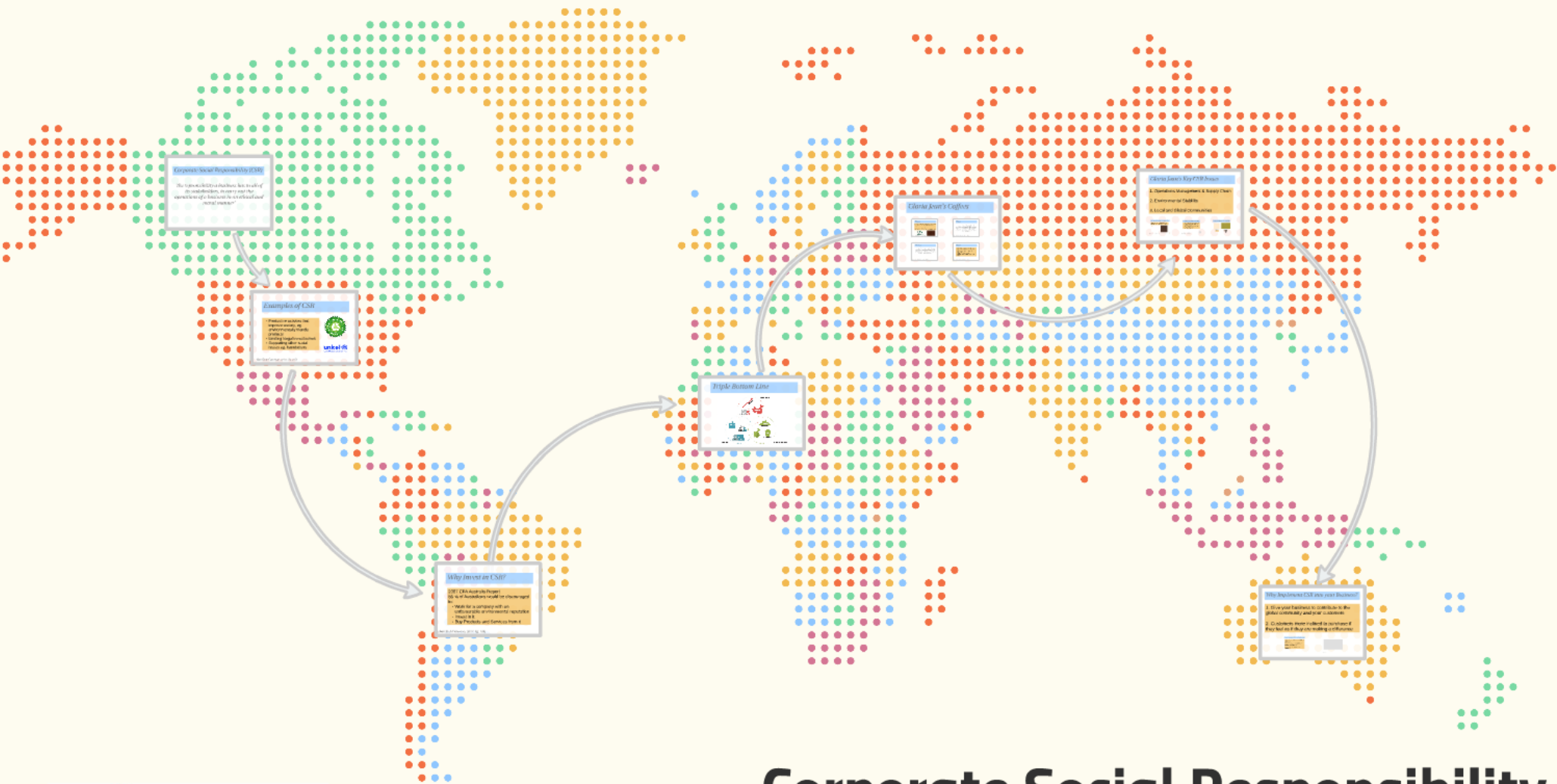


Corporate Social Responsibility

Case Study of Gloria Jean's Coffees CSR

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Corporate Social Responsibility (CSR)

'the responsibility a business has to all of its stakeholders, to carry out the operations of a business in an ethical and moral manner'

Examples of CSR

- Productive activities that improve society, eg. environmentally friendly products
- Limiting Negative outcomes
- Supporting other social issues eg. foundations



(Barrile & Cameron, 2010. Pg. 297)