Preface

Corporate social responsibility (CSR) is a field that impacts on all aspects of human existence. Professions and professionals in both advanced and emerging economies have a lot to consider in the quest to ensure that their activities do not adversely affect society or if they do; how they can best reduce the adverse impact should be of paramount importance to them in our world today. It was realized that there is a pronounced absence in the market of a book that explores how various professions and those that represent these professions in organizations have absorbed CSR’s requirements in what they do.

Being socially responsible on the part of corporate entities; some scholars and practitioners have argued is one of the sine qua non of success in modern markets. If this is so, then it is in the best interest of these entities to source out what actions they need to take in order to act responsibly. Responsibility is demonstrated by actions and deeds; not by words or information inserted in some glossy magazines or corporate websites.

It is believed that a book on how different professions and those practicing these professions have interpreted the field of CSR would not only provide some useful insights into how the requirements of CSR are being met by corporate entities but it would also provide a framework for a better understanding of how the field is shaping out as it continues to evolve since its general acceptance worldwide. The world today is radically different from what it used to be several decades ago or even some 12 months ago. As the effect of the unprecedented current global financial crisis continues to affect everyone, it becomes even more important that corporate entities demonstrate the highest order of responsibility in their dealings. Corporate entities function through individuals which therefore makes it imperative for these individuals to fully understand what is expected of them in order to be socially responsible.

This book has been fortunate in its ability to have attracted interests from scholars of both traditional and modern professions. It is therefore hoped that the information it contains will be useful to our readers from any sector of society for example education, industry and commerce, practitioners, international organizations, governments, non-governmental organizations and those who are concerned
about the adverse impacts of corporate activities on mankind, the environment and also the future of our planet.

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