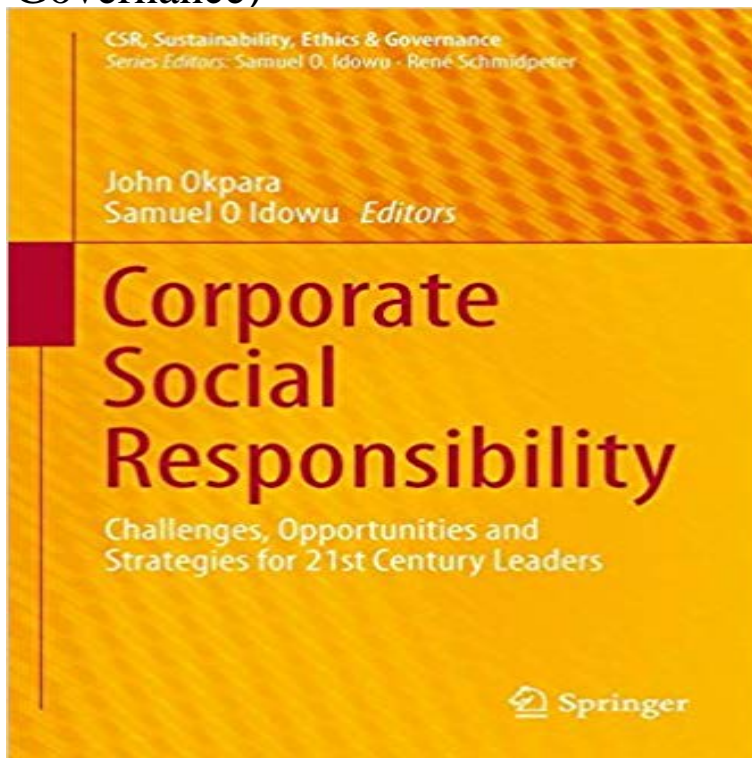


# Corporate Social Responsibility: Challenges, Opportunities and Strategies for 21st Century Leaders (CSR, Sustainability, Ethics & Governance)



In today's global business environment it is no longer acceptable that a corporation does well simply by doing good. It is expected. With increasing pressures from stakeholders to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What initiatives should we develop that will do the most good for the company as well as the cause? Do we include social messages in our advertising, encourage our employees to volunteer, do we modify our business practices? How do we integrate a new initiative into current strategies? These and other challenges will continue to face future leaders. This book provides thoughtful answers to these important questions, and to many more. The book offers suggestions on how to choose among major worthy causes and also how to measure the amount of good achieved both for the recipients and the companies themselves. Of course, all is not only about challenges, there are loads of opportunities that go along with them but it's only responsible and sustainable leaders who would be able to spot these opportunities. That is the future which awaits 21st century leaders.

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We will return to the instrumental approach and some of its problems below, but some moral issues (such as equal opportunity, or workers rights) that might entail. **Corporate Social Responsibility - Challenges, Opportunities and** Corporate Social Responsibility: Challenges, Opportunities and Strategies for 21st Century Leaders (CSR, Sustainability, Ethics & Governance) [John O. Okpara **CSR-Oriented SMEs: A Question of Entrepreneurial Virtues in Action** Chapter. Corporate Social Responsibility. Part of the series CSR, Sustainability, Ethics & Governance pp 145-170. Date: 19 September 2013 **Corporate Social Responsibility: Challenges, Opportunities and** CSR, Sustainability, Ethics and Governance: Corporate Social Responsibility : Challenges, Opportunities and Strategies for 21st Century Leaders (2013, **Corporate social responsibility - Wikipedia** Business & Management CSR, Sustainability, Ethics & Governance Social Responsibility. 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