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This chapter describes the historical development of CSR and provides a glimpse of how it is likely to develop in future. The chapter further argues that CSR in its present form has only gone so...

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Summary. This chapter describes the historical development of CSR and provides a glimpse of how it is likely to develop in future. The chapter further argues that CSR in its present form has only gone so far and outlines how the next step – CSR 2.0 – will become less Western-orientated and risk-averse, and evolve from niche ‘nice-to-have’ CSR into mass-market ‘must-have’ CSR, which will be incorporated into ‘companies’ DNA’.

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The chapter further argues that CSR in its present form has only go... CSR 2.0: The Evolution and Revolution of Corporate Social Responsibility - Responsible Business - Wiley Online Library Skip to Article Content

## CSR 2.0: The Evolution and Revolution of Corporate Social ...

CSR 2.0: Evolution and Revolution. Chapter by Wayne Visser. Extract from Responsible

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Business The Rise and Fall of CSR. Corporate social responsibility (CSR) has been debated and practiced in one form or another for more than 4,000 years.

## CSR 2.0: Evolution and Revolution – Wayne Visser

CSR 2.0: the evolution and revolution of corporate social responsibility

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The book examines the evolution and current state of corporate social responsibility (CSR), using a five-stage maturity model: defensive, charitable, promotional, strategic and transformative CSR. The first four stages are dubbed CSR 1.0 and characterise most current CSR practice, while the fifth stage is named CSR 2.0 (also transformative or systemic CSR) and describes emergent and future CSR practices.

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## CSR 2.0 | SpringerLink

This hack is based on the premise that modern corporate social responsibility (CSR) as a business, governance, and ethics system has failed, and that it needs to be replaced by a new approach—CSR 2.0. Moving from CSR 1.0 to CSR 2.0 requires adopting five new principles—creativity, scalability, responsiveness, glocality, and circularity—and embedding these deeply into an organization's management DNA.

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While CSV and CSR 2.0/3.0 are supposed to be the new forms of CSR, they actually represent business pre-CSR. Restating efficiency and creative thinking as supposedly a new CSR evolution. These new forms of CSR are less tangible. The substance of CSR has been removed, while the acronyms and pretenses remain.

## CSR Evolution: 1.0 to CSR 3.0 - Corporate Responsibility

Wayne Visser | Writer, Speaker, Academic and Poet ...

## Wayne Visser | Writer, Speaker, Academic and Poet ...

CSR 2.0: Evolution and Revolution. Chapter by Wayne Visser. Extract from Responsible Business. The Rise and Fall of CSR. Corporate social responsibility (CSR) has been debated and practiced in one form or another for more than 4,000 years. Csr 2 0 The Evolution

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## Csr 2 0 The Evolution And Revolution Of Corporate Social ...

Corporate social responsibility (CSR) has been heralded as the manner in which corporations position themselves in society. In recent times the scope of CSR has evolved beyond management school and business rhetoric to become a term recognised by most in society. Whereas the term CSR may be part of general parlance, the nuances of the concept evade many people.

## The Evolution of the CSR Concept: From Sharing to Caring ...

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The new Principles of CSR 2.0 that Visser puts at the heart of this book provide the business community and the CSR world a new

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path for incorporating the complexity of the social and environmental issues that confront today's corporation, a CSR that can serve as a more transformative force for economic and social sustainability.

Responsible behaviors in the realm of business continue to remain a crucial component of organizational development. By exploring core aspects of contemporary corporate strategies, businesses can create more value in social welfare initiatives. CSR 2.0 and the New Era of Corporate Citizenship is an authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Featuring extensive coverage across a range of relevant perspectives and topics, such as corporate citizenship, stakeholder engagement, and business ethics, this publication is ideally designed for students, academics and researchers seeking current concise and authoritative research on the business case for corporate social responsibility.

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital "how to"



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guide providing information on all aspects of the CSR process. This highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies – whether as CSR managers or at top management level – with coverage of all the important aspects of CSR – from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain management to auditing, CSR and the law, and communicating CSR. Divided into bite-size easy-to-read chapters complete with practical checklists or "dos and don'ts", Responsible Business provides perspectives across different industries and sectors from running micro-finance at an international banking group to CSR in small companies as well as personal insights into a CSR manager's role in the automotive sector, the IT sector, the hotel business and many more. "If CSR is ever to happen in real time, it will be in the corporate trenches, honed by managers driving CSR beyond academic ideal to practical workplace results. This new book from Europe's ICCA has it all in one place. A brilliant display of actual corporate accomplishments, workable tools, and organisational work-around strategies. Real stuff by real professionals." –William C. Frederick, author of Corporation, Be Good! The Story of Corporate Social Responsibility "The work of Nick Tolhurst and the ICCA in this publication and beyond is vital to the field of CSR, as well as to the

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interdisciplinary fields and sectors that it affects in the private sector, public sector and civil society. I suggest this book become required reading for each sector." –Mark C. Donfried, Director and Founder, Institute for Cultural Diplomacy

The book explores the theoretical and empirical issues relating to the interaction between corporate governance and corporate social responsibility (CSR) activities undertaken by Indian companies. It presents a highly detailed view on the evolution of CSR and its nexus with corporate governance. This is particularly timely in the context of the recent Indian Companies Act 2013, which mandates corporate social responsibility and revises the best corporate-governance practices for large companies. The findings of this study are unique in drawing from a unified framework of Indian corporate governance structure and corporate engagement in CSR. The book's scope is both academic and practical; the research methodology developed and utilized is useful for researchers, while the implications and the selection of variables provide useful information for practitioners and stakeholders. Finally, although it focuses on large Indian companies, the findings can also be applied to research on other emerging economies.

The Business of Sustainability is a core resource for policy makers, members of the

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development community, entrepreneurs, and corporate executives, as well as business and economics students and their professors. It contains rich analysis of how sustainability is being factored into industries across the globe, with enlightening case studies of businesses serving as agents of change. Contributing authors provide a groundbreaking body of research-based knowledge. They explain that the concept of sustainability is being re-framed to be positive about business instead of being tied to the old notion of a trade-off between business and society (that is, if business wins, society and the environment must lose), and they explore how economic development can contribute to building our common future.

The book examines the evolution and current state of corporate social responsibility (CSR), using a five-stage maturity model: defensive, charitable, promotional, strategic and transformative CSR. The first four stages are dubbed CSR 1.0 and characterise most current CSR practice, while the fifth stage is named CSR 2.0 (also transformative or systemic CSR) and describes emergent and future CSR practices. Reasons are given why CSR 1.0 approaches have failed to have any significant impact on the most serious global social, environmental and ethical challenges. The emergent CSR 2.0 will then be explored in detail by elaborating on five principles underlying the new approach, including:

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creativity, scalability, responsiveness, glocality and circularity. A four-part DNA Model is also introduced, covering value creation, good governance, societal contribution and ecological integrity, which provides the basis for defining and measuring CSR 2.0. Finally, a 70-question CSR 2.0 self-assessment diagnostic tool developed by the author is presented, with sample data to show how the tool can be used for future research and practitioner application.

Environmental, social, and corporate governance (ESG) risk considers the nonfinancial risks that could arise in a business, such as sustainability, brand reputation, legal aspects, ethics, and more. As businesses all have their own risk profiles, there is a need for risk management and mitigation that is unique for each company. Because of this variability, the study on ESG risk factors and motives of incorporating the ESG perspective into business models are crucial yet challenging. Therefore, it is important to understand how companies are adapting and mitigating ESG risk in diverse types of businesses. *Adapting and Mitigating Environmental, Social, and Governance Risk in Business* examines processes in enterprises that can increase the sustainability of business models and their coherence with the assumptions of the concept of sustainable development and ESG risk. Furthermore, the book explores how

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enterprises operating in different sectors are adapting their business models towards sustainability in order to create sustainable value. This book is a valuable tool for managers, executives, entrepreneurs, practitioners, academicians, researchers, and graduate students in finance, business, and management.

This book highlights different roles in entrepreneurship and innovation, based on the act of setting up a new venture in the area of sustainable luxury and fashion, which also involves cognitive and motivational characteristics. It also discusses the fact that many sustainability-promoting innovations require substantial technological advances.

This book provides students and academics with a comprehensive analysis of the theory and practice of branding. The challenge to explore new and effective ways of harnessing the power of communication to engage with company stakeholders in interactive, immediate and innovative ways is ever-present in the digital era. Digital marketing and social media create opportunities for managers to communicate their brand's identity to their consumers and stakeholders. Yet, limited empirical research exists to elucidate these issues, and less still that assists our understanding of branding issues at an international level. Recognising the

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complexity and plurality at the heart of the branding discipline, this text explores the relationship between brands, identity and stakeholders. Working through building, designing and maintaining a brand, the authors consider such aspects as strategic planning and campaign management, research and measurement, media relations, employee communication, leadership and change communication, and crisis branding. Critically, differing methods and approaches applied to branding and communication research design are assessed, including both qualitative and quantitative methods. Proposing a mixture of theory and practice with international case studies, this book is an invaluable companion for advanced undergraduate and postgraduate students, academics of marketing and strategic brand management, as well as managers and decision makers globally.

Cultural differences among nations are being recognized as critically important for the corporate social responsibility (CSR) agendas of multinational companies. For this reason, the past few years have shown an increase in comparative studies seeking to identify the role played by cultural dimensions in CSR engagement, performances, and communications. Linking Cultural Dimensions and CSR Communication: Emerging Research and Opportunities is a collection of innovative research on evaluating how cultural

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dimensions, reflected in CSR content embedded on corporate websites, vary between the Asian context and the other countries in the world and considering how these factors affect societies and business ethics. While highlighting topics including business ethics, corporate philanthropy, and stakeholder engagement, this book is ideally designed for managers, business professionals, academicians, and researchers.

Proceedings of the Second International Conference on Trends in Semigroup Theory and Evolution Equations held Sept. 1989, Delft University of Technology, the Netherlands. Papers deal with recent developments in semigroup theory (e.g., positive, dual, integrated), and nonlinear evolution equations (e

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