



Csr Overload a Critical Analysis of Corporate Social Responsibility from the Companies and the Consumers Point of View

By Thomas Demmerling

GRIN Verlag. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 8.2in. x 5.8in. x 0.4in. Masters Thesis from the year 2013 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1, 5, University of applied sciences Dortmund, course: BWL - Unternehmensethik, Wirtschaftsethik, Marketing, language: English, abstract: The term and concept of Corporate Social Responsibility (CSR), which generally means that companies voluntarily takeover responsibility for different social, economic, ecological, and culture issues, has gained such popularity among academics and the popular media that it seems to be ubiquitous nowadays. More recent incidents and scandals such as Nestle - Powder Milk, Shell - Brent Spar, Enron, Parmalat, Sweatshops by different sports equipment and electronic devices producers and finally the financial crisis which made the headlines among many others, which did not make it to the front page, have forced companies to consider CSR even more. But also other issues such as climate change and global warming, human rights situation and terrorism affect how companies conduct their strategies and operational practices today. It is observable that almost every large corporation in the western world makes some effort to communicate how it is committed to social issues that lie beyond its basic profit...



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