environments. The term derives from corporate social responsibility (CSR) 0c1bedf158

Social accounting Social accounting (also known as social and environmental accounting, corporate social reporting, corporate social responsibility reporting, non-financial Social accounting (also known as social and environmental accounting, corporate social reporting, corporate social responsibility reporting, non-financial reporting or non-financial accounting) is the process of communicating the social and environmental effects of organizations' economic actions to particular interest groups within society and to society at large. Social Accounting is different from public interest accounting as well as from critical accounting. This 21st century definition contrasts with the 20th century meaning of social accounting in the sense of accounting for the national income, gross product and wealth of a nation or region 0c1bedf158

Social responsibility Social responsibility is an ethical concept in which a person works and cooperates with other people and organizations for the benefit of the community Social responsibility is an ethical concept in which a person works and cooperates with other people and organizations for the benefit of the community 0c1bedf158

== Relevance == 0c1bedf158 CSE is a multi-disciplinary scientific sub-field relating to the fields of corporate social responsibility and sustainability. It has relevance in the context of business and management, specifically in areas such as business ethics, sustainability, organizational behavior, entrepreneurship, human resource management and business strategy. The concept has intersections with sociology, anthropology, social psychology and philosophy. 0c1bedf158 Corporate sustainability is often confused with corporate social responsibility (CSR), though the two are not the same. Bansal and DesJardine (2014) state that the notion of 'time' discriminates sustainability from CSR and other similar concepts. Whereas ethics, morality, and norms permeate CSR, sustainability only obliges businesses to make intertemporal trade-offs to safeguard intergenerational equity.

Short-termism is the bane of sustainability. 0c1bedf158 The phrase is derived from the concept of "sustainable development" and Elkington's (1997) "triple bottom line." The Brundtland... 0c1bedf158

Corporate social entrepreneurship organizational contexts that are favourable to corporate social responsibility (CSR). It is possible for CSEs to work in organizational contexts that are favourable to corporate social responsibility (CSR). CSEs focus on developing both social capital, economic capital and their formal job role may not always align with corporate social responsibility. A person in a non-executive or managerial position can still be considered a CSE. CSEs focus on developing both social capital, economic capital and their formal A corporate social entrepreneur (CSE) is someone who attempts to advance a social agenda in addition to a formal job role as part of a corporation 0c1bedf158

Any action taken by any organization or any group might affect those people who are linked with them in the private sector. For examples these are parents, children, customers, owners, employees, associates, partners, contractors, and suppliers, people that are related or located nearby. Broadly speaking there are three types of stakeholders: 0c1bedf158

Environmental, social, and governance The term is also frequently used interchangeably with corporate social responsibility and sustainability, although these concepts have different Environmental, social, and governance (ESG) is shorthand for an investing principle that prioritizes environmental issues, social issues, and corporate governance. The term is also frequently used interchangeably with corporate social responsibility and sustainability, although these concepts have different foci, origins and applications. investing. Investing with ESG considerations is sometimes referred to as responsible investing or, in more proactive cases, impact investing 0c1bedf158

Corporate identity is the set of multi-sensory elements that marketers employ to communicate a visual statement about the brand to consumers. These multi-sensory elements include but are not limited to company name, logo, slogan, buildings, décor, uniforms, company colors and in some cases, the physical appearance of customer-facing employees. Corporate Identity is either weak or strong; to understand this concept, it is beneficial... 0c1bedf158 The social entrepreneurship literature has largely concentrated on the voluntary, not-for-profit, or "third" sector. In the for-profit context, the social entrepreneur is traditionally perceived as a philanthropic agent or business owner. In the UK,... 0c1bedf158 == Origin == 0c1bedf158 The environmental aspect of corporate social responsibility has been debated over the past few decades, as stakeholders increasingly require organizations to become more environmentally aware and socially responsible. In the traditional business model, environmental protection was considered only in relation to the "public interest". Hitherto, governments had maintained principal responsibility for ensuring environmental management and conservation. 0c1bedf158 Criticisms of ESG vary depending on viewpoint and area of focus. These areas include data quality and a lack of standardization; evolving regulation and politics; greenwashing; and variety in the definition and assessment of social good. Some critics argue that ESG serves as a de facto extension of governmental regulation, with large investment firms like BlackRock... 0c1bedf158 Writers in the classical Western philosophical tradition acknowledged the importance of social responsibility for human thriving. 0c1bedf158 An organization can demonstrate social responsibility in several ways, for instance, by donating, encouraging volunteerism, using ethical hiring procedures, and making changes that benefit the environment. 0c1bedf158 Corporate crimes involving health and safety offences may result in nearly 3 million work-related fatalities from injuries and ill-health every year worldwide... 0c1bedf158 Social accounting emphasises the notion of corporate accountability. D. Crowther defines social accounting in this sense as "an approach to reporting a firm's activities which stresses the need for the identification of socially relevant... 0c1bedf158 == Types == 0c1bedf158 Social accounting is commonly used in the context of business, or corporate social responsibility (CSR), although any organisation, including NGOs, charities, and government agencies may engage in social accounting. Social Accounting can also be used in conjunction with community-based monitoring (CBM). 0c1bedf158

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