

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910495217503321 |
| Autore | Park Young Won |
| Titolo | Corporate social responsibility and entrepreneurship for sustainability : leading in the era of digital transformation // Young Won Park, Ye Jin Park |
| Pubbl/distr/stampa | Singapore : , : Springer, , [2021] ©2021 |
| ISBN | 981-16-3460-2 |
| Descrizione fisica | 1 online resource (133 pages) |
| Disciplina | 658.408 |
| Soggetti | Social responsibility of business Entrepreneurship |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references. |
| Sommario/riassunto | This book addresses the dilemma that firms face in engaging in corporate social responsibility (CSR) while maintaining a financially sustainable business model in the era of digital transformation. Several strategies that firms have taken to integrate CSR within the business model are also highlighted. To explicate the problems involved, the book primarily focuses on entrepreneurial ventures, given their nascent business model that best illustrates how business leaders can embed the social mission in the firm at the beginning of organizational founding. |