

Managing Corporate Social Responsibility: A Communication Approach By W. Timothy Coombs

By W. Timothy Coombs

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Social responsibility is an ethical framework which suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society

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Corporate Social Responsibility (CSR) - has become a bigger focus among businesses including employees, suppliers, and the community.

Corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The term generally applies to

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Recent years have witnessed increasing importance on corporate social responsibility, especially as concerns about climate change are becoming mainstream.

In the last decade, in particular, empirical research has brought evidence of the measurable payoff of corporate social responsibility (CSR) initiatives to companies

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation

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There is much debate and criticism surrounding the concept of corporate social responsibility. Some people believe that the actual responsibility of a business is

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