

1. Record Nr.	UNINA9910970045803321
Titolo	Responding to societal expectations : a special issue from the European academy of business in society and Vlerick Leuven Gent management school / / guest editors Gilbert Lenssen, Lutgart Van Den Berghe and Celine Louche
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50906-6 9786610509065 1-84544-330-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (175 p.)
Collana	Corporate governance: the international journal of business in society ; ; v.5, no. 3
Altri autori (Persone)	LenssenGilbert LoucheCeline Van Den BergheLutgart
Disciplina	658.4
Soggetti	Industrial management Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Table of contents; Guest editorial; Good corporate practices in poor corporate governance systems; Sustainability in the boardroom; Responding to global business critical issues; A CSR framework due to multiculturalism: the Swiss Re case; Dealing with a global issue: contributing to poverty alleviation; Signaling corporate values: consumers' suspicious minds; Exploring leadership in times of paradox and complexity; The meanings of social entrepreneurship today; Social performance: key lessons from recent experiences within Shell Going global: how to identify and manage societal expectations in supply chains (and the consequences of failure)Corporate social responsibility and financial performance; Meeting objectives and resisting conventions; Changing governance patterns and CSR; Realigning business, government and civil society
Sommario/riassunto	Features articles on the changing societal expectations and new challenges on businesses in terms of their legitimacy in society at large

and particularly in their relationships with stakeholders. For today's managers, business competitiveness and financial results are no longer the only concerns. This e-book aims to address these and other related issues from both an academic and business perspective, and features several Blue Chip companies (eg Shell) and top business schools (IESE).
