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Corporate Sustainability & Responsibility (CSR) - incorporating corporate responsibility, sustainable development, business ethics and corporate citizenship - has become a widely taught subject in business schools and practiced in companies around the world. Presented here is a comprehensive textbook that introduces students and practitioners to CSR theory and practice, looking at the past, present and future. The text includes 25 case studies and over 60 sets of discussion questions (nearly 200 questions), which allow teachers, students and practitioners to reflect on the presented content and to discuss, debate and dig deeper into the issues. The text itself is written in a highly readable style, without sacrificing academic rigour (there are over 200 references cited). The result is an inexpensive, accessible and searchable introduction to a management discipline that has become critical to the future of business, written by one of the world's leading authorities on the subject.

In her book, Dr Ulpiana Kocollari presents a unique contribution to the debate on Corporate Social Responsibility and Sustainability by clearly expressing how the configuration of a firm's social dimension can help identify inclusive corporate governance models, define innovative management processes and reshape performance measurement systems for the evaluation and assessment of sustainable economic, social and environmental results. Moving a step

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further, a firm's social dimension is defined within the configuration of stakeholders – resources – rewards patterns intrinsic to their interactions with their environment and embedded in their business activities. Based on this approach, a framework is provided to guide firms in identifying management activities grounded in and suited to their prevalent patterns, in order to support current and future strategies and establish adequate measurement and communication tools for pursuing their mission. The book contains original theoretical and empirical material and particular attention is paid to the principal social and environmental impact measurement models (i.e. Global Reporting Initiative, Social Return on Investments, Social Balanced Scorecard, etc.), analysing their main features in order to pinpoint their adequacy in assessing the social dimension and to tailor their use more closely to the specific patterns to which they refer. Finally, a detailed application of the analysis framework, which the author has identified is proposed for Innovative Start-Ups with a Social Goal and for Benefit Corporations, in order to detect the patterns embedded in their social dimension and their distinctive traits, which influence their management and measurement processes.

Organizations have developed a variety of strategies for dealing with the intersection of societal needs, the natural environment, and corresponding business imperatives. At one end of the continuum are organizations that do not acknowledge any responsibility to society and the environment. And on the other end of the continuum are those organizations that view their operations as having a significant impact as well as reliance on society at the economic, social, and ecological levels. This sourcebook presents current knowledge related to what has become known as "corporate social responsibility" (CSR). Ongoing research reveals that a

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variety of strategies, alliances and partnerships, and approaches are being used around the globe to respond to issues of CSR. The aspirations of many corporations to contribute to a better world is great, but translating that aspiration into reality remains a challenge for organizations the world over.

Globalization has changed the nature of many markets. Previously protected local industries have been forced to become more competitive, a situation that provides both opportunities and challenges. Key among these is the challenge of implementing responsible business practices. Corporate social responsibility (CSR) is widely recognized as a worthy commitment to ensure sustainable benefit for both corporations and communities. CSR is also becoming an important base for businesses to build trust and confidence in their stakeholders, with the potential to provide a competitive edge. To ensure sustainable growth opportunities, companies should pursue the three key dimensional values of creation: Profit People Planet Well defined and strategic CSR activities will ensure an optimum balance between social, environmental, and economic factors for sustainable profits. Hence, CSR has to be embedded within the business strategy to provide a competitive edge in the areas of brand equity, corporate reputation, employee retention, and environmental conservation. Although the principles of CSR are essentially the same globally, each location still calls for different emphasis in the implementation process. Successful application of CSR principles is directly influenced by the business understanding of its business strategy in proportion to the needs of the local community. As someone who has implemented all the above activities successfully, author Sri Urip is well placed to discuss effective CSR strategies to 21st century companies. From the global automation leaders at Accenture—the first-ever comprehensive blueprint for

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how to use and scale AI-powered intelligent automation in the enterprise to gain competitive advantage through faster speed to market, improved product quality, higher efficiency, and an elevated customer experience. Many companies were already implementing limited levels of automation when the pandemic hit. But the need to rapidly change business processes and how organizations work resulted in the compression of a decade's worth of digital transformation into a matter of months. Technology suddenly became the essential element for rapid organizational change and the creation of 360-degree value benefiting all stakeholders. Businesses are faced with the imperative to embrace that change or risk being left behind. In *The Automation Advantage*, global enterprise technology and automation veterans Bhaskar Ghosh, Rajendra Prasad, and Gayathri Pallail give business leaders and managers the action plan they need to execute a strategic agenda that enables them to quickly and confidently scale their automation and AI initiatives. This practical and highly accessible implementation guide answers leaders' burning questions, such as: How do I identify and prioritize automation opportunities? How do I assess my legacy systems and data issues? How do I derive full value out of my technology investments and automation efforts? How can I inspire my employees to embrace change and the new opportunities presented by automation? *The Automation Advantage* goes beyond optimizing process to using AI to transform almost any business activity in any industry to make it faster, more streamlined, cost efficient, and customer-focused—vastly improving overall productivity and performance. Featuring case studies of successful automation solutions, this indispensable road map includes guiding principles for technology, governance, culture, and leadership change. It offers a human-centric approach to AI and automation that leads to sustainable transformation and measurable business results.

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The chapters in this volume cover a wide range of theoretical perspectives grounded in strategy, economics and sociology, employ various methodological approaches, and offer new arguments on the connections that exist between firms' decisions relating to sustainability, CSR, and the governance of their stakeholder relations.

This book, written by noted Corporate Social Responsibility (CSR) practitioner Michael Hopkins, is the first to explicitly link CSR with development. It spells out what corporations are doing on development, what more they could do and how CSR can be a useful tool to promote economic development via corporations. This is important and challenging reading for all of those in government, business and NGOs who think that there must be a better, more effective and dynamic way to kick-start development and eradicate poverty.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change.

Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Managing Corporate Social Responsibility offers a strategic, communication-centred approach to integrating CSR into organizations. Drawing from a variety of disciplines and written in a highly accessible style, the book guides readers in a focused progression providing the key points they need to successfully navigate

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the benefits and implications of managing CSR. Chapters are organized around a process model for CSR that outlines steps for researching, developing, implementing, and evaluating CSR initiatives Emphasizes stakeholder engagement as a foundation throughout the CSR Process Model Discusses ways to maximize the use of social media and traditional media throughout the process Offers international examples drawn from a variety of industries including: The Forest Stewardship Council, Starbucks Coffee, and IKEA. Draws upon theories grounded in various disciplines, including public relations, marketing, media, communication, and business

This edited volume aims to intimate and orient readers on the current state of corporate governance and strategic decision making a decade after the global financial crises. In particular, it sheds more light on the current state of affairs of corporate governance mechanisms, codes, and their enforcement as well as novel issues arising. The ten constituent chapters contained herein are authored by seasoned academics with research interests in the areas of corporate governance, strategic management, and sustainable management practices. It provides up-to-date theoretical and empirical evidence of such corporate governance issues as corporate governance codes, corporate fraud, quality of earnings, strategic decision making, corporate social responsibility, sustainable

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management, and sustainable growth strategies. Irrespective of the diverse nature and span of the topics included, this edited volume is divided into three sections and structured to read as a unit.

This guide to corporate social responsibility (CSR) provides discussion of key concepts in a short, easy-to-use format. It is divided into sections on key terms, the global stage, corporate governance, corporate social responsiveness, public relations and philanthropy, and implications for corporate financial performance. It is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of CSR.

Modern businesses and organizations understand that corporate social responsibility (CSR) has become an important factor for sustainable success. At the same time CSR has established itself as a widely accepted element of courses in managerial training and education. This book, designed to support CSR teaching, collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies. Aligning theory and practice, the book focuses on four central themes: management, environment and sustainability, corporate social responsibility, and accounting and financial reporting. Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link

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successful management with corporate social responsibility.

Blending theory with practical application, Strategic Corporate Social Responsibility, Third Edition is a comprehensive CSR and strategy text. As such, it supports courses taught either as standalone electives or as core components of the business school curriculum across all discipline areas. Integral to the book's unique format is its mix of theory and practical application divided into two parts. After five chapters that provide an overview of the field, core concepts, and practical challenges, the second half of the book illustrates the extensive and dynamic nature of CSR via 21 detailed issues and case-studies. The cases capture contentious debates across the spectrum of CSR topics that culminate with a series of questions designed to stimulate further investigation and debate. Increasingly critical and sophisticated stakeholders request companies to engage in Corporate Social Responsibility (CSR) activities and to communicate about such efforts. Driven by such an energetic demand, CSR communication seems like a straightforward task: to inform stakeholders better about corporate CSR activities. Yet, strategic CSR communication is anything but a straightforward endeavor. Communicating an organization as a socially responsible entity implies not only better information but also that organizational members develop a concurrent sensitivity towards the changing expectations among a variety of

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stakeholders who voice their concerns with different intensity and on different topics. This book raises the key issues, the challenges, and the complexity that face managers as they engage themselves and their organizations in a stakeholder dialogue about on communicating their CSR efforts.

Corporate social responsibility (CSR) expresses a fundamental morality in the way a company behaves toward society. It follows ethical behavior toward stakeholders and recognizes the spirit of the legal and regulatory environment. The idea of CSR gained momentum in the late 1950s and 1960s with the expansion of large conglomerate corporations and became a popular subject in the 1980s with R. Edward Freeman's Strategic Management: A Stakeholder Approach and the many key works of Archie B. Carroll, Peter F. Drucker, and others. In the wake of the financial crisis of 2008–2010, CSR has again become a focus for evaluating corporate behavior. First published in 1953, Howard R. Bowen's Social Responsibilities of the Businessman was the first comprehensive discussion of business ethics and social responsibility. It created a foundation by which business executives and academics could consider the subjects as part of strategic planning and managerial decision-making. Though written in another era, it is regularly and increasingly cited because of its relevance to the current ethical issues of business operations in the United States. Many experts believe

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it to be the seminal book on corporate social responsibility. This new edition of the book includes an introduction by Jean-Pascal Gond, Professor of Corporate Social Responsibility at Cass Business School, City University of London, and a foreword by Peter Geoffrey Bowen, Daniels College of Business, University of Denver, who is Howard R. Bowen's eldest son.

Strategic Corporate Social Responsibility: Sustainable Value Creation, Fifth Edition, redefines corporate social responsibility (CSR) as being central to the value-creating purpose of the firm and provides a framework that firms can use to navigate the complex and dynamic business landscape. Based on a theory of empowered stakeholders, this bestselling text argues that the responsibility of a corporation is to create value, broadly defined. The primary challenge for managers today is to balance the competing interests of the firm's stakeholders, understanding that what they expect today may not be what they will expect tomorrow. This tension is what makes CSR so demanding, but it is also what makes CSR integral to the firm's strategy and day-to-day operations.

Shows how companies can maximize the value of their CR initiatives by fostering strong stakeholder relationships.

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to

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management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

Strategic Corporate Social Responsibility: Stakeholders in a Global Environment provides faculty and students with a comprehensive, stand-alone text to support traditional and innovative courses in corporate social responsibility (CSR). Integral to the book`s unique format is the real-life “mini-case-study” approach across the spectrum of CSR topics, backed by Internet accessible references. Adopting a stakeholder approach to CSR, the content and format of this sourcebook defines CSR within the global communications environment in which multinational corporations operate today. Key Features: - Provides 45 Web-based case-studies linked to relevant Web sites for further exploration - Recognizes cross-cultural trends developing throughout the world - Encourages a multidisciplinary approach - References to the Wall Street Journal throughout Strategic Corporate Social Responsibility provides a flexible and up-to-date teaching tool for upper level undergraduate and graduate CSR courses in Management, Marketing, Business Law, and Political Science.

In a changing and complex environment currently facing the main challenges of

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sustainable development, effective management of knowledge, intellectual assets, organizational learning, and talent management are the basis for social innovation and new ways of competition. In this sense, management and business practice are incorporating social and environmental demands made by all types of stakeholders to improve business decisions and strategies. Knowledge Management for Corporate Social Responsibility provides research exploring the theoretical and practical aspects of linking firm profitability, social development, and natural environment in respect to business management practices. Featuring coverage on a broad range of topics such as employer branding, intellectual capital, and organizational performance, this book is ideally designed for business professionals, small business owners, entrepreneurs, academicians, researchers, and business students.

The goal of this book is to define Sustainable Value Creation in terms of a set of principles that differentiate it from existing definitions of CSR, and from related concepts such as sustainability and business ethics. To internalize these ten principles is to understand how the firm can respond to stakeholder needs to optimize value creation over the medium to long term. Ultimately, this second edition book aims to reform both business practice and business education. By building a theory that redefines CSR as central to the value creation process, the ten principles of Sustainable Value Creation redefine how firms approach each of their operational functions, but also how these subjects should be taught in universities worldwide. As such, this book will hopefully be

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of value to instructors as a complement to their teaching, students as a guide in their education, and managers as a framework to help them respond to the complex, dynamic context that they are expected to navigate every day. This book is a manifesto for success in today's complex, dynamic business environment. The book is designed as an easy-to-digest, critical introductory text to CSR. With supporting online teaching resources, it is aimed primarily at the MBA and Executive MBA market, and for CSR, sustainability, and business ethics courses taught by instructors skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics.

Researchers, corporate leaders, and other stakeholders have shown increasing interest in Corporate Social Responsibility (CSR)—a company's discretionary actions and policies that appear to advance societal well-being beyond its immediate financial interests and legal requirements. Spanning decades of research activity, the scholarly literature on CSR has been dominated by meso- and macro-level perspectives, such as studies within corporate strategy that examine relationships between firm-level indicators of social/environmental performance and corporate financial performance. In recent years, however, there has been an explosion of micro-oriented CSR research conducted at the individual-level of analysis, especially with respect to studies on how and why job seekers and employees perceive and react to CSR practices. This micro-level focus is reflected in 12 articles published in this edited volume as a research topic collection in *Frontiers in Psychology* (Organizational Psychology Specialty Section)

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titled "Corporate social responsibility and organizational psychology: Quid pro quo." Blending theory with practical application, this comprehensive text supports courses at the intersection of corporate social responsibility (CSR), corporate strategy, and public policy. Part I provides an overview of the field, defining CSR and placing it in the context of wider corporate strategy. Part II contains chapters on CSR issues related to the organization, the economy, and society, and provides detailed case studies on a variety of well-known firms. Adopting a stakeholder perspective, the authors explore CSR issues within the complex global business environment in which corporations operate today.

Strategic Corporate Social Responsibility: Stakeholders in a Global Environment provides faculty and students with a comprehensive, stand-alone text to support traditional and innovative courses in corporate social responsibility (CSR). Integral to the book's unique format is the real-life "mini-case-study" approach across the spectrum of CSR topics, backed by Internet accessible references. Adopting a stakeholder approach to CSR, the content and format of this sourcebook defines CSR within the global communications environment in which multinational corporations operate today.

"Just Good Business" shows leaders and managers how to develop a unifying strategy for guiding their corporate social responsibility (CSR)--and why it's critical to embed CSR initiatives into larger corporate strategy.

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Corporate social responsibility has grown into a global phenomenon that encompasses businesses, consumers, governments, and civil society, and many organizations have adopted its discourse. 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 only on specific issues that they believe are the most appropriate and relevant in 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 responsibilities vary according to their function and department, as well as their own managerial fields 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.

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This book addresses the environmental, legal, social, and economic aspects of corporate social responsibility in the maritime industry. It discusses the voluntary

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aspects of the CSR concept and how the lines between informal and formal rules are merging and becoming fuzzy. Further, it shows how regulation is enhancing responsibility and sustainability in the maritime industry. The book gathers the experiences of the WMU, IMO, UN and public and private actors in developing and developed countries in the maritime industry.

This book explores recent developments in the theory, strategic perspective and international practice of corporate social responsibility. In particular it discusses the consequences of the economic slowdown apparent in many economies and the impact of changes in the regulatory environment. It consists of three parts: Part one addresses a variety of theoretical approaches as well as the dynamics and criticism of corporate social responsibility. It takes into account social and governmental expectations for the new and extended role of companies in the economy and in society, and provides a new context and theoretical assumptions regarding the functions and tasks of corporate social responsibility. Part two discusses the practical aspects relating to strategic management and corporate governance, corporate disclosure and reporting, as well as the empowerment of stakeholders. Lastly, part three focuses on the international practice of corporate social responsibility in various organizational and institutional settings. Using numerous case studies, the book explores the challenges and tasks of CSR in emerging markets, in the fashion industry and in global and family companies. It identifies the changes that can be detected following the financial crisis, closing the

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loop and linking the empirical findings with the revised theoretical framework.

Recent advances in stakeholder theory have begun to understand the firm and its stakeholders as embedded in a network of relationships. With the increased prominence of stakeholders that this conceptual shift implies, attention has now turned to stakeholder responsibilities as well as rights .

The goal of this project is to detail the core, defining principles of strategic CSR that differentiate it as a concept from the rest of the CSR/sustainability/business ethics field. It is designed to be a provocative piece, but one that solidifies the intellectual framework around an emerging concept--strategic CSR. The foundation for these principles comes from my perspective as a management professor within the business school. As such, it is a pragmatic philosophy, oriented around stakeholder theory, that is designed to persuade business leaders who are skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of intellectuals and business school administrators committed to these issues, but who approach them from more traditional perspectives. Ultimately, therefore, the purpose of the strategic CSR concept (and this book) is radical--it aims to redefine both business education and business practice. By building a theory that defines CSR as core to business operations and value creation (as opposed to peripheral practices that can be marginalized within the firm), these defining principles become applicable across the range of operational functions. As

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such, they redefine how businesses approach these functions in practice, but also redefine how these subjects should be taught in business schools.

This monograph focuses on the level of management culture development in organizations attempting to disclose it not only with the help of theoretical insights but also by the approach based on employees and managers. Why was the term "management culture" that is rarely found in literature selected for the analysis? We are quite often faced with problems of terminology. Especially, it often happens in the translation from one language to another. While preparing this monograph, the authors had a number of questions on how to decouple the management culture from organization's culture and from organizational culture, how to separate management culture from managerial culture, etc. However, having analysed a variety of scientific research, it appeared that there is no need to break down the mentioned cultures because they still overlap. Therefore, it is impossible to completely separate the management culture from the formal or informal part of organizational culture. Management culture inevitably exists in every organization, only its level of development may vary.

With the changing expectations of consumers, employees and regulators, being best in the world is no longer enough. Businesses are now also expected to be best for the world: to be socially and environmentally responsible, sustainable and ethical. Based on the idea that strategic CSR offers the most holistic and

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effective approach to corporate social responsibility, the author presents the key concepts, theories and philosophical approaches to CSR, along with the practical tools needed to implement this knowledge in the real world. The book is split into three parts; the first part provides the theoretical background of CSR, the second part examines various CSR approaches and how they can be implemented, and the third part discusses measuring and communicating CSR. New this this edition is also a chapter titled 'The S in CSR: Social and Global Issues'. Each chapter contains questions for reflection & discussion, exercises, and case studies from globally recognised brands such as Ben & Jerry's, Google, H&M, Johnson & Johnson, Nestlé, Patagonia, Puma, Unilever and Whole Foods. The book is complemented by chapter specific lecturer PowerPoint slides, a draft syllabus and an instructor's manual. Suitable reading for students on Corporate Social Responsibility modules.

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 perspective, CSR as a strategic filter, and how to implement CSR effectively. The second half of the book uses more than 20 cases to illustrate the organizational, economic, and societal issues surrounding

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CSR. The engaging cases capture contentious debates across the spectrum of CSR topics that culminate with a series of questions designed to stimulate further investigation and debate.

With the changing expectations of consumers, employees and regulators, being best in the world is no longer enough. Businesses are now also expected to be best for the world: to be socially and environmentally responsible, sustainable and ethical. Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility, the author presents the key concepts, theories and philosophical approaches to CSR, along with the practical tools needed to implement this knowledge in the real world. The book is split into three parts; the first part provides the theoretical background of CSR, the second part examines various CSR approaches and how they can be implemented, and the third part discusses measuring and communicating CSR. Each chapter contains questions for reflection & discussion, exercises, and case studies from globally recognised brands such as Ben & Jerry's, Nestle, Marks & Spencer, TOMS Shoes, LEGO, Coca-Cola and McDonald's. The book is complemented by chapter specific lecturer PowerPoint slides, which can be found here. Suitable reading for students on Corporate Social Responsibility modules.

To fully comprehend corporate social responsibility (CSR), corporations must

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understand the many-sided nature of CSR. This book provides insight into the theoretical foundation, beliefs, and expectations of the multiple stakeholders; the governance of CSR commitment; and corporations' strategies associated with the design, development, implementation and communication strategies for CSR through the case study on Malaysia. The book also explains why corporations should pursue a dual economic and social function and why it being critical to an organisation's success. It also describes the CSR trends and influences such as sustainability and globalisation on the future of CSR.

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