

CORPORATE SOCIAL RESPONSIBILITY

EDITED BY

JAMES WEBER

DAVID M. WASIELESKI

Duquesne University, Pittsburgh, PA, USA



United Kingdom – North America – Japan – India – Malaysia – China

Contents

About the Editors	<i>xi</i>
Preface	<i>xiii</i>

THE ORIGINS AND DEVELOPMENTS OF CORPORATE SOCIAL RESPONSIBILITY

Chapter 1 Corporate Social Responsibility: From Founders to Millennials	
<i>William C. Frederick</i>	<i>3</i>
Chapter 2 Corporate Social Responsibility: A Review of Current Concepts, Research, and Issues	
<i>Archie B. Carroll and Jill A. Brown</i>	<i>39</i>

ASSESSING CORPORATE SOCIAL RESPONSIBILITY IN ASIA AND EUROPE

Chapter 3 Corporate Social Responsibility across Asia: A Review of Four Countries	
<i>D. Kirk Davidson, Kanji Tanimoto, Laura Gyung Jun, Shallini Taneja, Pawan K. Taneja and Juelin Yin</i>	<i>73</i>
Chapter 4 Legislated CSR: A Brief Introduction	
<i>Rajat Panwar, Shweta Nawani and Vivek Pandey</i>	<i>133</i>
Chapter 5 Social Responsibility within Brussels Municipalities: An Exploratory Study	
<i>Nikolay A. Dentchev, Philippe Eiselein and Thomas Kayaert</i>	<i>147</i>

INVESTIGATING CORPORATE SOCIAL RESPONSIBILITY IN PRACTICE

Chapter 6 Much Ado about Nothing: The Glacial Pace of CSR Implementation in Practice

Daina Mazutis 177

Chapter 7 Safeguarding Corporate Social Responsibility: The Benefit Movement

Caddie Putnam Rankin 245

Chapter 8 Taylor Won: The Triumph of Scientific Management and Its Meaning for Business and Society

Vanessa Hill and Harry Van Buren, III 265

Chapter 9 Aligning Adverse Activities? Corporate Social Responsibility and Political Activity

Kathleen Rehbein, Frank den Hond and Frank G. A. Bakker 295

Chapter 10 What We Know about the Economic Payoffs of Corporate Ecological Sustainability

*Edeltraud Guenther, Timo Busch, Jan Endrikat,
Thomas Guenther and Marc Orlitzky* 325

THE FUTURE EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY

Chapter 11 Getting from Corporate Social Responsibility to Corporate System Responsibility: Toward a Dialogic Process for Network Governance

Jerry M. Calton 355

Chapter 12 Beyond CSR to System Change: Creating a New Socio-economic Narrative

Sandra Waddock 377

EPILOGUE

Chapter 13 Corporate Social Responsibility Scholarship: Retrospect and Prospect

Donna J. Wood 405

About the Authors 415

Index 423