

Business Ethics Managing Corporate Citizenship And Sustainability In The Age Of Globalization

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this is a new student focused text which provides a comprehensive introduction to all aspects of european business ethics it includes numerous cases vignettes and examples providing a well rounded mixture of theory and practical application

seminar paper from the year 2014 in the subject business economics business management corporate governance grade 1 1 reutlingen university esb business school language english abstract in recent years the term corporate citizenship became more famous and was used as common vocabulary however there is quite a huge discussion and confusion about the term and no general definition exists thus this paper concentrates on the term corporate citizenship and discusses the emergence of the terminology it introduces different perspectives on how to define corporate citizenship mainly the limited view the equal view and the extended view of corporate citizenship it also discusses and demonstrates some downsides and weaknesses of these perspectives additionally the paper introduces the concept of global business citizenship as contrast to the approaches previously explained to get a practical approach as well the paper takes a closer look on how corporations can implement corporate citizenship by introducing several instruments in order to top the understanding of corporate citizenship off the paper finally focuses on the top 100 corporate citizens judged by the cr magazine it looks at the different categories and data elements of the corporate citizenship lists methodology in order to broaden the knowledge about the different parts of corporate citizenship and to get a better understanding of what can be expected nowadays from firms

against a backdrop of corporate scandal business leaders can no longer rely on the old fashioned style of one sided community relations programs to promote a good image nor can they expect preferential treatment just because they meet their tax obligations pressure from all sides is forcing corporate leaders to increase their investments in the communities they serve and redefining their relationships with key stakeholder groups including employees suppliers governing boards shareholders and the press safeguarding the environment supporting human rights eliminating child labor entering into partnerships with nonprofit organizations solving community problems opening up financial reports to scrutiny consulting

with community residents and contributing to local charities are now essential elements of corporate character managing a company in an activist world takes the discussion of corporate citizenship to a new practical level offering business leaders answers to such tough questions as what do our stakeholders value most how can we respond to a growing number of formal compliances and informal demands how do we most effectively communicate our role as a good corporate citizen and perhaps most importantly how can we shake off inertia public skepticism and short term focus to make corporate citizenship a priority without sacrificing growth and profits illustrating the depth and breadth of the issues through a variety of in depth examples from jesse jackson s threatened boycott of anheuser busch to rural virginians uprising against disney s proposed theme park to energy giant bc hydro s successful response to environmentalists concerns burke demonstrates how community involvement can influence corporate strategy to everyone s net benefit he goes on to outline specific strategies that corporate leaders can employ to shake off inertia public skepticism and short term focus to make corporate citizenship a priority without sacrificing growth and profits

the failure of many governments to provide basic rights for their citizens has given rise to the expectation that globally operating corporations should step in and fill governance gaps for example in the area of human rights today many large multinational corporations claim to conduct business in a socially responsible manner yet no tools exist to assess whether and to what degree they have indeed systematically revised their business practices to take on these new responsibilities managing corporate legitimacy addresses these research gaps by clarifying the role of the corporation as a private actor in global governance at conceptual and empirical levels by contributing to our theoretical understanding of cc as a new phenomenon in globalization and by furthering the development of appropriate approaches to cc in practice through its toolkit the tool structures the implementation process in five learning stages defensive compliance managerial strategic and civil the final civil stage describes political corporate behaviour the author includes an empirical assessment of five swiss multinationals in this book which reveals that most companies even those with relatively long standing and mature policies on social and environmental issues have only just started to learn how to become corporate citizens the book therefore concludes with a discussion of an issue specific extension of the assessment tool and presents methods for setting priorities in the approach to corporate citizenship that may also facilitate corporate engagement with stakeholders the tools developed

in this book provide practical and detailed guidance for implementing and embedding cc and managing corporate legitimacy it will be essential reading for practitioners looking for ways to legitimize their engagement with societal issues and for academics considering how we can better measure the engagement of business with cc

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want to know what's buzzing with corporate citizenship look no further this book shows why global corporate citizenship has been called the topic of the decade and why it matters to each of us no matter where we live it explains in plain english the major issues and ideas percolating in current research on the topic trust what you discover in the book the list of contributors to handbook of research on global corporate citizenship reads like a who's who of corporate citizenship research thomas donaldson university of pennsylvania us this is a unique and eclectic set of essays on a vitally important but often neglected topic the editors are to be congratulated in assembling a distinguished group of scholars who carefully and expertly guide the reader through the various facets of global corporate citizenship this is a must read for anyone interested in the social ramifications of the globalization of business activity john h dunning obe university of reading uk and rutgers university us start with a fact large corporations wield enormous power in the contemporary globalized economy then note the hopes and fears that this fact inspired the potential to harness the profit motive to social needs but the fear that the profit motive can just as easily wreak havoc and finally bring together some leading scholars from around the world to discuss the matter and the result is a hugely impressive collection of essays on one of the burning issues of our time this volume is definitive the necessary starting point for future debate paul s adler university of southern california us this volume provides an extensive and comprehensive overview of current research and theory about why and how corporations should play a more active role in fulfilling their global citizenship obligations and responsibilities its contributors include many of the most important and influential scholars in the field of corporate social responsibility from both europe and the us an important strength of this volume is the diversity and breadth of the dimensions of corporate

citizenship that it explores in depth this volume provides an important resource to scholars managers and activists interested in promoting corporate citizenship david vogel university of california berkeley us the handbook of research on global corporate citizenship identifies and fosters key interdisciplinary research on corporate citizenship and provides a framework for further academic debate on corporate responsibility in a global society this exciting and important handbook provides a unique forum to discuss the consequences of the social and political mandate of business firms and examines the implications of these consequences for the theory of the firm leading academics have been invited from various disciplines such as management studies economics sociology legal studies and political science to evaluate the concept of corporate citizenship and to analyze the role of private business in global governance and the production of global public goods the handbook is structured in seven sections theoretical perspectives on corporate citizenship contemporary issues and challenges of global business regulation actors and institutions of global business regulation disciplinary perspectives on corporate citizenship implications for management theory building critical perspectives on corporate citizenship conclusions this handbook will be a significant read for academics postgraduate students and managers interested in the field of corporate citizenship regulation and corporate responsibility across the social sciences

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let s face it corporate citizenship is not normally the go to discipline for those leaders aiming to inspire delight re frame the game and generate business uplifting innovation but all of that may be changing say the authors of this special issue of the journal of corporate citizenship as business is embracing design thinking as the next frontier in competitive advantage and as corporate citizenship is rapidly emerging as a catalyst for unexpected disruptive business innovation

today more than ever corporate citizenship matters for employees customers and investors here the top uk experts tell corporations how to be a moral smart business and deliver corporate citizenship

the journal of corporate citizenship focuses explicitly on integrating theory about corporate citizenship with management practice this means that the journal provides a forum in which the tensions and practical realities of making corporate citizenship real are addressed in a reader friendly yet conceptually and empirically rigorous format the journal of corporate citizenship aims to publish the best ideas integrating the theory and practice of corporate citizenship in a format that is readable accessible engaging interesting and useful for readers in business consultancy government ngos and academia this peer reviewed journal encourages practical theoretically sound and when relevant empirically rigorous manuscripts that address real world implications of corporate citizenship in global and local contexts

a number of disparate but interconnected forces such as deregulation and globalization rapid advances in communications technology and the rise in the power of the consumer and civil society have now combined to bring corporate responsibility to prominence in many corporate boardrooms in this information age the ramifications of not addressing best practice in environment workplace marketplace and community could range from bad press coverage to complete market exclusion these are perilous times for the social construct of modern capitalism in today s society successful companies will increasingly be those that recognize that they have responsibilities to a range of stakeholders that go beyond compliance with the law if in the past the focus was on enhancing shareholder value now it is on engaging stakeholders for long term value creation this does not mean that shareholders are not important or that profitability is not vital to business success but that in order to survive and be profitable a company must engage with a range of stakeholders whose views may vary greatly if in the past corporate social responsibility was simply seen as profitability plus compliance plus philanthropy now responsible corporate citizenship means companies being more aware of and understanding the societies in which they operate this means senior executives and managers being able to deal with a wide range of issues including greater accountability human rights abuses sustainability strategies corporate governance codes workplace ethics stakeholder consultation and management the aim and scope of perspectives on corporate citizenship is to help capture and distil these and other emerging trends in terms of content context and processes in one concise volume with contributions from the crème de la crème of leading thinkers from around the world perspectives on corporate citizenship is essential reading for students scholars and all serious thinkers on one of the most critical issues of our time

corporate citizenship refers to the way a company integrates basic social values with everyday business practices operations and policies a corporate citizenship company understands that its own success is intertwined with societal health and well being therefore it takes into account its impact on all stakeholders including employees customers communities suppliers and the natural environment this handbook draws from the author s experience crafting and implementing philanthropic and volunteer strategies with companies such as ibm exxon mobil 3m and general mills a step by step primer on creating a comprehensive corporate citizenship program the good corporate citizen lays out how companies can maximize this exciting new trend doris rubenstein minneapolis mn has worked for over 25 years with some of america s most respected nonprofit organizations

this volume unites the perspective of business ethics with approaches from strategic management economics law political science and with philosophical reflections on the theory of corporate citizenship and new governance in view of the internationalization of the global economy and the free movement of capital new instruments of political coordination are needed these societal changes trigger the two closely intertwined challenges examined in this book the first challenge relates to the role and the self conceptualization of business firms as corporate citizens within society companies are increasingly expected to assume the social responsibility of helping to shape the rule framework of globalization the second challenge refers to the form of the engagement in local national and international processes of governance to more credibly and effectively tackle these challenges corporate actors are ever more participating in rule setting processes together with civil society organizations and the government

since the mid 1990s political and public debates about the social responsibilities of firms have gained renewed force although csr seems to be a well defined concept in management literature in its diverse applications the csr concept loses much of its pertinence in managing corporate social responsibility in action the authors focus on different aspects of managing csr in action to capture differences between discourse and practice by examining the question from three angles talking about csr doing csr and measuring csr they attempt to make sense of the difference between practice and reality this volume considers ways to overcome the difficulties that arise around csr in action

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