

Good critical thinking on m3d2: can make a title

[Business](#), [Company](#)



As can be observed from the two videos, the emergence of CSR has been pushed throughout the 20th century. Many of these CSR activities have their origins in the enormous comprehensive changes that have preceded economic structures for a long time now. Burns (2011) attests that CSR can be used as a necessity for controlling the excesses of the corporate power. It is also notable that the need for the protection and preservation of the natural environment has positively enhanced CSR.

Nothing unethical exists when a company gains its competitive advantage by exercising a considerable Corporate Social Responsibility in the society that it operates. It is because they offer their individual efforts above the available regulations that seek to serve the stakeholder needs and also their personal needs that are geared towards making profits. Porter (2011) in his film has asserted that the enormous growth of CSR would make various organisations possess some form of optimism concerning their market power by delivering the required social, as well as, environmental change.

However, markets often fail when it comes to the delivery of goods and services. A concern is thus vital for the Corporate Social Responsibility activities that are subjected to equal limitations found in the markets that promoted their initiation.

It is notable that the launch of CSR may provoke numerous changes in most practices of companies. As a company, Nike has now been considered by many as the hallmark of CSR. Many have termed it as a global leader in the improvement of the labour standards in most of its factories located in the developing countries. Also, it leads in transparency. The pursuance Corporate Social Responsibility by Nike has proved to be extremely essential

as it has increased the positive perception of its stakeholders towards its products. As a result, the organisation has overtime increased the sale of its products. From the two films, one can adequately conclude that the perspective of CSR of most companies is to increase their long-term profits by securing the interests of their stakeholders. (Pohl & Tolhurst, 2010, P. 67)

Reference

Burns, P. (2011, April 15). Does corporate social responsibility make competitive sense? [Video file]. Retrieved from https://www.youtube.com/watch?v=njef36RhR_g&feature=youtu.be

Porter, M. (2011, April 1). Harvard Michael Porter tells us how business can win back its' reputation - CSR for Forbes. com [Video file]. Retrieved from <https://www.youtube.com/watch?v=zds5rdUo58k&feature=youtu.be>

Pohl, M., & Tolhurst, N. (2010). Responsible Business. Hoboken: John Wiley & Sons.