

The benefits of implementing corporate social responsibility programs essay

[Business](#), [Management](#)



Nowadays, with the development of the consciousness of Corporate Social Responsibility, organizations would like to expand their positive influence on the environment, consumers, employees, communities and investors. It has become a business necessity to make people focus more on an organization's decisions and their broader impacts (Greenhalgh, 2009).

Rogers and Bell can serve as good examples in implementing Corporate Social Responsibility programs, especially on environmental issue. Both of them are famous Canadian communications companies and engaged in the same fields such as home phone, wireless, internet and cable, they carry out various programs to reduce the environmental footprints of their operations.

Rogers became the official wireless sponsor of the award-winning program for Food Banks in 2004. In this program consumers can donate used wireless devices through collection boxes and a postage-paid recycling bag included with all new Rogers devices. When customers donated, the reclaimed cell phones according to its age and condition can be worth up to \$5, which is equivalent to a jar of peanut butter or one carton of milk (Rogers, 2009). Up to date, it has generated \$500, 000 for food banks across the country, and over 363, 000 devices have been diverted from landfill (Rogers, 2009).

According to Ebert, Griffin, and Starke (2003), " They view themselves as citizens in a society and proactively seek opportunities to contribute...

Donating money to different ' causes' is one way that business firms try to show that they are socially responsible" (p. 5). It can be seen clearly that Rogers takes a proactive stance contribute to enlarge material recyclability and improved community education standard. Bell, as a competitor of

Rogers, is providing a comprehensive and innovative suit of communication services to residential and business customers in Canada.

Likewise, Bell launched Bell Blue Box program in 2003. In this program, Bell will donate \$1 to WWF-Canada when customers return the used mobile phone. Despite this being a simple action, it has gone a long way to prevent electronic waste; in addition, more than 494, 000 mobile phones and 80 metric tons of batteries and accessories have been diverted form landfill (Bell, 2009).

These facts show that Bell as same as Rogers, also take a proactive stance facing the environmental issue. They contribute to the charitable fund and make full use of renewable resources. Compared with the CSR programs of Rogers and Bell, it seems clearly that the big companies are more and more willing to give generously to charity. Actually, some people have already wondered what was that for? According to Bansal, Maurer and Slawinski (2009), “ by corporate social responsibility we mean the overall impacts of corporations on society at large. It extends beyond the interests of shareholders to the interests and needs of diverse stakeholders. It includes environmental, social and governance (ESG) issues” (2009, n.

p.). Some famous research firms began to rate the companies through ESG performance, which will be an important reference for fund managers to select their investees. This tendency is apparent in the numbers: “ In Canada, fund assets managed according to ESG criteria jumped from \$65.46-billion in 2004 to \$503.

1-billion in 2006—a 7.5-fold increase in just two years. The numbers are likely much higher today” (2009, n. p.). From this standpoint, we can understand that lots of organizations take a proactive stance in managing their CSR ratings because it is an effective way to attract investment. Furthermore, the companies should take CSR as a continuing process of building long-term value, which need the top executives of the companies to get together developing a strategic policy and detailed plan in order to make sure these programs can improve their reputations, encourage customers and other stakeholders to stay involved with them.

Making the most of CSR activities will benefit the companies to enhance the brand image, increase the sales amount and impress their employees. Although there are numerous competitors in the market, a steadfast commitment will lead the company to stand out; thus, over time, the performance will add up to a powerful and winning business. In conclusion, Carroll suggested that “ four kinds of social responsibilities constitute total CSR: economic, legal, ethical and philanthropic. Furthermore, these four categories or components of CSR might be depicted as a pyramid...the CSR firm should strive to make a profit, obey the law, be thical and be a good corporate citizen. ” (1991, p41-44). Apparently, Bell and Rogers have reached the top of the pyramid, as a result, CSR is becoming a new field for them to counterbalance.

It has been said that “ Fierce competition is usually better news than no competition, at least you know there’s something worth fighting over. ” The public would like to appreciate the more effective competitions between

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