

Preface

The consequences of globalization, advances in CSR, and changing business models and strategies of the organization have brought the need to further develop better and much more effective social responsibilities initiatives and strategies to the forefront of society worldwide. This is because it is the role of empowerment within CSR that helps companies realize and improve their social, economic, and environmental objectives with communities and managers to make adequate decisions collaboratively. Today, because the nature of CSR within the organization has evolved, managing social, economic, and environmental responsibilities is not limited to checking off a tick box on a CSR report. It is much more than that. Changing global social, economic, and environmental structures in developing, emerging, and recovering economies requires advances in CSR theories, methods, and relationships for greater reliance of organizations to address challenges for maintaining ethical management practices. Today, organizations still fall short of developing adequate social responsibility policies to deal effectively with ethical and social responsibility problems and the creation for opportunity.

In these times, and especially following the transgressions in businesses (e.g. Enron, BP, Parmalat, Worldcom, etc.), many companies aim to use CSR as a core business strategy to create greater competitive advantage for the organization and for the society. CSR continues to bring awareness of how organizations can conduct business in a more moral and ethical manner, thus improving the social, economic, and environmental impacts on communities inviting business and management renewal, thus leading to the invention of more opportunities to develop new business models and transforming many organizations. In the past organizations could rely on confining themselves to only stockholder financial satisfaction to conduct their business, but today they must incorporate community philanthropy as social responsibility to conduct their business. Organizations are increasingly becoming much more innovative and strategic in how they develop, employ, and sustain social responsibility initiatives. Moreover, and in some jurisdictions, the employment of social responsibility has become embedded in most of the countries' overall strategies, for example the European Commission (2011), a renewed EU strategy 2011-14 for CSR.

This edited book presents different chapters that are connected to the development and conduct of Corporate Social Responsibility (CSR) in different countries; it also deals with the association between CSR and other dynamics, introducing a clear and encompassing picture of the advantages of CSR for all of us. Within the last few decades, CSR has grown to be a tool to empower organizations for greater economic, social, and environmental responsibilities towards communities and the society as whole.

Carroll (1991) developed a pyramid of CSR, moving the concept of social responsibility into corporate social responsibility (Garriga & Mele, 2004; Gond & Matten, 2007; Windsor, 2001). This framework is the most widely used by proponents of CSR. Generally, it can be argued that the concept of CSR may have roots within the philosophies of Aristotle and Kant (Velasquez, 2013). Many scholars suggest the concept of CSR was coined contemporarily with Bowen's (1953) book, *Social Responsibilities of the Businessman*. Nevertheless, today, CSR continues to remain a contested topic and a concept warranting

greater evidence of economic, social, and environmental responsibility among companies, communities, and governments. Recent developments of CSR indicate that it consists of frameworks to institutionalize CSR worldwide with the use of standardized norms and rules within business (Brammer, Jackson, & Matten, 2012).

Management and ownership in organizations around the world require that increased attention be paid to the common business issues that arise among all businesses regardless of country of origin. These issues include but are not limited to the treatment of employees, the attempts to motivate workers to contribute to company success, the need for appropriate management of negotiations, and the creation of change in economic entrepreneurship.

Therefore, CSR has become extremely important, especially with globalization, which simply demonstrates openness. Companies do not function only within their own territory. Rather, they can have subsidiaries in many other countries as well. The book examines the business conduct regarding CSR in various countries and this phenomenon in various respects. For example, China is expanding its global initiatives, Brazil is exporting food to all corners of the globe, and Israel is a worldwide household name when it comes to high-tech technology and development. Alongside these countries, the United States serves as a model for advanced and ethical business as CSR and economic legislation.

For example, a substantial number of countries that have recently made economic advances have adopted material values and have created hedonistic societies in which the value of CSR and business ethics is eroded by a craving for rapid enrichment. These countries often forget to protect the interests of the general population and abandon the most important resource of any nation – its human assets.

The subject of sustainability plays an important role within CSR. Firms are called upon to protect the natural environments by eliminating pollution. It is important to mention that Japan's nuclear reactor disaster serves as a reminder that economic growth of countries must ensure long-term security and allocate both capital and ideas to the prevention of unnecessary risks that have widespread economic implications. Firms and governments should not be only oriented toward the present. Rather, they must act according to potential economic, social, and environmental scenarios and devote a portion of their financial assets to the future personal health and security of their citizens, as well as to ecological preservation beyond the immediate considerations of time and need. Indeed, Germany's leaders made brave decisions regarding the closing of nuclear reactors in the country and avoiding the risk to its residents. We want to emphasize that this potentially horrific disaster forces the entire world to recognize the need to join forces and create think tanks to discover safer sources of energy. There is no reason for any country to take such enormous risks.

A great task for all involved is economic development. However, this can be made possible only by protecting the natural environment and resources bearing in mind the future generations' rights. Despite the existence of a functioning market economy, many countries are jeopardizing their future strength because of the accompanying social gaps. Only countries that succeed in combining an open market economy with concern for the welfare of all citizens and stakeholders, including the environment and eco system, will likely achieve ongoing and sustainable CSR. Today, a great deal can be learned from the wise planning of the Scandinavian countries, which have allocated much of their capital to the welfare of the general population, both present and future. The just division of resources in such a manner reflects a concern for a country's human assets, which is no less important than economic acceleration.

The sustainment of economic wealth can be ensured while simultaneously preventing unnecessary risks. Problems must be resolved so that resources will not be expended exclusively on security and military growth. Of course, in order to ensure peace in business, tranquility must be guaranteed in the

security realm as well. It is important that successful developed economies devote a substantial portion of their wealth to the shared common welfare of all. The goal should be to build a better world. As James Matthew Barrie (n.d.) noted, “Those who bring sunshine to the life of others cannot keep it from themselves.”

OBJECTIVES OF THE BOOK

Even though CSR has been featured in several peer-reviewed journal articles, textbooks, and other academic books, this book is unique in providing an interpretation of CSR from emerging and advanced economies, such as North America, Israel, Italy, Thailand, Brazil, Romania, Slovenia, Australia, Switzerland, Finland, Canada, China, Japan, and India, for the understanding of various CSR approaches within an interdisciplinary and global context. As global economies develop, there is an urgent need to address the development of emerging economies and how these countries are changing and developing the concept of CSR and its impact on advanced economies.

CSR is meant to develop the economy, the society, and the environment. CSR, today, is seen as mandatory in some countries around the world. For example, in the United States, the Sarbanes-Oxley Act, title 3, dedicates an entire chapter to CSR. As such, in other parts of the world, this perspective is not as common. Therefore, this book explains the important benefits of CSR for all organizations, no matter where these organizations are located around the world – economic advantages as well as social ones.

The book commences with the establishment of a relationship between differing views of stewardship and business ethics in CSR globally. The book succeeds in revealing that CSR is more than an effective strategy. Rather, it is how society and business interact and determine each other’s future. It presents socio-cultural, political, natural environment, and economic challenges in the private and public sectors worldwide. The book also discusses global ethical problems in the field of economics, natural science, social science, international development, ethics, and management, and examines the significant validity of relational ethics and challenges between business and society, providing unique and rare insights of differing case studies across sectors and industries.

The book is designated as a learning tool for economics, finance, business administration, management, ethics, environmental, and social science, as required studies and enrichment programs in universities and colleges in the academic sector, as well as in the private sector for economists, development industry and management, accounting, business administration, business and society, and corporate sustainability in both undergraduate and graduate programs. This book provides practical tools for business leaders who are faced with challenging societal constraints and consumer demands on a daily basis from differing cultures, sectors, and industries. Uncertainty and empowerment are addressed diversely within global ethics, social science, and business management literature across the continents. Case studies highlighting risks in business management examine several studies on the topic of global ethics and business management.

Therefore, this book brings insights into the various global CSR theories, methods, and definitions to foster greater social responsibility and awareness for people worldwide. The authors bring new understanding into implicit and explicit CSR initiatives, policies, case studies, and practices within organizations. For example, social investment policies to help less fortunate populations can drive CSR mechanisms within organizations. Despite current ethical policies, there is a need to examine intentions of contributions, especially financial. For example, responsible branding of products necessitates

a customer, stakeholder, and an organizational focus. Small, family-owned organizations could shed light for corporations regarding the implicit and explicit processes of CSR due to their unique position within communities.

It is important to recognize relevant and progressive social responsibility issues. The authors provide specific examples of CSR commitment at various stages and organizational processes for innovative solutions. CSR practices can grow with the empowerment of pro-CSR actors in an organization while collaborating with non-CSR actors, suggesting that CSR values may overlap into collaborating partnerships. CSR values such as shared responsibility should not be something that can be turned on and off as a light switch as is often done when a contract is complete. The book examines why this may often happen and how organizations can use the values of CSR in much more effective and efficient ways. Thus, sustaining CSR requires much more than legal requirements. It requires organizational commitment and participation of all actors and examination of the underlying causes and effects of CSR within all stakeholders' categories. The perceptions of others' behavior combined with social desirability of pro-environmental leadership and modeling behaviors of employees requires commitment to CSR not only in the workplace but also at home and in communities. Thus, workplace culture plays a critical role in sustaining CSR values that are not easily quantified and may depreciate over time.

Many industries and sectors discussed within the book investigate why CSR is not a central concern within these industries and sectors. CSR has many definitions and practices based upon people's perceptions and understanding of how CSR could fit and empower an organization or industry through a variety of strategies, such as benefit sharing or win-win policies. The book takes a deeper look into how people perceive and practice CSR in various ways. Many chapters demonstrate how the complexity and ambiguity of CSR in one organization can directly and indirectly impact and empower other organizations. Different understandings and practices of CSR within Western economies and Eastern economies unite and separate CSR practices in global organizations. Several authors discuss how this can be better addressed within CSR strategies and collaborative partnerships. Overall, many authors examine the relationships among economic, social, and environmental aspects of CSR among organizations and communities worldwide, providing ways organizations can renew CSR strategies and practices.

The book shows how business and government managers and leaders can develop and sustain CSR in economies that lack strong CSR practices. Several authors provide empirical evidence of CSR from many different parts of the world and how organizations can be transformed within differing political, economic, social, and environmental systems. The book brings to light the challenges and opportunities for balance and further improvement of social, economic, and environmental responsibility. The authors bring new ways of understanding and implementing CSR beyond CSR reporting practices with new theoretical and methodological frameworks that offer more solid and deeper practical implications for business management to move CSR to the center of the financial methodologies. A central focus of the book shows how CSR emerges and is implemented within differing cultural frameworks and organizational case studies across countries, providing policymakers, academics, students, and business management with new ideas and methods for advancing CSR within their organization and country.

Another practical feature of the book is how CSR intermingles within the frameworks of sustainability and its implications to empower organizations holistically within organizational development, financial progress and growth, and employee well being. The chapters of the book open doors for innovative ways organizations can achieve greater social responsibility by examining a wide variety of economic and CSR theories, social-psychological theories, new sustainability models, and social innovation. The book also explores differing companies' motivations and organizational processes to implement and

sustain or change CSR practices. Various research methods investigate common assumptions and perceptions of CSR. Moreover, the book explores and discusses the internal and external levels and drivers of responsibility within specific industries, such as ethical sourcing, consumption, socially conscious consumer segments, CSR reporting, and non-financial reporting. Overall, the chapters bring to light topics such as business and social policies, strategic management, business ethics, and how CSR can empower employee and enterprise performance.

STRUCTURE OF THE BOOK

The book is organized into four sections. These four sections contain 16 chapters with a brief description of each chapter.

Section 1: Corporate Social Responsibility and Its Relationship with Culture

Chapter 1 by Jessica Williams, Lynnaire Sheridan, and Peter McLean from Australia investigates how companies can operationally implement CSR through CSR projects. Five case studies are examined through in-depth interviews. The chapter discusses 10 stages of CSR development and 12 actors concluding with an aggregate empirical model of how companies design and establish practices in CSR project development.

Chapter 2 by Deanne Turnbull Loverock, Richard Kool, and Ingrid Kajzer-Mitchell from Canada presents an analysis of pro-environmental behaviors in the workplace that governments, businesses, and non-governmental organizations can implement to develop quick social change and maximum advantage. The authors investigate CSR perceptions' and employees' behaviors' impacts upon not only the organization but also the communities and other organizations.

Chapter 3 by Zlatko Nedelko and Vojko Potocan from Slovenia analyses and compares the CSR perceptions of employees in Slovenia. The authors discuss the connections among underlying qualities of CSR and organizational CSR. Based upon a survey, the authors present a review of the empirical levels of CSR within social, economic, and environmental qualities. The authors conclude with findings and suggestions for future research.

Chapter 4 by Adriano Ciani, Lucia Rocchi, Luisa Paolotti, Francesco Diotallevi, José B. Guerra, Felipe Fernandez, Alek Suni, Golda A. Edwin, Nandihvarman Muthu, Yasuo Ohe, and Ana-Maria Grigore from Italy, Brazil, India, United States of America, Japan, and Romania discusses CSR practices in five countries. The authors present a qualitative cross-country analysis with descriptive case studies of each country. Cultural diversity is a key strategy for empowering organizations globally and impacts CSR practices, especially within small-medium enterprises.

Chapter 5 by Ruth Wolf from Israel concludes this section and presents a global explanation discussing why CSR is implemented in greater or lesser degrees within countries such as China and the United States of America within national CSR policies and regulations. This chapter attempts to explain why Corporate Social Responsibility (CSR) is not widespread in some of the countries. The chapter shows the strengths of organizations through the light of ethical social responsibility that actualizes itself in CSR. The author argues ethical values require greater emphasis within the disciplines of society, economics, and the natural environment, and the social and cultural norms within several countries.

Section 2: Corporate Social Responsibility: Regulations and Theories

Chapter 6 by Yue S. Ang from the United Kingdom reviews the ethical elements of outsourcing to foster participatory actions in CSR between laborers and corporations. The author argues that business leaders should create incentives to engage their outsourcing of laborers in multi-lateral contractual agreements. They further suggest that importance of empowering organizations through the act of inclusive agreement will increase the participation and practice of CSR of all participants.

Chapter 7 by Noriko Yajima from Canada and Switzerland investigates how CSR could empower international organizations, business, and national governments in private-public partnerships and CSR initiatives to provide fair sharing mechanisms for protection of indigenous knowledge connected to genetic resources and technological innovations within indigenous and local communities. The author implements a global discussion within interdisciplinary methodology and theory and provides future research recommendations.

Chapter 8 by Stephen B. Young from the United States of America develops a new theoretical approach between CSR theory and financial theory. Current theories and practices restrict the flow of CSR within free market conditions. The author proposes to integrate the concerns of a company's stakeholders into a company's capital valuation resulting in a new methodology of accounting to empower business owners and managers to make profits ethically within the company's performance goals.

Chapter 9 by Adriano Ciani, Francesco Diotallevi, Lucia Rocchi, Anna Maria Grigore, Cinzi Coduti, and Elisa Belgrado from Italy and Romania presents the notion of "new paradigms," which is a technical means to a framework of a sustainable development strategy. The authors, following their identification of various theory and regulations concerns, identify how Gross National Happiness can play a role in CSR.

Chapter 10 by Ayelet Makaros from Israel examines the fourth aspect of CSR, the business-community relationship. The chapter provides a new theoretical framework for collaboration between businesses and communities. Exploratory qualitative research resulted in four CSR relations models. The chapter discusses how the involvement of social workers can enhance CSR within organizations.

Chapter 11 by Gotz Kaufmann from Germany investigates how different expectations in CSR are framing the concept and thereby creating an expectation gap. The author concludes with a new theory frame called the *World System Differential* (WSD) to challenge existing societal contradictions about CSR.

Section 3: Corporate Social Responsibility and Its Relationship with Business Ethics

Chapter 12 by Noam Koriati and Roy Gelbard from Israel examines an economic analysis within a company's human resource strategy. The authors' economic analysis reveals that internal employees have a positive impact on CSR by enhancing employee satisfaction and organizational performance, thus creating a win-win for both employees and organizations.

Chapter 13 by Ruth Wolf from Israel presents the notion of how CSR contributes to all. The author suggests all companies should contribute to the community for benefits and empowerment of CSR for all stakeholders and organizations worldwide. The author claims that organizations and companies today increasingly understand that the act of giving to another also has a business value for the contributing organization. Volunteer activities and contributions to the community generally have a positive influence on the company's business reputation. Moreover, the involvement of employees in assisting the community may increase their own sense of personal satisfaction.

Section 4: Corporate Social Responsibility: Some Case Studies

Chapter 14 by Johanna Kujala from Finland establishes the need to address the core components of responsible branding in a company through a comprehensive analysis of 66 journal articles of responsible brands and branding, resulting in six core components, providing a framework for the process of responsible branding. The author of this chapter contends that if CSR is to have a meaning, then brands and branding require significant transformation not only for customers but also for all other stakeholders.

Chapter 15 by Terry Clayton from Thailand and Nicole West from Canada addresses the issue of CSR within the hydropower development industry. Based on a survey, the authors suggest that there seems to be a lack of awareness of CSR on the part of the development sector and non-governmental organizations in the Mekong River Basin. The authors examine the role of benefit sharing and CSR to bring greater social responsibility to the hydropower development industry.

Chapter 16 by Mark J. Kay from the United States of America presents a case study describing how terminology impacts responsibility within CSR. The author examines a corporation's corporate sustainability reporting over a 12-year span, which creates an internal and external model of CSR drivers. The chapter provides an assessment of how global processes and global progress play a crucial role in empowering enterprise sustainability goals within organizations.

CONCLUSION

CSR plays an important role in increasing and sustaining the well being of future generations. Organizations that incorporate CSR strategies will create competitive and comparative advantage for the organization and society. This book is a humble contribution that provided the stage for many authors to bring to light their innovative contributions of how CSR can empower organizations for investors, financial analysts, business leaders, policymakers, management, faculty, students, and practitioners of CSR and sustainability worldwide. All stakeholders receive empowerment from organizational practices in CSR. Thus, the imperatives of new and emerging CSR theories and practices today require continual transformation and empowerment of CSR within organizations.

The three editors of this book, Ruth Wolf of Bar Ilan University, Israel, Monica Thiel of Tilburg University, The Netherlands, and Theodora Issa of Curtin University, Australia, are involved in academic training related to business, ethics, education, and management. They come from different parts of the world.

The three editors met at a conference in 2012 at Newcastle University, Newcastle, UK. The very nature of the meeting highlighted the main goals of this book, that is, a mutual, global cultivation of business people and academics for the purpose of creating a better world – a world that will eradicate poverty and ignorance and will bring about economic cooperation for the benefit of all humankind.

The editing journey of this book was a delightful yet very demanding journey, and we hope that we were able, through the pages of this book, to provide our readers with some insights and innovative ideas on the issue of CSR from different perspectives worldwide.

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