

1. Record Nr.	UNINA9910208839503321
Autore	Coombs W. Timothy
Titolo	Managing corporate social responsibility : a communication approach / / W. Timothy Coombs, Sherry J. Holladay
Pubbl/distr/stampa	Malden, Massachusetts : , : Wiley-Blackwell, , [2012] ©2012
ISBN	1-118-10668-7 1-118-10666-0 1-283-92755-1 1-118-10665-2
Descrizione fisica	1 online resource (196 p.)
Classificazione	BUS002000
Disciplina	658.4/08
Soggetti	Business communication Social responsibility of business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	MANAGING CORPORATE SOCIAL RESPONSIBILITY: A Communication Approach; Contents in Detail; Acknowledgments; 1: Conceptualizing Corporate Social Responsibility; Box 1.1 The Sullivan Principles; Corporate Social Responsibility: Seeking Parameters; Defining CSR; Box 1.2 Definition of CSR; Benefits and Costs of CSR; Two Sides of CSR Cost-Benefit Analysis; CSR Costs for Corporations; CSR Costs for Society; CSR Benefits for Corporations; CSR Benefits for Society; Winning and Sustaining Support for CSR; Other Conceptual Questions about CSR; CSR: Modern or Historic? Box 1.3 Forest Stewardship Council (FSC) StandardsForms of CSR; Where Is CSR's Home?; Should CSR Standards Be Localized or Globalized?; Conclusion; 2: Strategic CSR; Characteristics of the Corporation; Stakeholder Expectations and the Importance of Organizational Identification; Reputational Benefits of CSR; Perceived Motives for CSR Initiatives; General Strategic Guidance: Approaching the CSR Process as Change Management; Everyone Loves a Good Story; The CSR Process Model: A Brief Preview; 3: CSR Scanning and Monitoring;

Issues Management; Scanning and CSR; Prioritizing CSR Concerns
Monitoring and CSR Scanning and Monitoring in Concert; Stakeholder
Engagement's Role in Scanning and Monitoring; Conclusion and Critical
Questions; 4: Formative Research; Researching Stakeholder
Expectations for CSR; Box 4.1 MyStarbucksIdea CSR suggestions; The
Expectation Gap Approach; Box 4.2 IKEA Child Labour Code of
Conduct; Origins of Expectation Gaps; Box 4.3 Pinkwashing Detection;
Relevance of Operant Conditioning Theory to Stakeholder Challenges;
The Alignment Approach; The Counterbalance: Corporate Concerns;
Conclusion and Critical Questions; 5: Create the CSR Initiative
Selecting the CSR Initiatives: Appreciating the Contestable Nature of
CSR Differing CSR Expectations among Stakeholders; Stakeholder
Salience; Box 5.1 Stakeholder Salience; What Constitutes CSR?;
Stakeholder Participation in Decision Making; Organizational Justice in
the Engagement Process; The "Right Amount" of CSR; When Employees
Challenge CSR: Considering Internal Stakeholders; Preparing for
Negative Stakeholder Reactions: Message Mapping; Developing CSR
Objectives; Box 5.2 Message-Mapping Template; Process versus
Outcome Objectives; Conclusion and Critical Questions
6: Communicate the CSR Initiative CSR Promotional Communication
Dilemma; Box 6.1 Overview of Corporate-Activist Partnerships;
Communication Channels for CSR Messaging; Overview of
Communication Channels for CSR; Box 6.2 Social Media Overview;
Employees as a Communication Channel; External Stakeholders as a
Communication Channel; Strategic Application of Social Media to CSR
Communication; The Overall CSR Promotional Communication Strategy;
Annual Reports and CSR Communication; Conclusion and Critical
Questions; 7: Evaluation and Feedback; Evaluation; Assurance and CSR
Evaluation
Stakeholder Engagement in the Evaluation Process

Sommario/riassunto

"Corporate Social Responsibility (CSR) has become central to many businesses as they negotiate in an increasingly global marketplace. This book offers a strategic, communication-centred approach to integrating CSR into organizations, founded in stakeholder engagement and dialogue. It is structured around the CSR Process Model, which guides readers through the research, development, implementation, and evaluation of CSR initiatives. Corporate reputations are increasingly dependent upon CSR, which in turn signals the importance of this topic for organizational success and the need to integrate stakeholders into this process. Lively, international examples are used throughout and are drawn from a variety of industries to illustrate the challenges of doing CSR well. Topics covered include maximizing the use of social media and traditional media; creating strategic initiatives that reflect the organization's missions and its capabilities; communicating to promote CSR efforts; collaborating with third party organizations; assessing internal and external stakeholder expectations and involving stakeholders in CSR efforts; and managing challenges to an organization's CSR record. This highly accessible book draws from a variety of disciplines to illustrate how corporate social responsibility should be viewed as an ongoing process grounded in effective communication practices"--
