

1. Record Nr.	UNINA9910464029503321
Titolo	People, planet and profit : socio-economic perspectives of CSR // edited by Samuel O. Idowu, Abubakar S. Kasum, Asli Yuksel Mermod
Pubbl/distr/stampa	Surrey, England ; ; Burlington, Vermont : , : Gower, , 2014 ©2014
ISBN	1-317-08260-5 1-317-08259-1 1-4094-6650-7
Descrizione fisica	1 online resource (298 p.)
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Disciplina	658.4/08
Soggetti	Social responsibility of business Corporations - Social aspects 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 at the end of each chapters and index.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; About the Editors; Notes on Contributors; Foreword; Preface; Acknowledgements; Developmental Perspective of CSR: An Introduction; Part I Multinational Corporations and CSR; 1 Multinational Corporations and CSR in the Nigerian Oil and Gas Sector; 2 CSR and the Enterprise Culture of Multinational Corporations in Developing Countries; 3 CSR of Foreign Multinational Corporations in China; 4 The Economic and Social Impact of Multinational Corporations in Romania 5 A Comparative Study of CSR Practices by Multinational Corporations in their Operations in Developed and Developing Economies 6 CSR of Multinational and Indigenous Corporations in Romania; Part II CSR and Socio-economic Progress; 7 The Diamond-shaped Socio-economic Development of Botswana; 8 Towards a Political Economy Perspective on CSR in a Developing Country Context: A Case Study of Tanzania; 9 CSR and Energy Investments in Turkey; Part III CSR in the General

Environment; 10 Corporate Social Responsibility to Small and Medium-sized Enterprises: Extending Sustainable Development in Society
11 The Effectiveness of CSR Initiatives and their Impact upon Stakeholders
12 Livelihood Assets Financing as a CSR Initiative of Microfinance Banks in Nigeria;
13 Environmental Management Accounting: An Overview;
14 CSR: Global Perspective, Competitiveness, Social Entrepreneurship and Innovation;
15 CSR: A Modern Tool for Building Social Capital; Index

Sommario/riassunto

Many studies examine the relationship between good governance within corporations and socially responsible behaviour. In People, Planet and Profit the emphasis is on what corporations take from and give back to their stakeholders when apparently behaving in a corporately responsible fashion. Stakeholders, including employees, customers, host communities, governments and NGOs have diverse interests and expectations of CSR. This gives rise to questions about what constitutes CSR and its benefits to today's recipients and providers. This book provides thoughtful answers to these questions and assesses
