

A/ ASSIGNMENT RECAP

- Write an **essay** that shows that you understand the link between CSR, corporate irresponsibility, and the environmental impacts of business.
- Answer the question: Is CSR just a cover for companies harming the environment? Why or why not?
- Use **at least 6 recent academic sources**, 3 from the course
- Suggested word limit: 2,200 words

Suggested Structure: (Suggested word limit of around 2,200 words)

- I. Introduction (Suggested 100 words)**
- II. CSR and CSI Definitions and Relations (Suggested 400 words)**
- III. The Environmental Impacts of Global Business (Suggested 400 words)**
- IV. CSR and the Environment (Suggested 500 words)**
- V. Corporate Irresponsibility and the Environment (Suggested 200 words)**
- VI. Is CSR a cover for CSI? (Suggested 500 words)**
- VII. Conclusion (Suggested 100 words)**

B/ KEYWORD EXPLANATIONS

- 1. Corporate Social Responsibility (CSR):** CSR refers to a company's voluntary actions that go beyond legal obligations to address social and environmental impacts. For example, a company supporting community projects or implementing sustainability initiatives demonstrates CSR.
- 2. Corporate Irresponsibility:** Corporate irresponsibility involves actions by companies that neglect ethical, social, or environmental considerations, often driven by profit motives.
- 3. Environmental Impacts:** Environmental impacts are the consequences of business operations on the environment. This includes pollution, resource depletion, and emissions.
- 4. Greenwashing:** Greenwashing refers to deceptive marketing practices where a company exaggerates or falsely claims its environmental responsibility. An example is a company labeling a product as "eco-friendly" without substantiating the claim with genuine environmentally friendly practices.
- 5. Sustainability Initiatives:** Sustainability initiatives are actions taken by companies to promote long-term environmental, social, and economic well-being.

- 6. Responsible Sourcing:** Responsible sourcing involves companies ensuring that the materials and products they use are ethically and sustainably produced. For instance, a company may source raw materials from suppliers committed to fair labor practices and environmental conservation.
- 7. Supply Chain:** The supply chain encompasses the entire process of producing and delivering a product, from raw materials to the end consumer.
- 8. Annual Sustainability Reports:** Annual sustainability reports are comprehensive documents published by companies detailing their environmental and social performance.
- 9. Ethical Considerations:** Ethical considerations involve assessing the moral implications of business decisions.
- 10. Triple Bottom Line:** The triple bottom line evaluates a company's success based on three criteria: social, environmental, and financial performance.
- 11. Regulatory Compliance:** Regulatory compliance refers to a company's adherence to laws and regulations governing its industry.

C/REFERENCES

- **Academic Journals**

- ★ Journal of Business Ethics: Offers extensive research on CSR, ethical business practices, and critiques of corporate behavior.
- ★ Academy of Management Review: Provides theoretical frameworks and analyses of CSR practices within management.

- **Books**

- ★ "Strategic Corporate Social Responsibility: Sustainable Value Creation" by David Chandler: Offers insights into how companies can integrate CSR into their core business strategies.
- ★ "The Age of Responsibility: CSR 2.0 and the New DNA of Business" by Wayne Visser: Discusses the evolution of CSR and the role of businesses in societal development.

- **Online Resources**

- ★ [Stanford Social Innovation Review](#): Offers articles and case studies on CSR, social entrepreneurship, and nonprofit management.

- ★ [Ethical Corporation by Reuters Events](#): Provides industry reports, articles, and insights on CSR trends and practices.
- ★ **World Business Council for Sustainable Development (WBCSD):** <https://www.wbcsd.org/> - This global organization of CEOs provides authoritative resources and guidance on best practices in CSR, including reports, case studies, and tools. It offers a comprehensive understanding of CSR from a leading business perspective.
- ★ **Business for Social Responsibility (BSR):** <https://www.bsr.org/> - BSR is a non-profit organization that focuses on helping businesses develop and implement effective CSR strategies. Their website features research, tools, and best practices examples across various industries and themes.
- ★ **Harvard Business Review: CSR and Sustainable Business:** <https://hbr.org/topic/subject/corporate-social-responsibility> - HBR offers a wealth of thought-provoking articles, interviews, and case studies on CSR and its relationship to business success. This section provides insights from both academic and practitioner perspectives.
- ★ **UN Sustainable Development Goals (SDGs):** <https://sdgs.un.org/goals> - The UN SDGs outline 17 global goals for sustainable development. Understanding these goals is crucial for businesses developing CSR strategies aligned with global priorities and making a positive impact.
- ★ **MIT Sloan Management Review: Sustainability and Social Impact:** <https://sloanreview.mit.edu/> - This online magazine from MIT Sloan offers insightful articles and research on the intersection of business, sustainability, and social impact. It focuses on cutting-edge trends and thought leadership in the CSR landscape.