

# Preface

Modern businesses are expected to be socially responsible regardless of their industry of operation or country of abode. The age of economic globalization, efficiency in information transfer, and the desire to make our world a more sustainable place of abode for everyone have all combined together to make it even more so.

The principles advocated by international organizations, global investors, governments, capital markets, etc., for corporations to ensure that they have in place a good system of governance have compellingly meant that global businesses can no longer continue to dream that irresponsible and reckless actions would help them to survive and prosper.

Interestingly, it has now become apparent that corporate entities in both developed and developing economies of the world are conscious of their social responsibilities to all their stakeholders. This is certainly a step in the right direction; our world can only be a better place for this generation and future generations of all living objects to exist in, if we all as individuals and corporate entities were to take issues relating to social responsibility very seriously.

Global businesses whether small, medium, or large have several parts to play in the debate on social responsibility. Effective individual and corporate actions on social responsibility are required by all, which perhaps explains why these two editors have taken the step to call for a book on *Corporate Social Responsibility in the Business World*. The book has been particularly fortunate in attracting interest from nine countries in five of the six continents that make up our world. The views expressed in each of the 19 chapters could therefore be said to be truly global. The main objective of the book was to gather together in a book the progress which corporations have made in the drive for sustainability and social responsibility over the last few decades.

It is hoped that our readers, regardless of their perspectives on CSR, would find the issues explored and discussed by contributors to each of the 19 chapters useful and of interest. We hope that the book provides useful information on corporate activities in the quest for a better understanding of how CSR has evolved in business and not for profit entities across the world since its relatively recent general global acceptance.

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