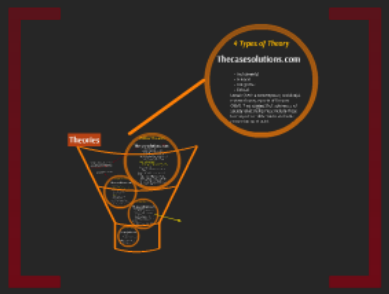

"Every country that is blessed with gold reserves should think about how to use the mining industry as a way to spur development for economic opportunities that are broader than the mining industry itself," Mr Heytsum said.

"The mining industry can really help drive that."

18th Oct - 2013 ABC News

Chapter 1 Definitional Evo

1.1 Theoretical underpinnings

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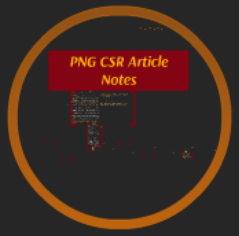
1.3 Standards, Code and Reporting

Chapter 2 Developing Countries

Chapter 3 CSR in PNG a corporate case study



Sustainability: How Stakeholder Perceptions Differ from Corporate Reality

Crane, Matten and Moon 2008

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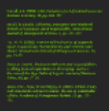

Chapter 1 Definitional Evo

Sustainability: How Stakeholder Perceptions Differ from Corporate Reality

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retical underpinnings

Neo-institutionalism
somorphism
Cross-vergence

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3 Standards, Code and Reporting

ISO's
GRI
UNGC
ICMM
EITI

Chapter 2 Developing Countries

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Visser Model
Opposite to Western-centric Factors

Chapter 3 CSR in PNG a corporate case study

Corporate Social Responsibility

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Case study comparisons did it lead to anything like CSR - customary land tenure.

The boundaries of corporate social responsibility and the limits for reporting of progress towards sustainability are increasingly being institutionalised through global regimes and standards.

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business)[1] is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law."[2][3] CSR aims to embrace responsibility for corporate actions and to encourage a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

The term "corporate social responsibility" became popular in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed.[4]

Proponents argue that corporations increase long term profits by operating with a CSR perspective, while critics argue that CSR distracts from business' economic role. A 2000 study compared existing econometric studies of the relationship between social and financial performance, concluding that the contradictory results of previous studies reporting positive, negative, and neutral financial impact, were due to flawed empirical analysis and claimed when the study is properly specified, CSR has a neutral impact on financial outcomes.[5]

Critics[6][7] questioned the "lofty" and sometimes "unrealistic expectations" in CSR.[8] or that CSR is merely window-dressing, or an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations.

Political sociologists became interested in CSR in the context of theories of globalization, neoliberalism and late capitalism. Some sociologists viewed CSR as a form of capitalist legitimacy and in particular point out that what began as a social movement against uninhibited corporate power was transformed by corporations into a 'business model' and a 'risk management' device, often with questionable results.[9]

CSR is titled to aid an organization's mission as well as a guide to what the company stands for to its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL). It is widely accepted that CSR adheres to similar principles, but with no formal act of legislation.

4 Types of Theory

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- Instrumental
- Political
- Integrative
- Ethical

Donati (1991) a contemporary sociologist reviewed many aspects of Parsons (1961). They suggest that buisness and society relationship must include these four aspects or dimensions and some connection must exist.

Instrumental theories

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- Concerned with profits
- Maximize shareholder profits
- Correlation between shareholder profits and financial performance
- CSR is only a question of enlighten self interest (Keim 1978)

Focusing on achieving economic objectives through social activities

Freidman (1970); Jensen (2000); Porter and Kramer (2002); Hart (1995); Litz (1996)

al demands.
on & Post (1975,
le & Mitchell (1999);
/ood (1991b);

Political Theories

Thecasesolutions.com

- Corporate constitutionalism
  The power business has in society and the impact of this power.
- Integrative social contract theory
  Social contract between business and society.
- Corporate citizenship
  Increasingly clear business has to take into account the community it is operating in.
  Being a global actor in the global context have been considered key.

Focusing on a responsible use of business power in the political arena

Davis (1960, 1967); Donaldson & Dunfee (1994, 1999); Wood & Lodgson (2002); Andriof & Mcintosh (2001); Matten & Crane (2005)

Instrumental theories

Integrative Theories

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- Stakeholder Management
  - Orientated towards Stakeholders or people who affect or who are affected by corporate policies or practices
- Issue Management
  - Corporate processes of response to those social and political issues which may impact significantly upon it
- Corporate Social Performance
  - Pyramid of CSR
- Public Responsibility
- Laws and social performance are taken as a reference for social performance

Focusing on the integration of social demands.
Watrick & Mahon (1994); Preston & Post (1975, 1981); Mitchell et al. (1997); Agle & Mitchell (1999); Rowley (1997); Carrol (1979); Wood (1991b); Swanson (1995).

Ethical Theories

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- Stakeholder Normative theory
  - Considers fiduciary duties towards (Kantian, Utilitarian, theories of justice) Universal Rights stakeholders of the firm. Its application requires reference to moral theory
    - Framework based on Human Rights, labour rights and respect for the enivironment
- Sustainable Development
  - Aimed at achieving human development considering present and future generations
- The Common Good
  - Oriented towards the common good of society

Focusing on the right thing to achieve a good society.

Freeman (1994); Phillips (2003); The Global Sullivan Principles (1999); UN Global Compact (1999); Brutland Report (1987); Gladwin & Kennelly (1995); Alford & Naughton (2002); Mele (2002); Kaku (1997)

Integrative Theories

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Orientated towards Stakeholders or people who affect or who are affected by corporate policies or practices
e Management

Chapter 2 Developing Countries

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Visser Model

Opposite to Western-centric Factors

- Socio-economic
- Code and Standards
- Governance Gaps
- Socio-cultural
    - Specific to PNG
        - Special Agreements
        - Landowners

This then creates the cross-vergence because CSR is heavily influenced by social and cultural institutional pressures.