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Collana	Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series
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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The corporate sustainability and responsibility proposition: a review and appraisal / Mark Anthony Camilleri -- Responsible corporate behaviors: drivers of corporate responsibility / Basak Ucanok Tan -- Responsible management in the CSR 2.0 era / Patricia Martinez Garcia de Leaniz, Raquel Gomez-Lopez -- CSR, public spending, and the state: the use of public procurement as a lever to foster social responsibility / E. K. Sarter -- Social value co-creation: insights from consumers, employees, and managers / Michael T. Devereux, Martina G. Gonzales Gallarza -- Creating shared value and increasing project success by stakeholder collaboration: a case in European manufacturing / Roland Berberich -- Corporate social responsibility (CSR) reporting and seeking legitimacy of Maori communities: a case from Aotearoa New Zealand energy sector / Paul George Holland, Ozan Nadir Alakavuklar -- Corporate sustainability and responsibility and disaster risk reduction: a Serbian overview / Vesela Milorad Radovic -- Comparative perspectives on CSR 2.0 in the contexts of Galicia and north of Portugal / Maria Dolores Sanchez-Fernandez, Jose Ramon Cardona, Valentin-Alejandro Martinez-Fernandez -- Serving the purpose?: communicating self-serving CSR motives to increase credibility / Anya Zebregs, Lars Moratis -- Storytelling about CSR:

engaging stakeholders through storytelling about CSR / Elisa Baraibar-Diez, Maria D. Odriozola, Jose Luis Fernandez Sanchez -- Emotional capital and sustainability in family businesses: human resource management perspective and sustainability / Jose Ignacio Elicequi-Reyes, Jesus Barrena-Martinez, Pedro M. Romero-Fernandez -- Integrating new visions of education models and CSR 2.0 towards university social responsibility (USR) / Catalina Soriana Sitnikov, Claudiu Bocean, Sorin Tudor -- CSR and social marketing as enablers of recovery after the global recession: the Turkish banking industry / Misra Cagla Gul, Mehmet Kaytaz -- Barriers to responsible tourist behaviour: a cluster analysis in the context of Italy / Giacomo Del Chiappa, Mariella Pinna, Marcello Atzeni -- Fostering responsible business: evidence from leading corporate social responsibility and sustainability networks / Amir Hossein Rahdari.

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**Sommario/riassunto**

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"[This book] is an authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Featuring extensive coverage across a range of relevant perspectives and topics, such as corporate citizenship, stakeholder engagement, and business ethics, this publication is ideally designed for students, academics and researchers seeking current concise and authoritative research on the business case for corporate social responsibility"--Provided by publisher.

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2. Record Nr.	UNINA9910679483703321
<b>Titolo</b>	Journal of advertising research
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<b>ISSN</b>	1740-1909
<b>Descrizione fisica</b>	Online resource
<b>Disciplina</b>	659.1
<b>Soggetti</b>	Advertising - Research Publicite - Recherches Reclame Periodicals.
<b>Lingua di pubblicazione</b>	Inglese
<b>Formato</b>	Materiale a stampa
<b>Livello bibliografico</b>	Periodico
<b>Note generali</b>	Refereed/Peer-reviewed