

Book Review

NEW PERSPECTIVE ON CORPORATE SOCIAL RESPONSIBILITY: LOCATING THE MISSING LINK

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This book examines the missing links in the way businesses operate today within the current economic scenario which may have led to corporate misconduct. It focuses on sustainable, responsible and inclusive approach thus hinting at how economic , social and ecological resources are converted in to Products and Services.

The goal is to explore the circumstances, and observing the development of macro-economic, institutional and organisational systems and the behaviour of individuals. By recognizing these parameters, new structures and forms may be achieved which could become the potential new norm. This new approach may result in to trust, fairness, loyalty, mutual equality which may eventually lead to improved credibility thus leading to effective competitive advantage. Such an operating environment may serve two aims. At the micro level it could help the organisation to win back the lost integrity and at the macro level it could offer a more sustainable approach in the utilization of scarce and precious resources. The enhanced credibility shall help the organization to grow in many spheres – increased customer and employ loyalty/motivation, minimise the chances of controversy.

The book covers many broad areas in the field of business, humanities, and the social sciences including organisational processes like strategic and operational management, supply chain management , human resource management, and education as well.

The book is comprehensively divided into three sections- Theoretical, Practical and Educational Part.

Theoretical aspect of CSR is defined as the main concept, frameworks and themes for the development of sustainable CSR solutions. The message in this part of the book is that a business does not exist in isolation, hence a company’s values are inseparable from its long term capability to create economic value.

It highlights how our perceptions of organisational environment or “industrial mind-set” restricts our cognitive process. Adopting a new perspective of the future would empower transformation of the complete system that would create a synergistic effect between the organisations to collectively work for their common interests. That would be a pro-active approach in determining the future. In an environment where management is becoming more complex and a chaotic process, it has become the need of the hour to propose a system that would transform the entire process. The author is of the view that there is a shift from unique selling proposition to multiple value proposition. Therefore there is a need to link organisation –ecological thinking to sustainability and connecting multiple value creation to sustainable organising between organisations. This has to be embedded into the everyday activities of the organisations.

Practical Aspect of the CSR works on the micro-level aspect of managing CSR and sustainability in everyday business. Various areas such as development, integration and implementation of sustainable CSR solutions in to the business models across the value chain thus covering various management functions like finance, governance , CSR Reporting, Supply Chain human resource.

The Educational part focuses on the importance of teaching ethics in business practices to management students in terms of the curriculum to be considered while deciding the CSR activities. Higher education is more pertinent to the needs of the working environment. Basis this the missing link between Business education and ethical needs can be identified. The main aim is to foster ethical competence in higher education institutions.