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Chapter 1 Definitional Evolution

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Corporate Social Responsibility

3 Standards, Code and Reporting
- ISO's
- GRI
- UNGC
- ICMM
- EITI

Chapter 2 Developing Countries
- Visser Model
- Opposite to Western-centric Factors

Chapter 3 CSR in PNG: A Corporate Case Study
Corporate Social Responsibility

Case study comparisons did it lead to anything like CSR - customary land tenure.

The boundaries of corporate social responsibility and the limits for reporting of progress towards sustainability are increasingly being institutionalised through global regimes and standards.

Corporate social responsibility (CSR), also called corporate citizenship, corporate social responsibility (CSR), is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and assesses its actions to comply with the spirit of the law, ethical standards and norms.

The term "corporate social responsibility" became popular in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly conceived.

Proponents argue that corporations increase long-term profits by operating within CSR, while critics argue that CSR distracts from business economic role. A 2000 study compared 100 empirical studies on the relationship between social and financial performance, concluding that the contradictory results of previous studies reporting positive, negative, and neutral financial impact were due to flawed empirical analyses and claimed that the study is properly specified. CSR has a neutral impact on financial outcomes.

Critics questioned the "litany" and sometimes unrealistic expectations of CSR, or that CSR is merely window dressing, or an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations.

Political sociologists became interested in CSR in the context of theories of globalization, neoliberalism and big capital. Some sociologists viewed CSR as a form of social legitimacy and in particular point out that what began as a social movement has been transformed over time into a business model and a contractual management device, often with questionable results.

CSR is framed to align with an organisation's mission as well as a guide to what the company stands for to its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organisations (like the United Nations for example) adhere to the triple bottom line (TBL). It is widely accepted that CSR adheres to similar principles, but with no formal act of legislation.
4 Types of Theory

- Instrumental
- Political
- Integrative
- Ethical

Donati (1991) a contemporary sociologist reviewed many aspects of Parsons (1961). They suggest that business and society relationship must include these four aspects or dimensions and some connection must exist.
**Instrumental theories**

- Concerned with profits
- Maximize shareholder profits
- Correlation between shareholder profits and financial performance
- CSR is only a question of enlighten self interest (Keim 1978)

Focusing on achieving economic objectives through social activities

Freidman (1970); Jensen (2000); Porter and Kramer (2002); Hart (1995); Litz (1996)
**Political Theories**

- Corporate constitutionalism
  The power business has in society and the impact of this power.
- Integrative social contract theory
  Social contract between business and society.
- Corporate citizenship
  Increasingly clear business has to take into account the community it is operating in.
  Being a global actor in the global context have been considered key.

Focusing on a responsible use of business power in the political arena

Davis (1960, 1967); Donaldson & Dunfee (1994, 1999); Wood & Lodgson (2002); Andriof & McIntosh (2001); Matten & Crane (2005)
Integrative Theories

- Stakeholder Management
  - Orientated towards Stakeholders or people who affect or who are affected by corporate policies or practices
- Issue Management
  - Corporate processes of response to those social and political issues which may impact significantly upon it
- Corporate Social Performance
  - Pyramid of CSR
- Public Responsibility
  - Laws and social performance are taken as a reference for social performance

Focusing on the integration of social demands,
Watrick & Mahon (1994); Preston & Post (1975, 1981); Mitchell et al. (1997); Agle & Mitchell (1999);
Rowley (1997); Carrol (1979); Wood (1991b); Swanson (1995).

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Politica...

- Corporate constitution
  - The power business exercise of this power.
- Integrative social contract
  - Social contract by society and citizenship...
Ethical Theories

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- Stakeholder Normative theory
  - Considers fiduciary duties towards
    (Kantian, Utilitarian, theories of justice)
- Universal Rights stakeholders of the firm. Its application requires reference to moral theory
  - Framework based on Human Rights, labour rights and respect for the environment
- Sustainable Development
  - Aimed at achieving human development considering present and future generations
- The Common Good
  - Oriented towards the common good of society

Focusing on the right thing to achieve a good society.
Freeman (1994); Phillips (2003); The Global Sullivan Principles (1999); UN Global Compact (1999); Brutland Report (1987); Gladwin & Kennelly (1995); Alford & Naughton (2002); Mele (2002); Kaku (1997)
Visser Model
Opposite to Western-centric Factors

- Socio-economic
- Code and Standards
- Governance Gaps
- Socio-cultural
  - Specific to PNG
    - Special Agreements
    - Landowners

*This then creates the cross-vergence because CSR is heavily influenced by social and cultural institutional pressures.*