



Corporate Social Responsibility Einf Hrung Ma Nahmen

**Baltic Sea Academy,Max
Hogeforster,Philipp Jarke**



Corporate Social Responsibility Einf hrung Manahmen:

Corporate Social Responsibility - Mythen und Manahmen Gisela Burckhardt, 2014-01-09 In Zeiten der Globalisierung und Massenproduktion r ckt verantwortungsvolle Unternehmensf hrung immer mehr in das Bewusstsein der Unternehmen Damit Corporate Social Responsibility in Organisationen nicht als reine PR Ma nahme angesehen wird braucht es jedoch zun chst ein tiefes Verst ndnis was sich hinter dem Begriff eigentlich verbirgt Dieses Buch zeigt die Bandbreite von Unternehmensverantwortung zwischen Freiwilligkeit und Regulierung in globalen Lieferketten auf Es stellt Ma nahmen und Initiativen von Unternehmen vor und gibt konkrete Empfehlungen wie sinnvolle und nachhaltige CSR Ma nahmen in

Organisationen umgesetzt werden k nnen **Unternehmensethik, Nachhaltigkeit und Corporate Social**

Responsibility Frank Gogoll, Martin Wenke, 2024-07-03 Die Wahrnehmung gesellschaftlicher Verantwortung durch Unternehmen wandelt sich mehr und mehr von einer optionalen zu einer verbindlichen Aufgabe Dies gilt auch vor dem Hintergrund der seit 2017 geltenden CSR Berichterstattungspflicht vornehmlich f r die gro en Platzhirsche F r kleine und mittlere Unternehmen bildet die Besch ftigung mit dieser Thematik nach wie vor die Ausnahme obwohl diese Berichtspflicht ber die Wertsch pfungskette zuk nftig verst rkt auch an KMU weitergegeben wird Der vorliegende Band stellt Konzepte Instrumente und Verfahren der Integration unternehmerischer Verantwortung auf dem Fundament wirtschafts und unternehmensethischer Ans tze dar F r die 2 Auflage wurden verhaltensethische und verhaltens konomische Aspekte moralischer Handlungen einerseits und die klimapolitischen Vorgaben die neuen CSR Berichterstattungspflichten sowie die Lieferkettenverantwortung andererseits eingearbeitet **National Action Plans in the Global Governance of Business**

and Human Rights Yannick Poullie, 2022-05-31 Diese Arbeit analysiert Nationale Aktionspl ne f r Wirtschaft und Menschenrechte als bedeutsamen Schritt in der Entwicklung unternehmerischer Menschenrechtsverantwortung Angeleitet vom diskursiven Institutionalismus und gerahmt von einer Interpretation des Politikfeldes als Wettbewerb konkurrierender Ideen wird am Beispiel von Schweden und Deutschland detailliert der Einfluss staatlicher und nichtstaatlicher Akteure im Politikprozess beleuchtet und aufgezeigt unter welchen Bedingungen unternehmerische Menschenrechtsverantwortung gr ere Verbindlichkeit gewinnt Die Studie leistet theoretisch und empirisch einen innovativen Beitrag zur

politikwissenschaftlichen Menschenrechtsforschung Die Corporate Social Responsibility-Politik der Europ ischen

Kommission Martin Muchitsch, 2012-05-20 Seit dem Jahr 2000 steht Corporate Social Responsibility CSR auf der offiziellen Agenda der EU Prinzipiell als freiwilliger Ansatz definiert wurden jedoch auch ein rechtlich verbindlicher Rahmen und dessen regelm ige Pr fung diskutiert im weiteren Verlauf der Debatten allerdings wieder verworfen Martin Muchitsch beleuchtet die politische Dimension des CSR Diskurses in dem er den Positionswandel der Europ ischen Kommission als Ergebnis politischer Prozesse analysiert bei denen unterschiedliche Akteure um die Durchsetzung ihrer Interessen k mpfen

Corporate Social Responsibility and Women's Entrepreneurship around the Mare Balticum Baltic Sea

Academy, Max Högeförster, Philipp Jarke, 2013-09-11 Vol 10 of the BSA Series Shareholder value the old egocentric mantra of business is obsolete Modern entrepreneurs care about society and the environment simply because employees as well as more and more customers appreciate fair and sustainable business conduct Enterprises try to meet this demand by implementing Corporate Social Responsibility CSR a strategic tool to engage with important stakeholders build trust and enhance long term competitiveness SMEs are predestined for such close relations to customers and communities But still SMEs hesitate to fully engage in CSR mostly for their tight time resources and budgets The authors of this book demonstrate that for SMEs in the Baltic Sea region CSR is a key to future success that does not need to be overly sophisticated or costly Women are still underrepresented as entrepreneurs in the Baltic Sea Region In the second part of this book the authors look into the barriers that hinder women from starting their own business and develop strategies to change this in order to tap two of the great resources of the Baltic Sea Region the knowledge and creativity of half its workforce The texts in the book are printed in German or English

Finding a Solution to Leadership Niels Brabandt, 2019-10-21 Business and employee management are key subjects in business administration For decades actually for centuries there has been a discussion about how effective leadership of people or employees can be realized It has always been a major concern within market based economic systems to learn how its products and services should be designed in order to generate consumer demand That the discussion about business and employee management is more relevant than ever is linked to the fact that leadership situations are influenced by a variety of external factors They include in particular political cultural social demographic economic and technological developments It is therefore required for business and employee management to be adapted to those external framework conditions on a permanent basis In former times the assumption in mainstream leadership research was that leadership success relied on specific personal characteristics Later on the prevailing view was that the decisive factors in employee management lied in specific leadership behavior or leadership styles Today s research on leadership is dominated by situation oriented approaches providing for specific leadership concepts for specific organizational and employee related structures The present thesis is an attempt to bundle a variety of approaches to leadership with the aim of providing an overarching framework for concepts of a similar nature Therefore the leadership concept to be developed in what follows is to be characterized by the principles of holism and sustainability The first step is to present the fundamentals of leadership and management in order to introduce key terms and concepts and provide an overview of the research on leadership Chapter 3 deals with separately displaying the business and employee management approaches of various management pioneers distinguishing between early and contemporary pioneers Each approach is presented in consideration of its key elements its strengths and opportunities as well as its weaknesses and limitations The fourth chapter finally is devoted to developing a holistic and sustainable leadership concept

Corporate Social Responsibility (CSR)-Maßnahmen und Stakeholderkommunikation von Nike Inc. Hanna Treyer, 2019-10-24 Studienarbeit aus

dem Jahr 2019 im Fachbereich BWL Offline Marketing und Online Marketing Note 1 2 Macromedia Fachhochschule der Medien Stuttgart Sprache Deutsch Abstract Immer mehr Firmen nutzen die Möglichkeit sich durch nachhaltige Innovationen von der Konkurrenz abzuheben und für ihre Stakeholder attraktiver zu werden. Damit diese Stakeholder von dem nachhaltigen Handeln erfahren werden, die Maßnahmen der gesellschaftlichen Verantwortung transparent und öffentlich kommuniziert. Aus diesem Verantwortungsgedanken heraus entwickelt sich der Begriff Corporate Social Responsibility (CSR). Ziel der Arbeit ist es, die CSR-Strategie des Unternehmens Nike Inc. strategisch und operativ zu analysieren. Zunächst werden die Begriffe Stakeholderkommunikation, CSR und Nachhaltigkeit definiert. Im Hauptteil der Arbeit wird das Zusammenspiel von dem Unternehmen und dessen Stakeholdern dargestellt. Der Fokus liegt dabei in der Analyse der Unternehmenstätigkeit und der Wechselbeziehung mit den relevanten Stakeholdern unter Berücksichtigung der CSR-Maßnahmen. Anschließend wird auf die allgemeine CSR-Relevanz im globalen Markt eingegangen. Im Fazit werden die analysierten CSR-Maßnahmen von Nike zusammengefasst und eine Trendentwicklung der Marke gegeben. Durch die Globalisierung, die Digitalisierung und den damit verbundenen gesellschaftlichen Wandel stehen Unternehmen gegenwärtig vor gravierenden Veränderungen. Verbraucher haben eine große und vielfältige Auswahl an Produkten und Dienstleistungen. Gleichzeitig werden die Themen Nachhaltigkeit und gesellschaftliche Verantwortung von Unternehmen für viele Menschen immer bedeutsamer. Von Unternehmen wird heute deutlich mehr erwartet als nur Gewinne zu erwirtschaften. Die Corporate Social Responsibility kann in der Unternehmenspraxis als ein Konzept definiert werden, welches die Grundlage für nachhaltiges Wirtschaften eines Unternehmens bildet. CSR bezeichnet die Bereitschaft der Unternehmen sich mit den für sie relevanten Stakeholdergruppen und deren Ansprüchen auseinanderzusetzen. In der Praxis wird oft das Synonym Nachhaltigkeit verwendet, wobei der Begriff in drei Sphären unterteilt werden kann: sozial, nachhaltig, ökonomisch, nachhaltig und ökologisch, nachhaltig.

Die Wahrnehmung der CSR-Maßnahmen im Handel und Vertrieb in Rumänien Razvan Joanta, 2010-07-19 Inhaltsangabe

Einleitung Unternehmen von heute stehen in der permanenten Herausforderung im globalen Wettbewerb zu bestehen, aber auch den wachsenden Forderungen unterschiedlichster Anspruchsgruppen nach höherer gesellschaftlicher Verantwortung gerecht zu werden. Die Globalisierung sowie der Wertewandel mit ihren geänderten und gesteigerten Bedürfnissen verschiedener gesellschaftlicher Gruppen bedingen für zukünftig erfolgreiche Unternehmen andere Steuerungsmodelle der Unternehmenspolitik und -führung. Der Vorstandsvorsitzende eines bedeutenden deutschen Unternehmens wurde kürzlich in einer Ausgabe von Die Zeit zitiert mit den Worten: Profit ist nicht alles, es muss auch noch andere Orientierungsparameter für Unternehmen geben. In dieser Aussage liegt der Kern der CSR-Forschung: wie entwickeln wir auch die anderen Fähigkeiten eines Unternehmens etwas zu verdienen? Profit erzielen alle Unternehmen mehr oder weniger, aber was noch dazu? Im westlichen Teil Europa und in Amerika ist CSR ein alltäglicher Begriff, für die Firmen aber in unserem Lande die Unternehmen lernen den Begriff erst richtig kennen. Es gibt wenige Studien in Rumänien, die die Wahrnehmung der CSR-Maßnahmen

hervorheben die einen Blick ermöglichen wie die Einheimischen damit umgehen würden. Die Theorie ist bekannt, CSR Aspekte sind längst besprochen worden, aber konkrete mannigfaltige Studien wurden in Rumänien nur noch wenig durchgeführt. Die vorliegende Arbeit möchte einen einfachen Überblick anbieten wie in Rumänien die CSR Aspekte wahrgenommen werden. In den ersten Teilen der Arbeit werden verschiedene theoretische Begriffe und Konzepte bearbeitet, praktisch die Grundlage für die Studie. Im 5. Kapitel kann man eine Zusammenfassung der Studie lesen, die in April/Juni 2010 landesweit gemacht wurde, gefolgt von deren Schlussfolgerungen.

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33 2 Aspekte bezüglich der Marken und Betriebs- und Vertriebstypen im Handel

36 2 1 Vorteile **Corporate Social Responsibility als Erfolgsfaktor bei M&A-Transaktionen** Katja Theuerkorn, 2013 Corporate Social Responsibility und nachhaltige Entwicklung Jan Jonker, Wolfgang Stark, Stefan Tewes, 2010-11-18

Das Buch kombiniert eine Einführung in den Inhalt und Kontext von Corporate Social Responsibility, CSR und Nachhaltigkeit mit einem umfassenden Glossar der wichtigsten Begriffe aus dem Themenfeld. Während der erste Teil die wesentlichen Argumentationslinien einer CSR Strategie zusammenfasst, dient der zweite Teil der Schärfung der Konzepte und Begrifflichkeiten und erleichtert somit das Verständnis für das Thema der gesellschaftlichen Verantwortung von Unternehmen. Neben der kompakten Darstellung der Bestandteile der Debatte liefern vielfältige Ressourcen einen vertiefenden Einblick zur thematischen Auseinandersetzung.

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