

Research Proposal on Corporate Social Responsibility of German Multinationals in Russia



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RESEARCH PROPOSAL ON CORPORATE SOCIAL RESPONSIBILITY OF GERMAN MULTINATIONALS IN RUSSIA



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Grin Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: B, University of Portsmouth, language: English, abstract: As modern organisations shift into a global environment marred by increased adoption of ethical practices, trickling down of corporate social values and mission to the greater public is now deemed an obligation. Regardless of corporate values and culture, the economic or productive worth of contemporary organizations is even so derived from its value and its expansion of organization's insightfulness for wealth-profit index. This serves as the competitive gauge to sustain its survival in a competitive world (Henriques, 2003). In essence organisations are now seen as leading in promoting sustainable social development in their respective area of operations. This is achieved through sharing of its resources by participating in social projects, initiatives and schemes aimed at the community. Importantly, corporate social responsibility (CSR) allows organisations to remain true to their clients and community, while maintaining strong competitive edge over rivals. In this sense organisation are obligated to act responsibly, remain sensitive to social issues and uphold highest degree of ethical professionalism (Carroll, 1979, p. 500).Corporate Social Responsibility can be defined as a form of corporate self-regulation and principles incorporated into a business model and stratagem. If possible, CSR policy should be a system that functions autonomously and is simply integrated in the corporation. In the agenda of this policy the organisation is expected to oversee and pledge the adherence of law, ethical standards, and domestic and global norms (Bulkeley, pp. 430-432). Here an organisation should be held responsible for impact of its activities on the environment, clients, stakeholders, employees and the community...



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