
Contents

1 Introduction	1
Linda O’Riordan, Piotr Zmuda and Stefan Heinemann	
Part I Theoretical Realm	
2 The Future of Corporate Sustainability: Towards an Ecology of Organisations Focused on Sustainability	23
Jan Jonker	
3 Corporate Social Responsibility: An Integrated Development Perspective	49
Michał Gabriel Woźniak	
4 Managing Stakeholders for the Sake of Business and Society	71
Matthias Fifka and Cristian R. Loza Adauí	
5 Creating Sustainable Enterprise Using the Substantive Innovativeness Model	89
Teresa Bal-Woźniak	
6 Innovations and Their Diffusion Versus CSR Practices	109
Dariusz Firszt	
7 Altruism as a Missing Concept in Economic Rationality: The Need for Multi-Disciplinary Perspective	127
Tomasz Potocki	
8 Economic Development and the Implementation of CSR Initiatives in National Economies	147
Marek Ćwiklicki and Łukasz Jabłoński	

9 Income Inequality and Public Debt in OECD-Countries from a CSR Perspective	169
Łukasz Jabłoński, Piotr Zmuda and Linda O’Riordan	
10 Vroom’s Participation Model as a Foundation of Organisation Audit: A New Approach to CSR	191
Ryszard Stocki and Agnieszka Łapot	
11 Corporate Social Performance, the Meaning of Work, and Applicant Attraction: A Cognitive Perspective	213
Piotr Prokopowicz and Grzegorz Żmuda	
12 The Art of Balancing: Enabling the Realisation of Multiple and Shared Values Through a New Generation of Business Models	229
Jan Jonker, Linda O’Riordan and Nina Marsh	
Part II Practical Realm	
13 The Un-balanced Sheet: A Call for Integrated Bottom Line Reporting ...	249
Robert Sroufe and Diane Ramos	
14 Finding the Value in Environmental, Social and Governance Performance	275
Viola Möller, Dinah A. Koehler and Ina Stubenrauch	
15 Corporate Social Responsibility (CSR) Reporting—Administrative Burden or Competitive Advantage?	285
Matthias Fifka and Cristian R. Loza Aduai	
16 Social Management Accounting: Development of an Integrative Framework for Environmental and Social Costing	301
Thomas Heupel	
17 Socially Responsible Supply Chain Management for a Competitive Advantage	321
Matthew J. Drake and Donald Rhodes	
18 How Does it Pay to be Green and Good? The Impact of Environmental and Social Supply Chain Practices on Operational and Competitive Outcomes	341
Lucy McCarthy and Donna Marshall	

19 Employee Competence Development from the CSR Perspective	371
Łukasz Jabłoński and Marek Jabłoński	
20 The Role of Employees in Implementing CSR Strategies	383
Lara Johannsdottir and Snjolfur Olafsson	
21 The Sustainable Gamer: Developing Corporate Social Responsibility Through Games	411
Grzegorz Żmuda, Piotr Prokopowicz and Marianna Król	
22 From Charity to Mutual Benefit: A New and Sustainable Look at CSR in Africa	427
David Abdulai	
23 CSR Project: Cotton Made in Africa	443
Ortrud Kamps	
24 Conceptual Framework for Corporate Responsibility Management: A Critical Review of Sustainable Business Practice Based on a Case Study of a Leading Transnational Corporation	473
Linda O’Riordan and Piotr Żmuda	
Part III Educational Realm	
25 CSR—A New Challenge for Universities? A Theoretical and Empirical Analysis of German Universities	507
Karl-Heinz Gerholz and Stefan Heinemann	
26 Linking “Doing,” “Doing Right,” and “Doing Right With Others”— Empirical Indications of the Relationship Between Ethical Competency, Diversity Competency, and Other Parts of the Competency Construct . . .	527
Frank P. Schulte, Karl-Heinz Gerholz and Stefan Heinemann	
27 Fostering Ethical Competence in Business Education	547
Karl-Heinz Gerholz	
28 Transdisciplinary Teaching of CSR by Systemic Constellations	563
Georg Müller-Christ and Anna Katharina Liebscher	
29 Shopping in the (Business) Ethics Supermarket? On the Relationship Between Value Pluralism and Management	585
Stefan Heinemann and Ralf Miggelbrink	

30 Can Service Learning Foster a Social Responsibility Among Students?—A Didactical Analysis and Empirical Case-Study in Business Education at a German University	603
Karl-Heinz Gerholz and Simone Losch	
About the Authors	623



<http://www.springer.com/978-3-658-06793-9>

New Perspectives on Corporate Social Responsibility

Locating the Missing Link

O'Riordan, L.; Zmuda, P.; Heinemann, S. (Eds.)

2015, XVI, 641 p. 101 illus., Hardcover

ISBN: 978-3-658-06793-9