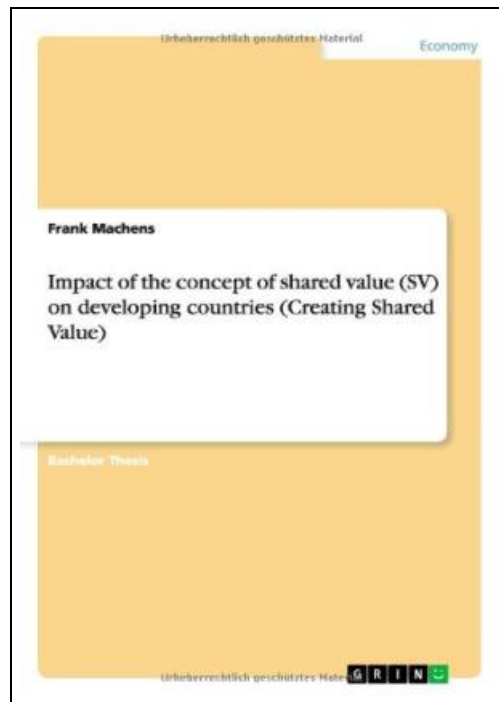


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GRIN Verlag. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.3in. x 5.9in. x 0.2in. Bachelor Thesis from the year 2012 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 1, 0, University of Applied Sciences Koblenz, language: English, comment: This thesis is exploring the lately introduced concept of Creating Shared alue (CSV) by Michael E. Porter and Mark R. Kramer on Developing countries. , abstract: This Bachelor Thesis is exploring the Impact of the lately introduced Concept of Creating Shared Value (CSV) on Developing Countries. CSV has first been published in the key article The Big Idea: Creating Shared Value by KRAMER and PORTER. It describes a new approach in the relation between companies and societal needs. The implementation of this concept in developing countries with there particular needs, appears to be promising for the revelation of a high-contrast result. The Thesis is starting with the usual introductory part prior to giving exact definitions of the term Developing Country, CSV and the related concept of Corporate Social Responsibility (CSR). Hereby, CSV is getting critically discussed. Following is the fundamental methodical instrument, the Case Studies. Three CSV-projects are analysed and their impact on the affected developing countries displayed. The fourth Chapter summarises the outcome of the prior sections and presents the results. The key advantages of CSV are the inclusion of the profit maximisation principle, its accentuated Cooperation between participants and the recognition of Interdependences between the differing areas of impact. Contrary, there is a vast need for further scientific research. The thesis reveals disadvantages as a deficit in distinct definition of the concept and the question if the advantages of CSV, as increased innovation or new markets, will be sufficient to compete with the current approaches. This item ships from multiple locations. Your book may arrive from...



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