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                       Perspective on Corporate Social Responsibility / / by Shashank Shah, V.
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   Nota di contenuto   The World Today: Paradoxes Galore -- Corporate Misdemeanour: The
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                       of Efforts -- Business Responsibility through the Ages: A Journey from
                       Scriptural Insights, with Noble Philanthropists, to Committed
                       Institutions and Leaders -- Corporate Social Responsibility: Can
                       Companies Make a Difference? -- Corporate Social Responsibility: The
                       Indian Story comes a Full Circle -- Corporate Citizenship: How can

Companies be Good Citizens? -- Socially Responsible Investing: Investors' Role in promoting Corporate Citizenship -- Corporate Citizens at Work: An Introduction -- Case Study 1: Bharat Petroleum Corporation Ltd. -- Case Study 2: HDFC Bank Ltd. -- Case Study 3: Hindustan Unilever Ltd. -- Case Study 4: Larsen & Toubro Ltd. -- Case Study 5: Reliance Industries Ltd. -- Case Study 6: Tata Group -- Case Study 7: TVS Motor Company Ltd. -- Case Study 8: Wipro Ltd. -- Society and Local Community Welfare Framework -- Integrating Individual Social Responsibility in a Corporate Framework: The SAI Way -- Uncovering the Corporate Soul: A Roadmap for Affirmative Action.

Sommario/riassunto	In the light of multiple corporate debacles, financial crises and environmental disasters across the globe, the need for corporate goals to transition from simply maximising shareholder wealth to optimising stakeholder welfare is being echoed in various quarters. This book makes a distinct contribution by looking at Corporate Social Responsibility (CSR) from a values-based perspective with a focus on providinga balance between corporate success and social well-being. The book emphasizes that corporations need to redefine their purposes to co-create long-term, sustainable and win–win solutions for multiple stakeholders through mutually-fulfilling and value-adding collaborative efforts. Through the ideal of 'A Soulful Corporation', the book proposes a new story where corporations, as associations of individuals, can identify their 'collective spirits' in terms of environmentally-aware, socially-inclusive and financially-rewarding missions. Some of its unique features include: A detailed study of the evolution of CSR from the ancient to contemporary times Insights gained through empirical research and personal interviews with over 100 industry captains, CEOs, MDs and heads of the CSR function across companies and industries Case studies on CSR practices and processes in leading Indian companies including the Tata Group, TVS Motor, HUL, Wipro, L&T, Bharat Petroleum, HDFC Bank, Birla Group, Reliance Industries and others. Cases on unique social welfare projects in the areas of education, healthcare and drinking water supply A 'Society and Local Community Welfare Framework'and a '12-point Agenda for Affirmative Action' thatpropose policy recommendations and provide corporations with a roadmap for their CSR journey in the light of the mandatory CSR spending introduced by the Government of India. Relevant to multiple stakeholders: students, academics, CSR researchers, policy-makers, industry captains, business managers and entrepreneurs.