



Corporate Social Responsibility in Small, Medium and Large Industries

By Shelley, Savitha

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Evidence from India | The sweeping changes in the corporate world since subprime crisis and consequent economic meltdown have compelled the governments to impose legal enactments related to corporate governance and social responsibility of industries. These changes will benefit the businesses in the long run as the social and economic goals are integrally connected and socially responsible behavior enhances shareholders value. Moreover, reputation capital & eco-social stability can be achieved through empowerment & partnership with various stakeholders by means of corporate social responsibility (CSR) activities. This book starts with chapters reviewing the origin and evolution of CSR in pre and post economic liberalization era in India & reviews the literature on various dimensions of CSR. The subsequent chapters dwell on the awareness, attitude and policies, the relative importance of various stakeholders of the business, and motivators and inhibitors of CSR initiatives. The book explicates the paradigm shift in conceptualization of CSR from charity to strategy in business organizations. The book is useful to students to learn about CSR of Indian companies & companies that embark on CSR activities. | Format: Paperback | Language/Sprache: english | 96 pp.



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