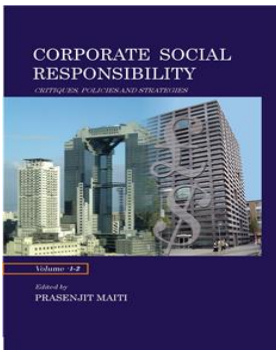


Corporate Social Responsibility: Critiques, Policies and Strategies (Vol. 1-2)

[Prasenjit Maiti](#)



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Blurb

Corporate Social Responsibility as an analytical tool can be used in the field of Business Management to facilitate different business practices from both an ethical angle and a utilitarian perspective. Business managers should try to entrench networks of trust, loyalty and cooperation within and without their organizations. This also makes good business sense in terms of rational choice theory. Good business is also about establishing customer-friendly images in a manner that highlights values such as reliability, trustworthiness, quality, economy and durability. These values evolve over time and are underpinned by a sustained relationship of confidence. So specific products more often than not become identified with brand names either for niche or for broadbased markets. Brand equity and positioning so generally depend upon the successful merchandizing of products and their images. The problematique of this edited anthology is structured around the polemic of civil societal institutions (networks and embeddedness) and democratic governance (inclusive growth and participatory development) among other critical areas of social scientific research. This line of theoretical research is expected to contribute new knowledge and facilitate innovative research to better understand the interactions and interplay between actors and their institutions. This anthology would benefit corporate managers, business leaders, management researchers / students, social scientists and the general reader.

Table of Contents

VOLUME 1

1. Corporate Social Responsibility: An Introduction to the Discourse — Prasenjit Maiti
- 2 Towards a System of Global Ethics in International Business — Ajnesh Prasad
- 3 Corporate Responsibility and Competitiveness — Veena Tewari Nandi
- 4 CSR Practice in India: A Study with a Global Contrast — Veena Tewari Nandi and Nasim Rehman
- 5 Corporate-Community Relations in Nigeria's Oil Industry: Challenges and Imperatives — Uwafiokun Idemudia and Uwem E Ite
- 6 Conceptualising the CSR and Development Debate — Uwafiokun Idemudia
- 7 Cerro De San Pedro: Grassroots Movements in Cooperation and Conflict to Stop a Living City from Disappearing — José G Vargas-Hernández
- 8 Environmental and Economic Development and Shrinkage of Atenquique — José G Vargas-Hernández
- 9 FDI and Corporate Social Responsibility: A Developing Country Case Study of Nepal — Raghu Bir Bista
- 10 Understanding Local Values, Cultures and Traditions: A Gateway for Responsible Development — Chandima Daskon
- 11 The Relevance of Vedic Philosophy in Corporate Governance — Pradeep Kumar Gupta
- 12 Two Sides of the Same Coin? Labour Law and CSR — Attila Kun

VOLUME 2

1. Corporate Social Responsibility: An Introduction to the Discourse - Prasenjit Maiti
2. Philanthrocapitalism and Corporate Social Responsibility: Do They Really Empower Civil Society? - Radha Holla and Lakshmi Menon
3. Community Participation in Corporate Led Initiatives for Health - Vandana Bhattacharya and Ramnik Ahuja
4. Corporate Social Responsibility: A Value and A Strategy - Archana Shrivastava
5. Human Rights and Globalization The Myth of Corporate Social Responsibility? - Delphine Rabet

6. Environment Protection and Corporate Social Responsibility: A Critique - Prabhat Kumar Singh and Poornima Gupta
7. Effects of Corporate Governance: Failures on the Economy and the Measures needed henceforth - Puja Kasat and Priyanka Garg
8. Corporate Social Responsibility in Bangladesh: A Primer — Kazi SM Khasrul and Alam Quddusi
9. CSR of Business: Stakeholders' Perspectives and Policy Recommendations for Bangladesh - Mohammad Abul Bashar, Md. Rafayet Alam and Shanewaz Mahmood Sohel
10. Corporate Social Disclosure of Supply Chain Issues: A Focus on Selected Global Companies - Sabrina Bahia, Ataur Rahman Belal and Niaz Ahmed Khan
11. Corporate Governance - Prashant Tripathi
12. During recession it is the responsibility of the corporates to retain good resources - Saurav Gupta and Yogita Gupta.

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