



The Happy Shrimp Farm: Social Responsibility & Multiple Stakeholders

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shuffle bar

shuffle bar

The Jolly Poacher

Community
Charity
Employees
Environment

what do the local businesses in Brighton think?

we interviewed two local businesses in Brighton to find out their opinions on CSR

shuffle bar and The Jolly Poacher.

Definition of CSR?

"Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders."

(Unido)

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Trends and Issues

"I strongly believe that in a world where increasingly smart devices deliver rich data and communicate with each other to exchange information and knowledge, we have a powerful new way to unite people and do solutions that truly solve some of the biggest social and environmental issues around the globe!" - Gauri Zedney, Chief Progress Officer, HP UK (Gauri Zedney)

Key Legislation

The UK government code of ethics that "The board should set the strategic vision and direction and ensure that all obligations to its stakeholders and others are considered and met"

Under the Financial Services Act 2008, the Financial Services Authority (FSA) introduced a new code of practice for financial services companies, which includes a requirement for companies to consider the interests of their customers and other stakeholders.

What is CSR

Corporate Social Responsibility is described by Simon Willmetts, CEO of Thecasesolutions.com as "issues beyond profit"

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History

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History timeline:

The term "Corporate Social Responsibility" was coined in 1953 (Corporate World)

In the 1970s, the concept of CSR was popularized in the US by the business press and the public. The term "Corporate Social Responsibility" was first used in the 1970s by the business press and the public.

In 1990, the business press and the public began to use the term "Corporate Social Responsibility" more frequently.

Business

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Trends and Issues

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Combining it with other social issues to create solutions was the first argument to start something other than the company's bottom line as the first driver for social business cases and business. It was, instead, to create a business model that business owners can see that customer buying decisions are still benefiting a company, but we

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SHUFFLE

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Key Legislation

The UK government states that "The board should set the company's values and standards and ensure that its obligations to its stakeholders and others are understood and met"

India's The Board by the world to mandate corporate social responsibility in April 2014, the government of India implemented new CSR guidelines requiring companies spend 2% of their profit on social development.

What is CSR

Corporate Social Responsibility is described by Simon (2002) "which primarily its underlying outcomes from organizational decisions concerning specific issues or problems which have benefits rather than adverse effects"

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History

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History timeline:

The first use "Corporate Social Responsibility" was recorded in 1925 (Corporate World)

"In the 1920s, according to Milton Friedman argued in the New York Times that the sole responsibility of business is to its shareholders and shareholders to the extent that they have been charged and not between them and the general public" (Smith, 2014)

Throughout the 1970s and 1980s the academic concept of CSR grew, the first company to publish a social report was Philip Morris in 1988, and the first major company was Shell in 1990 (Corporate World)

In 2001, the adoption of the first set of CSR standards, ISO 26000, led to a comprehensive system of social responsibility or rather "the happy business"

Research

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History timeline:

The Phrase "Corporate Social Responsibility" was created in 1953 (Corporate watch).

"In the 1970s economist Milton Friedman argued in the New York Times that the sole responsibility of a business is to increase profits and shareholders value and since then he has been disproven and now businesses have taken the issues more seriously" (Guthrie, 2014).

Throughout the 1970's and 1980's the academic concept of CSR grew, the first company to publish a social report was Ben and Jerry's in 1989, and the first major company was Shell in 1998 (Corporate watch).

In 2001, the collapse of Enron, once a paragon of CSR, showed just how deeply a corporation's claims of social responsibility can differ from the reality (Corporate watch).

is there a bad CSR?

Nike is an amazing example of bad CSR, in 1998 The Global Alliance report on the factories in Indonesia that 30% of the workers had personally experienced, and 56% had observed, verbal abuse. (Mallenbaker).

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What is CSR

Corporate Social Responsibility as described by Sims (2003) 'relates primarily to achieving outcomes from organisational decisions concerning specific issues or problems which have beneficial rather than adverse effects.'

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Stakeholders

Stakeholders within CSR are the groups that have a stake within the particular firm. According to Cannon (1994a) these are; the owners, employees, customers, creditors, suppliers, community and the government.

Environmental

A very important component to achieve successful Corporate Social Responsibility within a hospitality corporation is to provide sustainability for future generations along with providing the environment with positive outcomes.

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Economical

The economic impacts of CSR focus on how the business makes their money rather than spending it. The host destination's economic situation affects the company's ability to grow and the recession did pose a challenge for corporations wanting to practice efficient corporate social responsibility during this time (South Western, 2010).

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Community

Corporate social responsibility would not exist without the engagement from the industry employees and the surrounding members of the community.

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