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Altri autori (Persone)	Galalae
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Nota di contenuto	Chapter 1: Navigating Ethical and Responsible Business Practices Amid Geopolitical Uncertainty -- Chapter 2: Understanding consumers green consumption behaviour through buying local -- Chapter 3: Local Heroes Leadership How Cultural Understanding Can Drive the Success of Indonesias Climate Village Program A Case Study in PT Kilang Pertamina Internasional Refinery Unit III -- Chapter 4: Exploring the mechanisms of Corporate Social Entrepreneurship A case analysis of Social Business in a Japanese Department Store -- Chapter 5: Creative Supply Chain Reconfiguration in a Socially Responsible Era Analysis of Suppliers Side Relationship -- Chapter 6: Maturity of Sustainable Luxury Fashion Measures An Investigation of the Brands Gucci Prada and Burberry -- Chapter 7: Legitimacy in the mining sector Media narrative surrounding social conflict -- Chapter 8: Social Responsibility of Universities and a Crisis The Actions of Wroclaw Medical University Poland in Response to the Migration Crisis Caused by the War in Ukraine -- Chapter 9: Exploring the Interest in Marketing

Communication Ethics Perspectives of Future Romanian Marketing Professionals -- Chapter 10: How Philosophical Analysis of Product Regulation Can Contribute to the Implementation of Corporate Social Responsibility by Innovation Based Companies An International Case Study -- Chapter 11: Firm Innovativeness and Interorganizational Collaboration A Case Study of Pertamina's Eco-Friendly Refrigerant Initiative at the Plaju Refinery -- Chapter 12: Navigating Legal Horizons Optimizing Social Impact through Corporate Structures in England and Wales A Comparative Analysis of Private Company Limited by Shares and Private Company Limited by Guarantee.

Sommario/riassunto

This book reflects on how different stakeholders can work together towards ethical, responsible, and sustainable business alternatives that align to current global developments. Explored through the lens of corporate social responsibility (CSR) and organisational behaviour, this edited volume takes stock on past research agendas, current debates, and emerging developments. The editors and authors reflect on the role of academics in advancing business sustainability, responsibility, and ethics. The volume explores how theorisations of CSR have influenced business practices and discourses, the relationship between current CSR research and organisational behaviours, traditional and new approaches to CSR and sustainability communications, and emerging and future CSR research activities. It will be of great interest to scholars and students of CSR, sustainability, organisational behaviour and governance. Cristina Galalae is Associate Professor in Marketing at the Open University Business School, United Kingdom. Her research is positioned at the intersection of consumer behaviour, ethics, and critical diversity scholarship. Cristina's work often focuses on understanding the socio-historical contexts and the experiences of people marginalized by the market and unable or unwilling to identify with the consumer culture. Her research has been published in prestigious journals and received funding from major international academic bodies. Alin Stancu is Professor of Corporate Social Responsibility and Public Relations at the Bucharest University of Economic Studies, Romania. His main areas of research include customer care, consumer experience, corporate responsibility and public relations. He is the co-founder of the International Conference on Social Responsibility, Ethics and Sustainable Business and a co-editor of the book series, Palgrave Studies in Governance, Leadership and Responsibility. Georgiana Grigore is Associate Professor in Marketing at University of Leicester, School of Business. She is also chair of an annual international conference in 'Social Responsibility, Ethics and Sustainable Business', which she co-founded in 2012. Her major areas of research are marketing and corporate responsibility, including changes that result from digital media. She has published widely in books and journals and co-edits the book series, Palgrave Studies in Governance, Leadership and Responsibility.
