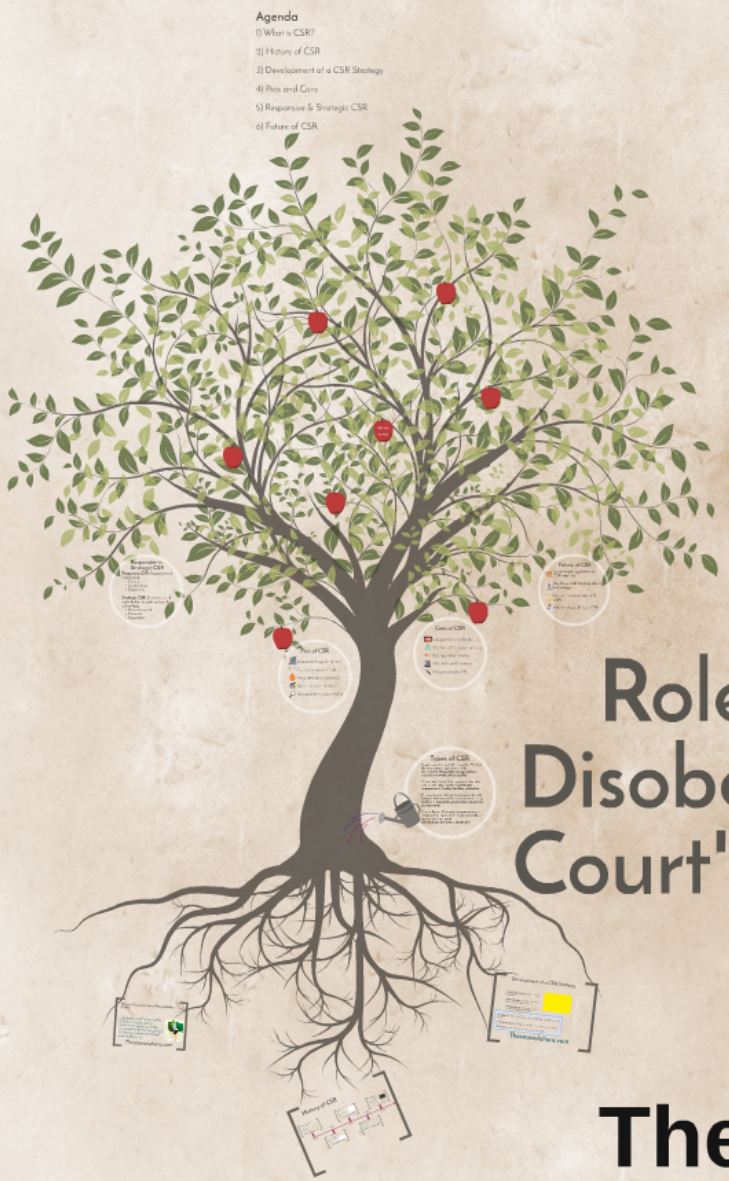

Role Responsibility, Official Disobedience, and the Supreme Court's Ruling on the Defense of Marriage Act

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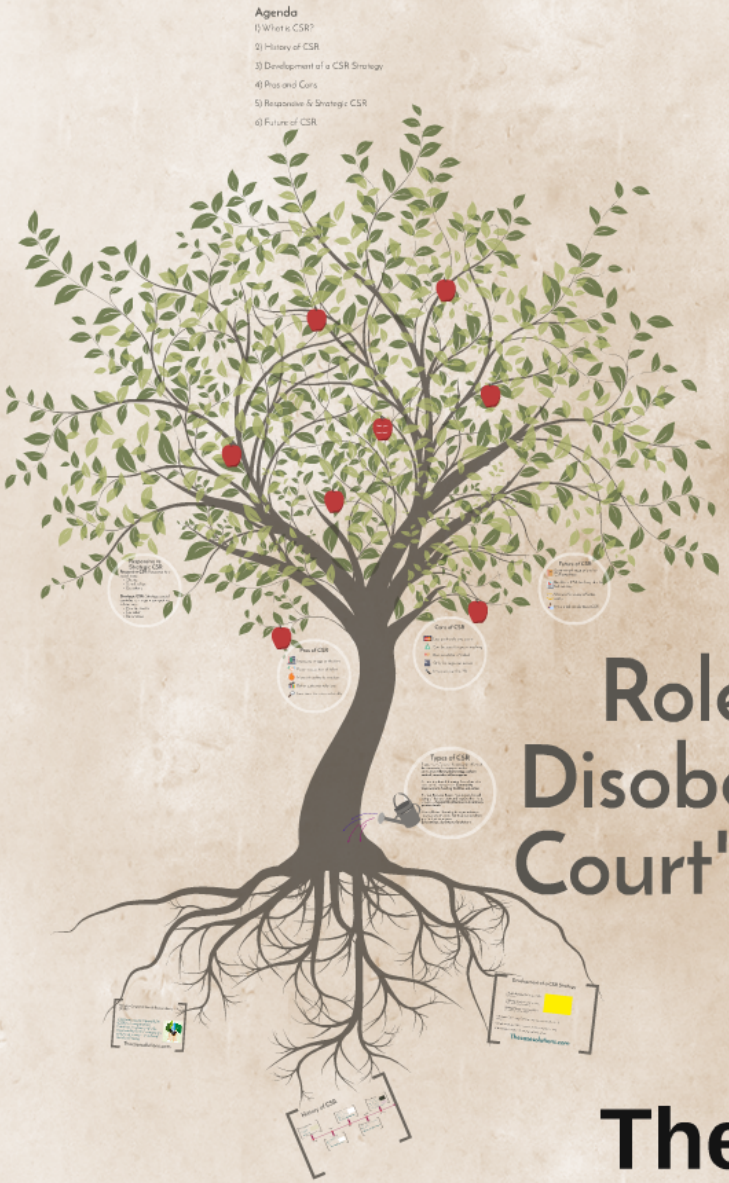

Role Responsibility, Official Disobedience, and the Supreme Court's Ruling on the Defense of Marriage Act

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What is Corporate Social Responsibility (CSR)?

Corporate social responsibility (CSR) is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social well being.

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Beginnings of Moral Capitalism

Dutch tulip market bubble (1637),

First human resource management practices (early 1700's),

First anti-cartel and anti-monopoly initiatives (early 1900's),

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First Studies on CSR

Howard Bowen (Social Responsibilities of the Businessman, 1953)

"The obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action that are desirable in terms of the objectives and values of our society."

- Economic
- Social
- Civic
- Environmental

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Carroll's CSR Pyramid (1991)

ECONOMIC
- Business to be profitable,
- Only way to survive and benefit society in long-term,

LEGAL
- Obey laws and regulations,
- E.g. Employment, Competition, Health & Safety,

ETHICAL
- Act morally and ethically
- With this responsibility, businesses should go beyond narrow requirements of the law
- E.g. Treatment of suppliers & employees

PHILANTHROPIC
- Give back to society
- The responsibility is discretionary, but still important
- E.g. charitable donations, staff time on projects

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UN Global Compact (1999)

United Nations Global Compact

Kofi Annan proposed the Global Compact at World Economic Forum (1999)

First campaign to monitor CSR,

Four pillars of CSR has established,

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Modern CSR Practices

Acceptance of CSR as an investment rather than a charity,

Xerox - Community Involvement Program (2001)

Toms - One for One campaign (2006)

Google - Google Green (2007)

LEGO - Build the Change campaign (2014)

LEGO BUILD THE CHANGE

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Development of a CSR Strategy

1) **Profile Building:** Definition of CSR for the firm

2) **Management:** Distribution of the tasks to every departments

3) **Competencies:** Assigning CSR to strengths and skills of the firm

4) **Analysis:** Constructing CSR commitment by internal and external analysis

5) **Implementation:** CSR implementation into corporate structures

6) **Evaluation:** Determine the success and sustainability

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