## Contents

**Professionals’ Perspectives of CSR: An Introduction** ........................................ 1  
Samuel O. Idowu

### Part I  Business and Management

1  **Corporate Responsibility, Accounting and Accountants**  .............. 11  
   Carol A. Tilt

2  **Perspectives of Lawyers in Practice on CSR**  .......................... 33  
   Patricia Park

3  **Corporate Social Responsibility from the Perspective of Corporate Secretaries**  49  
   Samuel O. Idowu

4  **Mainsteaming Corporate Social Responsibility: A Triadic Challenge from a General Management Perspective**  71  
   François Maon, Valérie Swaen, and Adam Lindgreen

5  **The Company Directors’ Perspective of Corporate Social Responsibility**  97  
   Royston Gustavson

6  **The Need to Reconsider Societal Marketing**  .................... 119  
   Timothy T. Campbell and José-Rodrigo Córdoba

7  **An Analysis of Corporate Social Responsibility, Trust and Reputation in the Banking Profession**  .................. 135  
   Sallyanne Decker and Christopher Sale

8  **An Analysis of Corporate Social Responsibility (CSR) and Sustainability Reporting Assessment in the Greek Banking Sector**  157  
   Konstantinos I. Evangelinos, Antonis Skouloudis, Ioannis E. Nikolaou, and Walter Leal Filho
Part II  Engineering

9  Industrial Engineering’s Perspective of CSR  .......... 177
    Velázquez Luis, Munguía Nora, Zavaleta Andrea, Esquer Javier,
    and Marin Amina

10  An Exploratory Study of the Corporate Social
    Responsibility Practices in the Greek Manufacturing Sector  .... 191
    Nikolaos A. Panayioutou, Konstantinos G. Aravosis,
    and Konstantinos Saridakis

Part III  Environment, Estate Management and Valuation and
          the Built Environment

11  Corporate Social Responsibility: The Investor’s Perspective  .... 211
    Céline Louche

12  Corporate Social Responsibility: The Estate Surveyors and
    Valuers’ Perspective  ......................................... 233
    Olatoye Ojo

13  Corporate Social Responsibility and Ethics in Real Estate:
    Evidence from Turkey  ......................................... 253
    Berna Kirkulak

Part IV  Not-for Profit Organisations and Leisure

14  Does ‘Corporate’ Responsibility Apply to Not-for-Profit
    Organizations?  ................................................. 271
    Elizabeth Hogan

15  A Hotelier’s Perspective of CSR  ............................ 289
    Diana Luck and Jean Bowcott

16  Emphasizing the ‘Social’ in Corporate Social
    Responsibility: A Social Work Perspective  .................. 301
    Dyann Ross

17  Democratic Gains in Public Administration at Local Level
    in Terms of CSR: Theory and Practice-Based Approaches
    at Izmir Metropolitan City, Turkey  .......................... 319
    Zerrin Toprak Karaman

Part V  Education, Consultancy, Research and Human
          Resource Management

18  An Academic’s Perspective on the Role of Academics in
    Corporate Responsibility  ..................................... 347
    Ralph Hamann
19 The Proliferation of CSR from Two Professional Perspectives: Academic Researchers and Consultants ........................................... 363 Karolina Windell

20 An Analysis of the Competence of Business School Teachers to Promote Sustainable Development in Finland ......................... 379 Liisa Rohweder and Anne Virtanen

21 Corporate Social Responsibility and Human Resource Management: A Strategic-Balanced Model ........................................... 393 Ananda Das Gupta

22 Corporate Social Responsibility in the 21st Century: Some Thoughts ................................................................. 409 Walter Leal Filho

About the Editors ................................................................. 413
About the Contributors ........................................................ 415
Subject Index ........................................................................ 423
Professionals’ Perspectives of Corporate Social Responsibility
Idowu, S.O.; Leal Filho, W. (Eds.)
2010, XVIII, 445 p., Hardcover
ISBN: 978-3-642-02629-4