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Non-Stakeholders -- Mechanisms for Incorporating the Interests of Non-Stakeholders -- Conclusions -- Notes -- Acknowledgements -- References -- Microfinance and Women Empowerment -- Introduction -- Background to the Research -- Studying Microfinance -- Quantitative versus Qualitative Research -- Findings and Discussion -- Focus Group Data Analysis -- Conclusion -- References -- Managing with Depleted Resources -- Sustainability in the Present -- Global Warming -- Resource Depletion -- Sustainability and Sustainable Development -- Renewable Energy -- Energy Efficiency -- Critiquing Sustainability -- Access to Resources -- Conclusions -- Notes -- References.

Corporate Stakeholding and Globalism: A Need for Revision of the Stakeholder Concept Using the RESIST-Model against 'Business-as-Usual' -- Introduction -- Stakeholder Theory, Models and Concepts -- The 'Butterfly Effect' and Its Implications on Stakeholder Theory -- Corporate Scandals and Stakeholderism -- A New Way to Perceive Global Stakeholderism -- Notes -- References -- Part II: Stakeholding in Practice -- Influences on Stakeholder Engagement in Sustainability Accounting and Reporting: A Study of Australian Local Councils -- Introduction -- Stakeholder Engagement in Sustainability Accounting and Reporting -- New Institutional Theory -- Research Methods -- Influences on Stakeholder Engagement in Sustainability Accounting and Reporting -- Coercive Influences -- Mimetic Influences -- Normative Influences -- Internal Influences -- Coercive Influences -- Mimetic Influences -- Normative Influences -- Internal Influences -- Coercive Influences -- Mimetic Influences -- Normative Influences -- Internal Influences -- Discussion -- Conclusion -- Notes -- References -- Determinants of Sustainability E-Reporting in Portuguese Municipalities: An Institutional and Legitimacy Theoretical Framework -- Introduction -- Theoretical Framework: Complementarity between Institutional Theory and Legitimacy Theory -- Research Design -- Research Hypotheses -- Sample Characterisation -- Methodology -- Model and Variable Design -- Analysis and Discussion of Results -- Descriptive Analysis -- Multivariate Analysis -- Conclusions, Limitations and Suggestions for Future Research -- Notes -- References -- Appendix -- Corporate Social Responsibility and Financial Performance: GIC's Share Prices Value Impact - Event Study -- Introduction -- Background -- The Connections between CSR and Financial Performance -- Methodology -- Event Descriptions. Inclusion of Generali Group in the FTSE4Good Index -- Publication of the Generali Group's Ethical Standards -- Removal from the FTSE4Good Index -- Study of AEI Standard Ethics Rating -- Calculation of Abnormal Returns -- Calculation of the Abnormal Return or Unexpected Return -- Results -- Results for Other Events -- Conclusions -- References -- Corporate Social Responsibility and Cause-Related Marketing in School Sports Events: Assessing Consumption Decisions of External Stakeholders -- Introduction -- Literature Review -- Corporate Social Responsibility -- Cause-Related Marketing -- Research Methodology -- Sample -- Data-Collecting Instrument -- Model Specification and Estimation Method -- Results and Discussion -- Conclusions -- References -- Sites Consulted -- Conceptualization of Social Entrepreneurship: Narratives on Avant Garde Social Entrepreneurs from India -- The Push for Social Entrepreneurship -- Theoretical Underpinning of the Concept -- Genesis of Social Entrepreneurship in Indian -- Empirical Mapping of Social Entrepreneurs in India -- Impact Assessment and Way Forward for Social Entrepreneurship in India -- References -- Websites -- Types of Corporate Social Responsibility Practices across the Industry in

Pakistan and Their Effectiveness -- Introduction -- Literature Review -- Effectiveness of Corporate Social Responsibility -- Types of Corporate Social Responsibility Practices across Industry -- Relationship between Types of Corporate Social Responsibility across Industry and Its Effectiveness -- Theoretical Model -- Methods -- Sample and Data Collection Procedure -- Measures -- Types of Corporate Social Responsibility Practices across Industry -- Corporate Social Responsibility Effectiveness -- Findings -- Discussion and Implications -- Conclusion -- References.

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Sommario/riassunto

Although much consideration has been given to the relationship between a corporation and its stakeholders, less attention has been given as to who those stakeholders might consist of. Nevertheless in this globalised world the effects of the actions of a corporation can be seen to extend far beyond the boundaries of the organisation and far beyond the countries in which that corporation is domiciled or operates. Indeed not only can a butterfly flapping its wings cause a hurricane in another part of the world but also a minor decision by a corporation can have a dramatic social, economic or geopolitical impact in other parts of the world. Thus the stakeholder community of a corporation must be considered as far greater than its voluntary stakeholders, far greater than its internal stakeholders and far greater than its supply chain and value chain. This has considerable implications for the corporation and its approach to both its operations and its sense of corporate responsibility. Too often this is not considered or even recognised so in this book we take the widest definition of stakeholders and consider aspect of the corporation's responsibility to this community.

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