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| 1. Record Nr.           | UNINA9910337815503321  |
| Titolo                  | Responsible People : The Role of the Individual in CSR, Entrepreneurship and Management Education // edited by Francisca Farache, Georgiana Grigore, Alin Stancu, David McQueen  |
| Pubbl/distr/stampa      | Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019  |
| ISBN                    | 3-030-10740-X  |
| Edizione                | [1st ed. 2019.]  |
| Descrizione fisica      | 1 online resource (292 pages)  |
| Collana                 | Palgrave Studies in Governance, Leadership and Responsibility, , 2662-1304   |
| Disciplina              | 658.408  |
| Soggetti                | Social responsibility of business<br>Small business<br>Management—Study and teaching<br>Corporate Social Responsibility<br>Small Business<br>Management Education  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Nota di contenuto       | Chapter 1 The Role of the Individual in Promoting Social Change -- Chapter 2 Engaging Successful Migrant Entrepreneurs in Socially Responsible Causes: A Case from Sweden -- Chapter 3 Corporate Family Responsibility as a Driver for Entrepreneurial Success -- Chapter 4 Entrepreneurial Functions and Approaches for Sustainable Maintenance of Aging and Shrinking Rural Communities -- Chapter 5 Social Entrepreneurship Factors of Success and Failure in the Omsk Region of Russia -- Chapter 6 Yes, we can! Encouraging Responsible Management through Effective CSR Communication -- Chapter 7 Financial Education, Literary Fiction, and Corporate Social Responsibility -- Chapter 8 A Practical Approach for Developing Social Consciousness and Responsibility in Marketing Students -- Chapter 9 Frack Off: Climate Change, CSR, Citizen Activism and the Shaping of National Energy Policy -- Chapter 10 Leveraging CSR to gain MNE legitimacy in Post-Arab Spring Morocco -- Chapter 11 Identifying the Root Causes of Human Rights Violation for Workers in International Supply Chains: A |

Sommario/riassunto

This book brings the focus of corporate responsibility back to the people who are driving change in contemporary practice. Expanding current conceptualizations of CSR, the chapters come together to explore the work of a range of individuals in charge of CSR practices in contributing to societal good. Including topics such as leadership, social entrepreneurship, responsible management education, non-profit organizations and citizen activism, it aims to expand current mainstream understanding of the role individuals have in shaping CSR theory, practice, policies, and discourses.