

1. Record Nr.	UNINA9910158734203321
Titolo	Creating Shared Value – Concepts, Experience, Criticism // edited by Josef Wieland
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (IX, 168 p. 14 illus.)
Collana	Ethical Economy, Studies in Economic Ethics and Philosophy, , 2211-2707 ; ; 52
Disciplina	650.072
Soggetti	Business ethics Social responsibility of business Corporate governance Globalization Markets Business Ethics Corporate Social Responsibility Corporate Governance Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction; Josef Wieland -- Part I Creating Shared Value: Concept and Discussion -- 1 Shared Value – theoretical implications, practical challenges; Josef Wieland -- 2 Creating Shared Value. A Fundamental Critique; Thomas Beschorner/Thomas Hajduk -- 3 Corporate Social Responsibility (CSR). Cui Bono; Aloys L. Prinz -- 4 Just when you thought it couldn't get worse, you hear: "the business of business is business"; Michael Fürst -- Part II Creating Shared Value: Philosophy and Critique -- 5 How the (Business) World really works. Business Methaphysics & "Creating Shared Value"; Michael Schramm -- 6 Creating Shared Value as Institutionalization of Ethical Responsibilities of the Business Corporation as a Good Corporate Citizen in Society; Jacob Dahl Rentdorff -- 7 Creating Shared Value: Looking at Shared Value through an Aristotelian Rhetorical Lens; Peter Seele and Ford

Shanahan -- 8 Between Enthusiasm and Overkill. Assessing Michael Porter's Conceptual Management Frame of Creating Shared Value; Matthias Kettner -- About the Authors.

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Sommario/riassunto

Over the last years, "Creating Shared Value" has become a much discussed concept in business practice as well as in management theory and especially in the context of corporate social responsibility. This book offers a contribution to the current academic discussions on the well-received article of Michael Porter and Marc Kramer in Harvard Business Review in 2011. In the light of the increasing references to the shared value concept, it develops a critical discussion on its fundamentals and its implications for the relationship between economy and society. By that, the book seeks to shed light on the understanding of the role and the nature of the firm in a globalized economy. The result is a collection of interdisciplinary academic reviews which offer interdisciplinary reflections on "Creating Shared Value" to illuminate theoretical, conceptual and practical challenges of the topic. Within the fields of Business Ethics, Theory of the Firm, Management and Philosophy, researcher, students and practitioners will be given a deeper insight on how to approach to the concept in a conceptual and philosophical way.

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