

Free article review about corporate social responsibility

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This article discusses the emerging issues in the growth and development of corporate social responsibility. It starts by discussing various drivers of corporate social responsibility. Ideally, business attitudes and its relationship are slowly changing with time due to changes in the business environment. As a result, changes in business environments such as technological, political, economic, social, cultural and legal environments are influencing the business behaviours and the way to handle problems. This means that there is a great need for corporates to adopt changes in their social responsibility. In addition, a social corporate environment is also ensured by focusing on business operations and developing new ideas as well as enhancing expertise on past business experiences. The implementation of the new ideas plays a great role in the development of business social responsibility (Mallen et al.).

On the other hand, the article reveals that businesses require to focus more on business engagement than business reporting if they need to foster corporate social responsibility. This point leads to the need to measure corporate social responsibility reliability, which is key for helping different companies to compare their performance. However, a greater part of corporate social responsibility is since the information behind them may not be reliable or valuable for helping the corporates to come up with a concrete conclusion.

Following the difficulty of the corporates to measure the reliability of their social responsibility, they have changed ways to and focused on engaging in corporate social responsibility practices. However, companies are facing a difficulty in exercising this since many employees, suppliers and customers do

not read company's publications and reports, it is becoming difficult for the companies to determine ways of engaging them to know what they do. The good thing is that companies have realised some ways of engaging their stakeholders to understand what they perform. For instance, the companies are nowadays funding major projects in the community such as funding education for children and sponsoring sports events just but a few (Mallen all).

Besides many companies have are recognizing the reasons for their challenges as far as sustainability that arises from good corporate social responsibility. Focus on developing code of ethics, implementing them and adhering to them is helping companies much in overcoming these challenges. According to the article, it all starts with CSR executives showing the other business stakeholders the way to follow. This is ensured by showing proper professional discipline and enhancing accountability in whatever they perform in their day-to-day activities. Furthermore, it grows when the executive go a mile further to make the other stakeholders to follow and enhance accountability (Cragg 212).

In conclusion, there is great need for investors wishing to succeed in their business to focus on enhancing their corporate social responsibility. Besides, it calls for corporates clearly understand and have scepticism. Although, resources are scarce, there is great need for companies to exercise corporate social responsibility largely. Adhering to laws, international norms and ethical standards is a root to enhancing social responsibility. In addition, quality customer service, employee satisfaction, community development and environmental management and conservation are also other key issues

inn enhancing social responsibility. Corporate social responsibility remains an initiative for all stakeholders to pursue in order to enhance efficiency. It remains a challenge to many companies since they fail to understand how to measure CSR (Hunnicuttt 188).

References

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