

Introduction to

Corporate
Social
Responsibility



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How companies Benefit from CSR

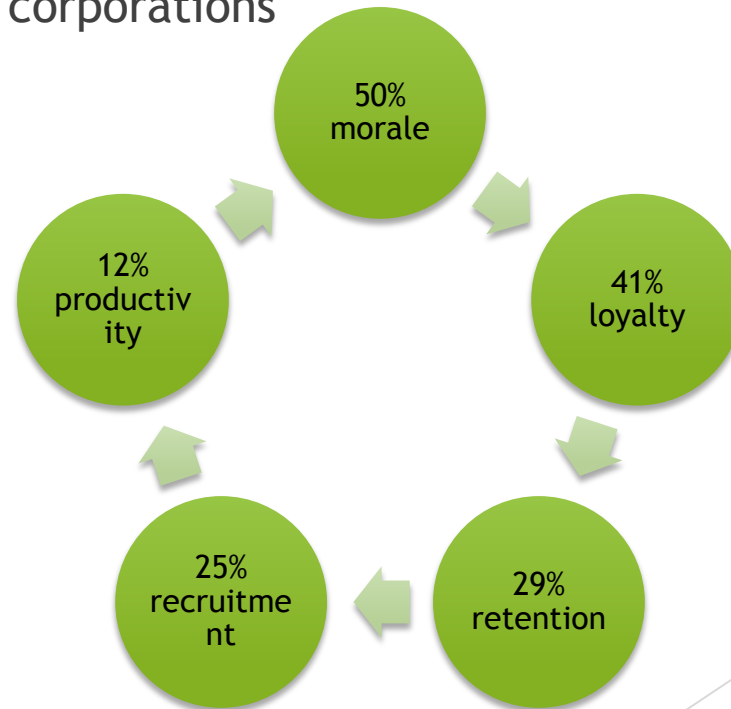
1. Improves public Image
2. Increases media coverage
3. Boosts employees engagement
4. Attracts and retains Investors

Arguments Against CSR

- ▶ Money spent on CSR by managers is theft of the rightful property of the owners
- ▶ Our company is too busy surviving hard times to do this. We can't afford to take our eye off the ball - we have to focus on core business.
- ▶ Social responsibility should be framed by government.
- ▶ Company should focus on profit

Arguments for CSR

- ▶ It is Right thing to do
- ▶ Environmental problems were caused by corporations
- ▶ They have resources for CSR
- ▶ Prevent intervention of government
- ▶ It can lead to profitability
- ▶ Cuts cost



Customers perceiving CSR



- ▶ 60% of consumers take in consideration carbon footprint of the product
- ▶ 63% of customers would consider buying product with lower carbon footprint
- ▶ 70% of customers wants more carbon foot information of the product
- ▶ ONLY 12% think that companies do enough about carbon footprint

Four Case Studies on Corporate Social Responsibility: Do Conflicts Affect a Company's Corporate Social Responsibility Policy?



References

- ▶ <http://www.arabianindustry.com/hospitality/news/2016/feb/11/csr-pays-off-for-millennium-airport-dubai-5292820/>

Thank you for your attention 😊

