

A/ Assessment Recap:

Write a **1,500-word report** in which you:

- **Define CSR in your own words** and explain that it is complex, with many different sides to it. Use research articles to support your definition.
- **Explain how CSR helps companies**, using examples from research articles. Show how CSR can be part of a company's business strategy.
- **Pick one large global company** and use information from its websites and reports to **explain how it benefits from CSR**.
- **Use at least 5 academic peer-reviewed references** for objective perspective

Suggested Structure:

- I. **Executive Summary (Suggested 100 words)**
- II. **CSR Definition (Suggested 550 words)**
- III. **CSR Benefits**
 - A. **Section 1 (Suggested 400 words)**
 - B. **Section 2 (Suggested 250 words)**
- IV. **Conclusion (Suggested 200 words)**
- V. **References**

B/ Keywords Explanation:

1. Corporate Social Responsibility (CSR): CSR means companies doing good things beyond making money, like helping the environment or supporting communities. For example, a company might recycle a lot to be more environmentally friendly.

2. Reputation and Brand Image: This is about how people see a company. If a company does nice things like donating to charities or being eco-friendly, people think it's a good company. For instance, a company using recycled materials gets known as an Earth-friendly brand.

3. Employee Recruitment and Retention: This is about getting and keeping good workers. When a company does things like volunteering or supporting good causes, it attracts and keeps talented employees. For example, a company offering volunteer programs keeps its employees happy and engaged.

4. Risk Management: Companies use CSR to handle problems. If a company cares about the environment or treats workers well, it's less likely to have big issues. For instance, a company that uses eco-friendly materials avoids problems with laws about pollution.

5. Competitive Advantage: This means being better than other companies. If a company is known for doing good things, it stands out. For example, a company saying it uses clean energy stands out from others in the market.

6. Sustainability Reports: These are papers companies write about the good things they're doing. For example, a company might write a report about how it's reducing waste or using materials that don't harm the planet.

7. Stakeholder Communications: This is about talking to everyone involved with the company. For example, a company might use social media to tell customers about the good things it's doing and ask for their opinions.

8. Impact Assessment: This is about checking if the good things a company is doing are really making a difference. For example, a company might measure how much less pollution it's making because of its good practices.

C/REFERENCES

Academic Resources:

1. Carroll's Pyramid of Corporate Social Responsibility:
<https://www.sciencedirect.com/science/article/pii/000768139190005G> - This article analyzes Carroll's model, a foundational framework for understanding different dimensions of CSR.
2. Creating Shared Value by Michael Porter and Mark Kramer:
<https://hbr.org/2011/01/the-big-idea-creating-shared-value> - This HBR article explores the Shared Value Approach, emphasizing creating societal value while achieving competitive advantage.
3. Corporate Social Responsibility and Environmental Sustainability: Achieving firms sustainable performance supported by plant capability:
<https://search.proquest.com/openview/286815c9a5b9344251b45f2743ec887e/1?pq-origsite=gscholar&cbl=436302> - This paper investigates the link between CSR and environmental sustainability within firms.

General Information:

4. Investopedia's definition of Corporate Social Responsibility:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp> - Provides a simple and concise definition of CSR and its key components.

5. Harvard Business Review: Corporate Social Responsibility: <https://hbr.org/topic/subject/corporate-social-responsibility> - A dedicated section by HBR featuring various articles and resources on CSR topics.
6. Forbes CSR blog: <https://www.forbes.com/profile/impact/> - Articles and insights on CSR-related news, trends, and company initiatives.

Company Case Studies:

7. Patagonia: <https://www.patagonia.com/core-values/> - Patagonia's website outlines its mission, values, and commitment to sustainability and social responsibility.
8. Unilever: <https://www.unilever.com/planet-and-society/> - Unilever's website details its ambitious sustainability goals and programs across various environmental and social areas.
9. Microsoft's Corporate Responsibility page: <https://www.microsoft.com/en-us/corporate-responsibility> - Microsoft showcases its initiatives and commitments across environmental, social, and governance aspects of CSR.

Additional Resource:

10. GreenBiz: <https://www.greenbiz.com/> - A website offering news, research, and insights on sustainable business practices and environmental responsibility, often intersecting with CSR topics.