

Corporate Social Responsibility: Definition, Core Issues, and Recent Developments

Brent D. Beal

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CORPORATE SOCIAL RESPONSIBILITY

Definition, Core Issues, and Recent Developments



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AShawishGreat book!

Corporate Social Responsibility: Definition, Core Issues and Recent Developments offers a well-structured and thorough introduction to corporate social responsibility (CSR). Author Brent D. Beal introduces the basic concept of CSR, briefly discusses the challenges of defining it, and summarizes important conceptual models. CSR is examined in the context of the perfect competition market model, market failure, and social dilemmas. Three different types of CSR—systemic, strategic, and philanthropic—are highlighted. Finally, arguments both for and against CSR are outlined and several conceptual frames are proposed. Readers are encouraged to think about what businesses should be responsible for in society and how a society's economic system should be structured, bounded, and ultimately, controlled. This text is appropriate for any business course in which the introduction of CSR would complement other course content.

About the Author Dr. Brent D. Beal teaches Strategic Management in the College of Business and Technology at University of Texas at Tyler. Dr. Beal conducts research on corporate social responsibility (CSR), strategic management, value creation, and economic markets. He is particularly interested in the interplay between business and society and in the norms, narratives, and institutions that govern this interaction. Dr. Beal has published research articles in the *Journal of Philosophical Economics*, *The Academy of Management Journal*, *Journal of Management*, *Business Horizons*, *Journal of Managerial Issues*, and the *Case Research Journal*.