

An ICCA Publication

THE A TO Z OF CORPORATE SOCIAL RESPONSIBILITY

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- Employees say a lot about a company. Not only do their behaviour, choices and actions represent their employer, but they also have an intimate knowledge of their organisation. When employees talk, people listen. Talking of → work–life balance, benefits, continuing education, ethical and cooperative culture – stakeholders’ perceptions of a company’s workplace environment impact reputation.
- Business leaders have a responsibility to their stakeholders. Product responsibility, environmental stewardship, community involvement and engagement all reflect on companies’ commitment to CSR, and thus their reputation.

Maintaining a positive corporate reputation together with strong CSR benefits businesses by helping them:

- Retain and recruit top talent;
- Facilitate strong partnerships;
- Increase sales;
- Enhance shareholder value; and
- Withstand crises.

Various tools exist for measuring corporate reputation, including media analysis, statistical modelling, and stakeholder polling. Interbrand conducts research to place value on intangibles, like their 100 Best Global Brands by Value. The Reputation Institute together with Harris-Wirthlin Brand Strategy Consulting group publishes the results of their Reputation Quotient (RQ) – a survey tool (including a CSR element) that measures the reputations of the most visible companies in the US. The Annual RQ is featured in the *Wall Street Journal*.

Paula Ivey

RESEARCH

→ Corporate social responsibility, Learning

CSR has been a vibrant field of research over the last five decades. Ever since Howard Bowen published his 1953 seminal book *Social Responsibilities of the Businessman*, there has been a rich stream of work on various aspects of CSR, using, next to CSR, a variety of labels and concepts such as → business ethics, sustainability, → corporate citizenship and business and society.

Over the years one could say that there has been a clear divide between work that has appeared until the late 1990s and research that has been published after that. While the first four decades have looked at CSR mostly from the perspective of single issues of concern for society, in the last decade CSR has moved onto the agenda of business studies in a more systematic fashion. In the first category we would count business exposure to issues like doing business in foreign countries (triggered by apartheid in South Africa), business and the → environment (triggered by events like Love Canal, Harrisburg, Bhopal or Seveso), → whistleblowing, equal opportunities, supply chain issues and → ethical consumption. CSR then was seen as an approach to tackling business challenges in areas where legal institutions as yet had not been implemented or where new and sudden changes in society exposed companies to new issues.

Since the mid-1990s, however, we witness a shifting interest in CSR. First, the interest in CSR has moved significantly beyond the area of business or management studies; rather we find a growing number of publications on CSR in philosophy, political science, international relations, sociology and law. The core topics investigated more recently focus on the role of CSR as an approach to societal governance. CSR, since the advent of → globalisation, declining governance abilities of the nation state and the rise of civil society and NGOs, has put corporations in the limelight of governing a host of global political issues, such as global warming, the fight against AIDS and other diseases in the developing world, the management of key technologies (such as → genetically modified organisms (GMOs)) or, more broadly, the substitution of governmental functions by private corporations, most notably

through the privatisation of many formerly state run businesses or the lack of effective governance mechanisms in many → developing countries where business plays a role.

If we look at research topics investigated one could say that academics interested in CSR – most of them are still from a management background – have been intrigued by the relationship between CSR and the financial performance of organisations. Margolis and Walsh (in *Administrative Science Quarterly*, 2003) have analysed this stream of literature and found, however, that no conclusive evidence of either a positive or a negative relation has been produced – which challenges much of the ‘→ business case’-related research. Next to this, another focus of research has been in the area of → ethical decision-making and the effort to understand why and how exactly managers take decisions and what the role of ethical considerations is within these decisions. Overall, most of the research from a management background has been rather functionalist, meaning: it has looked at CSR from the perspective of the corporation and how the corporation could ‘manage’ its interface with society in a responsible or ethical, but at the same time also profitable, manner.

CSR research has produced a sizeable amount of published work. For a quick overview, we would recommend the recent *Oxford Handbook of CSR* (2007), which is the most up-to-date and comprehensive overview of the state of the art. There is, however, also a considerable number of specialist academic journals which have published CSR-related research over the last decades. The most important ones are:

- *Business & Society* (published by Sage, starting in 1960);
- *Business and Society Review* (published by Blackwell, starting in 1972);
- *Journal of Business Ethics* (published by Springer, starting in 1982);
- *Business Ethics Quarterly* (published by Society for Business Ethics, starting in 1991);

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- *Business Ethics: A European Review* (published by Blackwell, starting in 1991);
 - *Journal of Corporate Citizenship* (published by Greenleaf, starting in 2001);
 - *Corporate Governance: The International Journal of Business in Society* (published by Emerald, starting in 2001); and
 - *Corporate Social Responsibility and Environmental Management* (published by Wiley, starting in 2002).

Analysing this body of literature, a paper by Lockett, Moon and Visser in the *Journal of Management Studies* (2006) presents empirical evidence based on publication and citation analyses of CSR research published from 1992 to 2002. The results demonstrate that, for CSR research published in management journals:

- The most popular issues investigated have been the environment and ethics;
- The empirical research has been overwhelmingly of a quantitative nature;
- The theoretical research has been primarily non-normative;
- The field is driven by agendas in the business environment as well as by continuing scientific engagement; and
- The single most important source of references for CSR articles was the management literature itself.

The debate on CSR globally is rather vibrant and much of it takes place at academic conferences. Among the most important are the annual conferences of the Academy of Management ('Social Issues in Management' Division); the → Society for Business Ethics Conference; the → International Association of Business and Society; the → European Business Ethics Network; and the → European Academy of Business in Society. Increasingly though, we see a surge of similar events organised by organisations focusing on emerging

economies, such as → CSR Asia or the → African Institute for Corporate Citizenship.

Dirk Matten and Wayne Visser

RESPONSIBLE CARE PROGRAMME

→ Chemicals sector, Oil and gas sector

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THE A TO Z OF CORPORATE SOCIAL RESPONSIBILITY

A Complete Reference Guide
to Concepts, Codes and
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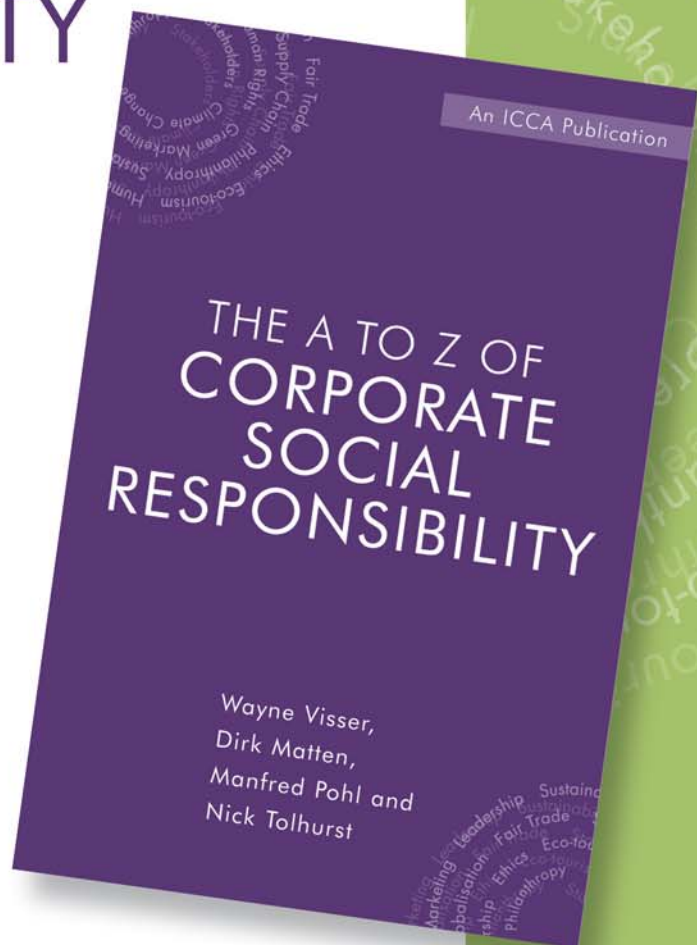
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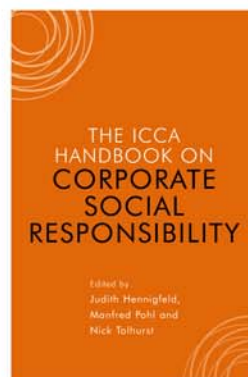


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THE A TO Z OF CORPORATE SOCIAL RESPONSIBILITY: The Complete Reference of Concepts, Codes and Organisations

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DESCRIPTION

This is the world's first complete reference on CSR, compiled by the Institute for Corporate Culture Affairs (the ICCA). The entries have been written by leading experts, leading global thinkers and CSR practitioners. The reference also lists and describes the most important organizations and landmarks in the field of CSR. The book comprises 339 terms, which are split into core concepts, key words and definitions to form the standard reference for managers, academics, teachers, students, officials and volunteers in the field of CSR. This is a timely and innovative contribution to the field of Corporate Social Responsibility; the definitive terminology reference on CSR, business society relations and the organizations and standards in the field.

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TERMS

3 Rs | Accountability | Accounting | Accreditation | Activism | Advertising | Affirmative action | Africa | Agricultural sector | AIDS | Air pollution | Animal rights | Animal testing | Animal welfare | Anti-capitalism | Anti-globalisation | Asia | Assurance | Auditing | Australia | Automotive sector | Banking sector | Base of the Pyramid model | Benchmarking | Best of class investing | Best practice | Biodiversity | Bioremediation | Black economic empowerment | Bluewash | Boycotts | Branding | Bribery | Business case | Business ethics | Carbon balance | Carbon credits | Carbon funds | Carbon neutral | Carbon offsetting | Carbon sink | Carbon tax | Carbon trading | Cause-related marketing | Certification | Charity | Chemicals sector | Child labour | Civil regulation | Civil society organisations (CSOs) | Clean technology | Cleaner production | Climate change | Codes of conduct | Codes of ethics | Codes of practice | Common good | Community development | Community investing | Competitive advantage | Conflict of interest | Conservation | Consumerism | Consumer rights | Continual improvement | Corporate affairs | Corporate citizenship | Corporate communication | Corporate culture | Corporate environmental management | Corporate foundation | Corporate governance | Corporate history | Corporate responsibility | Corporate social entrepreneur | Corporate social investment | Corporate social opportunity | Corporate social performance (CSP) | Corporate social responsibility (CSR) | Corporate social responsiveness | Corporate sustainability | Corporate volunteering | Corruption | Cradle-to-grave | Cultural issues | Developing countries | Development | Digital divide | Discrimination | Diversity | Donations | Donors | Downsizing | Drug and alcohol testing | Due diligence | Due process | Earth Summit | Eco-efficiency | Eco-friendly products and services | Eco-labelling | Ecological footprint | Economically targeted investment | Eco-subsidies | Ecosystem degradation | Eco-taxation | Eco-tourism | E-learning | Emerging markets | Emission trading | Employee rights | Employee volunteering | Empowerment | Energy management | Engagement | Environment | Environment, health and safety (EHS) | Environmental accounting | Environmental auditing | Environmental champions | Environmental due diligence | Environmental entrepreneurship | Environmental excellence | Environmental impact assessment (EIA) | Environmental liabilities | Environmental management | Environmental management system (EMS) | Environmental movement | Environmental reporting | Environmentally friendly products and services | Equal opportunities | Equity | Ergonomics | Ethical consumption | Ethical decision-making | Ethical investment | Ethical sourcing | Ethics | Ethics officer | Europe | Executive pay | Externalities | Factor four | Factor ten | Fair trade | Financial services sector | Food and beverage sector | Forensic accounting | Foundation | Fraud | Gaia hypothesis | Gender issues | Genetically modified organisms (GMOs) | Geographical information systems (GIS) | Global commons | Global governance | Globalisation | Global warming | Governance | Green consumerism | Greenhouse gases | Green marketing | Green movement | Greenwash | Hazardous waste | Health | Health and safety | HIV/AIDS | Human rights | Human security | Hydrogen economy | Impact assessment | Indigenous people | Industrial ecology | Infrastructure sector | Integrated pollution control | Integrity | Intellectual property rights (IPRs) | Interested and affected parties | Intergenerational equity | Intragenerational equity | Joint Implementation | Labelling | Labour issues | Labour relations | Land contamination | Latin America | Leadership | Learning | Legal compliance | Legislation | Licence to operate | Life cycle assessment | Living wage | Lobbying | Local community | Local economic development | Market based instruments | Marketing ethics | Media sector | Microfinance | Microlending | Mining sector | Moral case | Moral responsibilities | Natural capitalism | New economics | Non-financial assurance | Non-financial reporting | Non-governmental organisations (NGOs) | North America | North-South divide | Not in my back yard (NIMBY) | Occupational health and safety (OHS) | Off-shoring | Oil & gas sector | Organic food | Organisational culture | Ozone depletion | Partnerships | Persistent organic pollutants (POPs) | Personal & household goods sector | Pharmaceutical sector | Philanthropy | Policies | Political action committees | Polluter pays principle | Pollution | Poverty | Precautionary principle | Pressure groups | Privacy | Privatization | Product stewardship | Product take-back schemes | Public affairs | Public goods | Public interest | Public participation | Public relations | Public-private partnerships (PPP) | Quality management | Race to the bottom | Recycling | Regulation | Renewable resources | Report verification | Reporting | Reputation | Research | Responsible competitiveness | Retail sector | Risk management | Safety | Security | Self-regulation | Shareholder activism | Shareholder democracy | Shareholder resolution | Sin taxes | Small and medium sized enterprises (SMEs) | Social and environmental accounting | Social auditing | Social enterprise | Social entrepreneurship | Social impact assessment | Social innovation | Social justice | Social reporting | Social responsibility | Socially responsible investment (SRI) | Sponsorship | Stakeholder democracy | Stakeholder engagement | Stakeholder management | Stakeholder theory | Stakeholders | Stewardship | Strategic impact assessment | Subsidies | Supply chain | Sustainability | Sustainability reporting | Sustainable consumption | Sustainable consumption and production | Sustainable development | Sustainable livelihoods | Sweatshops | Take-back schemes | Tax avoidance | Technology sector | Telecommunications sector | Tobin tax | Traceability | Tragedy of the commons | Transparency | Travel and leisure sector | Triple bottom line | Union busting | Utilities sector | Value chain | Value creation | Values | Verification | Voluntary self regulation | Volunteering | Waste management | Water management | Water pollution | Whistle-blowing | White collar crime | Work-life balance | Zen

CODES, GUIDELINES & STANDARDS

AA 1000 Series of Standards | Agenda 21 | Anti-Slavery International | Apparel Industry Partnership (AIP) Code of 1997 | Bribe Payers Index | Business Charter for Sustainable Development | Business Principles for Countering Bribery | Business Social Compliance Initiative (BSCI) | CACG Principles | CERES Principles | Clean Development Mechanism (CDM) | Code of Labour Practices for the Apparel Industry Including Sportswear | Combined Code of Corporate Governance | Commonwealth Corporate Governance Principles | Corporate Responsibility Index | Corruption Perception Index | CSR Competency Framework | Domini 400 Social Index | Dow Jones Sustainability Indexes | Earth Charter | Eco-Management and Auditing Scheme (EMAS) | Equator Principles | ETI Base Code | EU Directive on Waste Electrical and Electronic Equipment (WEEE) | EU Green and White Papers on Corporate Social Responsibility | EU Greenhouse Gas Emission Trading System | Extractive Industries Review | Extractive Industries Transparency Initiative (EITI) | Fairtrade Mark | Five Capitals Framework | FLA Workplace Code of Conduct | Forest Stewardship Council (FSC) | FTSE4Good Index | General Agreement on Trade and Tariffs (GATT) | Global Compact | Global Corruption Barometer | Global Sullivan Principles of Social Responsibility | ICC Business Charter for Sustainable Development | ICFTU Code of Labour Practice | IFC Social and Environmental Performance Standards | ILO Declaration on Fundamental Principles and Rights at Work | ILO-OSH 2001 Guidelines on Occupational Safety and Health Management Systems | ILO Tripartite Declaration of Principles Concerning Multinational Enterprises and Social Policy | Interfaith Declaration: A Code of Ethics on International Business for Christians, Muslims and Jews | ISAE 3000 Standard for Assurance Engagements | ISO 9000 Series of Standards on Quality Management | ISO 14000 Series of Standards on Environmental Management | ISO 26000 Series on Corporate Social Responsibility | Johannesburg Declaration on Sustainable Development | Joint Implementation | King Report on Corporate Governance in South Africa | Kyoto Protocol | London Benchmarking Group Model | London Principles | Maquiladoras Standards of Conduct | Marine Stewardship Council (MSC) | Millennium Development Goals (MDGs) | Mining and Minerals for Sustainable Development | Montreal Protocol | National Corporate Responsibility Index | Natural Step Framework | OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions | OECD Guidelines for Multinational Enterprises | OECD Principles of Corporate Governance | OHSAS 18001 Standard on Occupational Health & Safety | Operating and Financial Review (OFR) | Rainforest Alliance Certification | Responsible Care Programme | Responsible Competitiveness Index | Rio Declaration on Environment and Development | SA 8000 | Sarbanes-Oxley Act | Sigma Project | Stockholm Convention on Persistent Organic Pollutants (POPs) | Sullivan Principles | Sustainability Reporting Guidelines | TRIPS (Trade Related Aspects of International Property Rights) Agreement | UN Convention Against Corruption | UN Declaration against Corruption and Bribery in International Commercial Transactions | UNEP International Declaration on Cleaner Production | UNEP Statement by Banks on the Environment and Sustainable Development | UNEP Statement of Environmental Commitment for the Insurance Industry | UN Global Compact | UN Millennium Development Goals (MDGs) | UN Norms on the Responsibilities of Transnational Corporations and Other Business Enterprises with Regard to Human Rights | UN Principles on Responsible Investment | UN Universal Declaration on Human Rights | US Federal Sentencing Guidelines | US Superfund Legislation | Voluntary Principles on Security and Human Rights | Wolfsberg Principles | World Federation of Sporting Goods Industry Code of Conduct

ORGANISATIONS

AccountAbility | African Institute for Corporate Citizenship (AICC) | Brundtland Commission | Business and Human Rights Resource Centre | Business for Social Responsibility (BSR) | Business in the Community (BITC) | Carbon Disclosure Project | Caux Round Table | Club of Rome | CSR Academy | CSR Asia | CSR Europe | Ethical Trading Initiative (ETI) | Ethics and Compliance Officer Association | EU Multi-stakeholder Forum on CSR | European Academy for Business in Society (EABIS) | European Alliance on CSR | European Business Ethics Network (EBEN) | Fair Labour Association (FLA) | Fairtrade Labelling Organizations International (FLO) | FINE | Forest Stewardship Council (FSC) | Forum EMPRESA | Global Business Coalition on HIV/AIDS | Global Reporting Initiative (GRI) | Institute for Corporate Culture Affairs (ICCA) | Institute of Environmental Management and Assessment (IEMA) | Institute of Social and Ethical Accountability (ISEA) | International Accreditation Forum (IAF) | International Association for Business and Society (IABS) | International Association for Impact Assessment (IAIA) | International Auditing and Assurance Standards Board (IAASB) | International Business Leaders Forum (IBLF) | International Fair Trade Association (IFAT) | International Federation for Alternative Trade (IFAT) | International Organic Accreditation Service (IOAS) | ISEAL Alliance | Marine Stewardship Council (MSC) | Rio Earth Summit | Social Venture Network | Society for Business Ethics | UN Conference on Environment and Development | World Business Council for Sustainable Development (WBCSD) | World Commission on Environment and Development (WCED) | World Economic Forum | World Social Forum | World Summit on Sustainable Development | World Trade Organization (WTO)