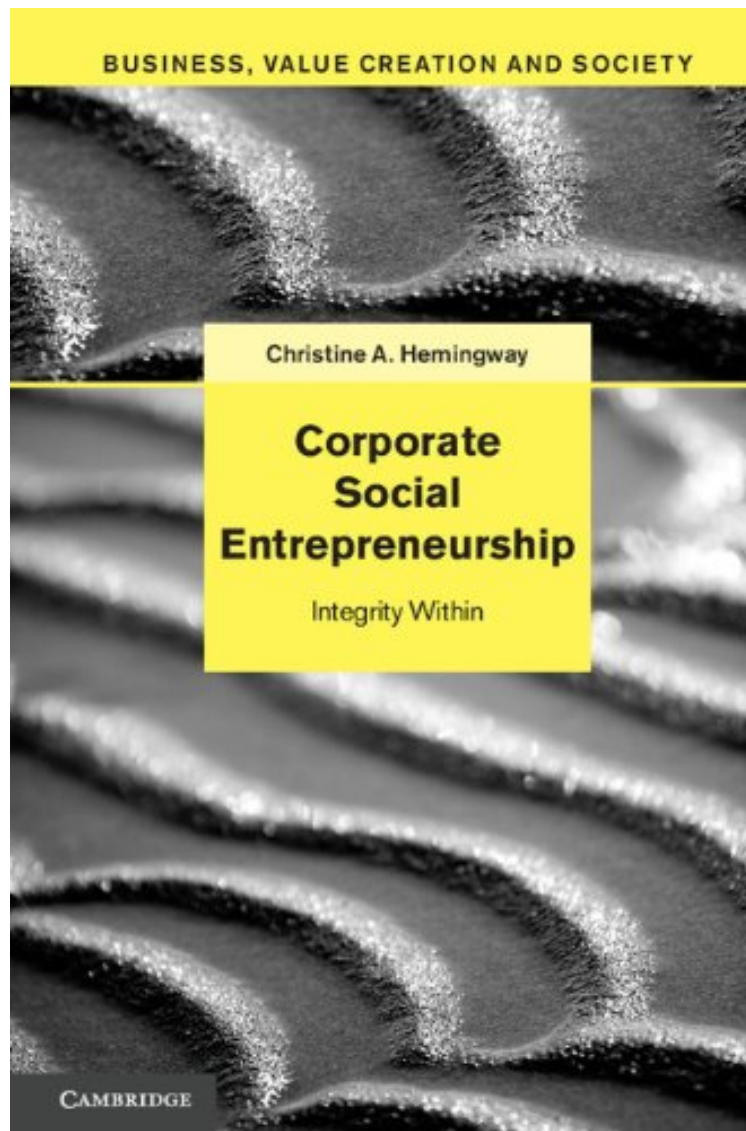


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## Corporate Social Entrepreneurship: Integrity Within (Business, Value Creation, and Society)

*Christine A. Hemingway*

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**Christine A. Hemingway : Corporate Social Entrepreneurship: Integrity Within (Business, Value Creation, and Society)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Social Entrepreneurship: Integrity Within (Business, Value Creation, and Society):

Business ethics teaching appears to have had little impact, particularly in the light of continued malpractice and misdemeanour in the form of financial scandals, environmental disasters and adverse consequences for communities. This timely book directly addresses a central question: is it that the existence of an ethical or an unethical climate influences behaviour, or, does the presence or absence of a moral character and personal values have the greatest influence on behaviour at work? Hemingway proposes four modes of individual moral commitment to corporate social responsibility (CSR) and sustainability: the Active Corporate Social Entrepreneur, the Concealed Corporate Social Entrepreneur, the Conformist and the Disassociated. Hemingway posits that the Conformists represent the majority of people in organisations, adhering to the prevailing ethical climate, whatever that might be. However, it is the discovery of the corporate social entrepreneur which offers students and scholars a critical, alternative and optimistic perspective for the future of ethical business.

"As we look towards the future of CSR, corporate social entrepreneurship (CSE) is assuredly on the cutting edge of growth and this book by Christine Hemingway makes a momentous contribution towards understanding its modes of realization. Eminently qualified, based on experience and scholarly background, Hemingway expertly crafts four modes of moral commitment which frame the range of manifestations of social entrepreneurship. Her interviews and research form a concrete empirical basis for her detailed descriptions of the interrelatedness of personal values (integrity within) and the supportiveness of the organization culture in which corporate social entrepreneurship grows. Her identification of the ascendancy of the Active CSE as the richest ideal serves as a model for integrity in action. This is a must read for all those interested in the future of CSR; this is a major contribution to both theory and practice." - Archie B. Carroll, Professor Emeritus of Management, Terry College of Business, University of Georgia

"This book combines insights from philosophy, psychology, empirical studies, and practical experience into an eloquent explanation about why people behave badly in business and why individual actors comprise the core of CSR. Practitioners and business students will find this book engaging and informative." - Joanne B. Ciulla, Professor and Coston Family Chair in Leadership and Ethics, The Jepson School of Leadership Studies, University of Richmond

"For too long, management researchers have acted as if individual managers were irrelevant to our understanding of corporate social responsibility. Christine Hemingway offers a refreshing antidote to this myopia with a powerful account of what she calls 'CSR as a subjective state'. Weaving together theory and data on ethics, agency, entrepreneurship and personal values, she demonstrates beyond any doubt that micro-level analysis of CSR has a tremendous amount to offer the field." - Andrew Crane, George R. Gardiner Professor of Business Ethics, Schulich School of Business, York University

"This book is long overdue. Corporate social entrepreneurship is the exciting new wave in understanding corporate social responsibility. To date, however, the buzz has been loud and the academic response muted. Hemingway fills this silence. She pushes the reader to see how corporate responsibility stretches far beyond the simple task of avoiding fines and scandals to include goals that spring from the self-transcendent values of employees." - Thomas Donaldson, The Mark O. Winkelman Endowed Professor, The Wharton School, University of Pennsylvania

"Finally someone tells us that the artificial divide between CSR and Ethics is just a big hoax. Dr Hemingway does so by exposing the reader to a challenging question: is a company 'good' because it is run by 'good' people? If you study, research or practice CSR - this is the book to read right now." - Dirk Matten, Professor of Strategy, Hewlett-Packard Chair in Corporate Social Responsibility and Co-Director, Centre of Excellence in Responsible Business, Schulich School of Business, York University

**About the Author** Christine A. Hemingway is an ex-corporate executive turned academic, having spent over a decade in blue-chip industrial management, followed by 14 years as an academic. She has over 30 years' experience working in public and private sector organisations. Currently, she is Visiting Fellow at the Nottingham University Business School (UK). Prior to this, she was a Brand Manager in a wide range of different industries, predominantly in fast moving consumer goods, and latterly was European Marketing Manager with Allied Domecq. She has taught social entrepreneurship at the University of Nottingham and strategic management and marketing at the University of Hull. Her research interests are in the psychological drivers of corporate social responsibility (CSR): business ethics, as well as management and organisational behaviour. Her research centres on moral psychology and social responsibility as a subjective state.