Business, Society & Ethics

4 April, 2019 | **Lecture #28**

Strategic CSR

CLOCKWISE FROM TOP RIGHT: MELNIKOV, 2009; [K108], 2015; ATTAR, 2012

Jargon Lexicon

Speaking the Language(s) of CSR

Porter & Kramer (2011) say:	CSR	vs.	CSV.
Professor Gray will say:	Responsive CSR	vs.	Strategic CSR.

Fair Trade

Local Development

FROM LEFT: NICHOLSON, 2011; NESPRESSO, 2015

The Conflicting Concerns Model

FROM LEFT: CHARLEY, 2011; BLVDONE, 2013

Business Interests vs. Social Interests

Mutual Dependency

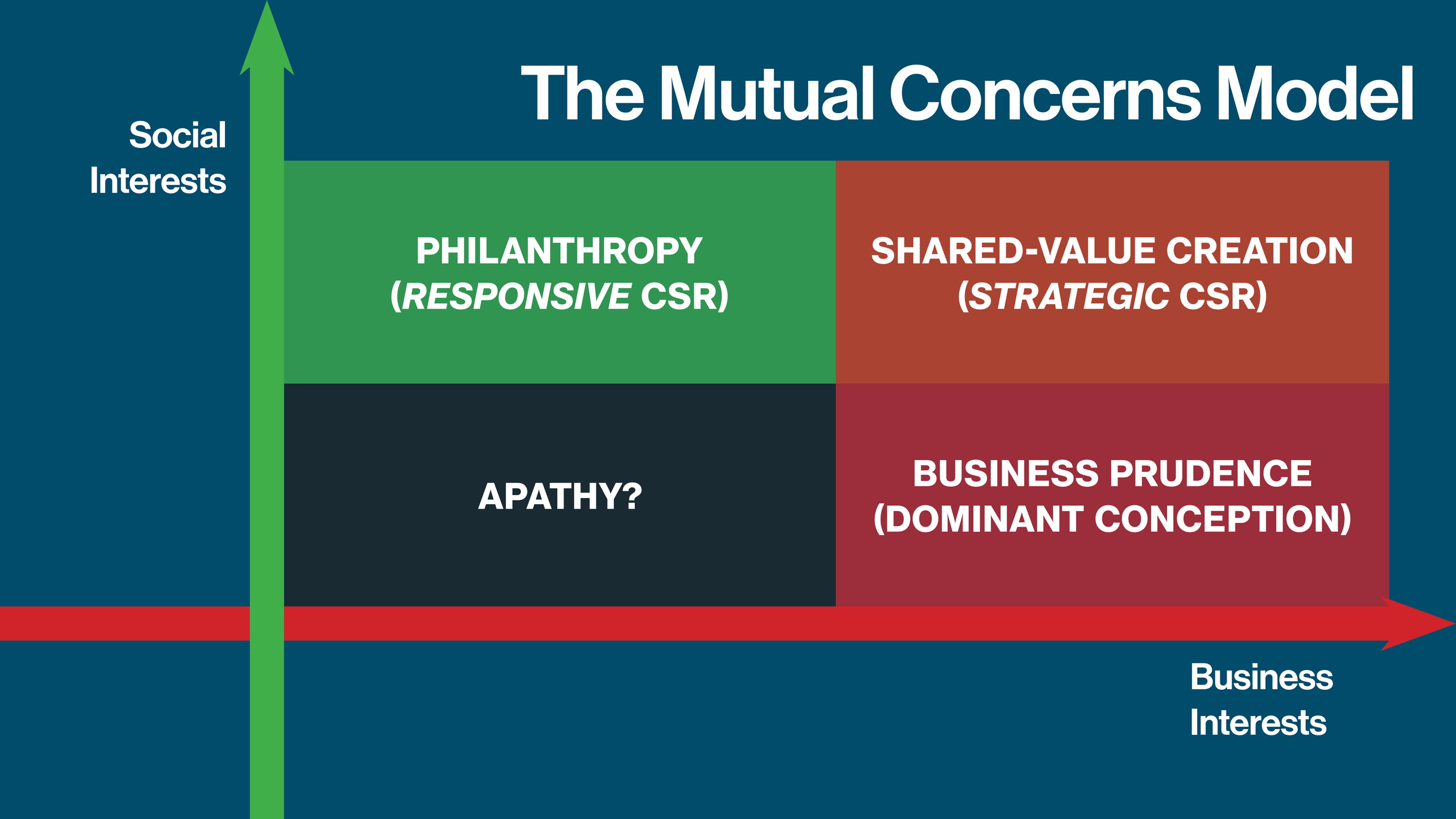
FROM LEFT: CHARLEY, 2011; BLVDONE, 2013

Business Needs Society

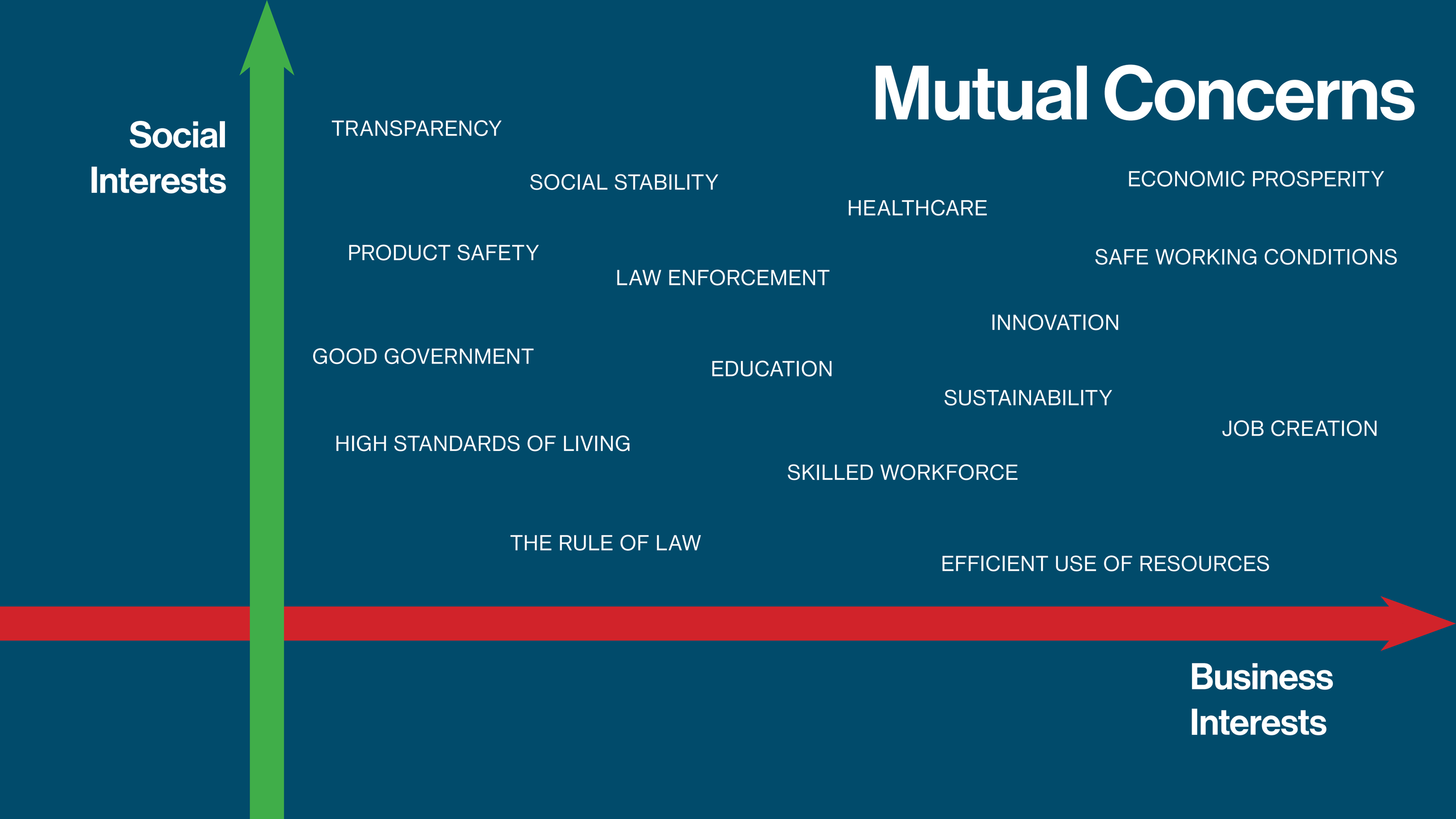
Society Needs Business

The Mutual Concerns Model

The Mutual Concerns Model



Mutual Concerns



Vodafone Qatar Materiality Matrix

HAIDAN, 2014, SLIDE8; VODAFONE QATAR, 2015, P25

Social Relevance

How important is this field of action today in Qatari society, for VF-QA's external stakeholders? How important will it be in the future?

NETWORK & INFRASTRUCTURE

FINANCIAL PERFORMANCE

SHAREHOLDER VALUE GROWTH

VODAFONE WAY

RADIATION

COMPLIANCE

CUSTOMER SERVICE

PRIVACY & SECURITY

TRAINING & DEVELOPMENT

BUSINESS ETHICS

TECH ENTREPRENEURSHIP

ANTI-BRIBERY & CORRUPTION

GOVERNANCE

EMPLOYEES EMPOWERMENT

DIGITAL SOCIETY

HANDSET RECYCLING

PERFORMANCE RECOGNITION

CAREER DEVELOPMENT

SUSTAINABLE SUPPLY CHAIN

VALUE FOR INTERNET

EDUCATION

HEALTH & SAFETY

VALUE FOR CALLING

DIVERSITY & INCLUSION

TRANSPARENCY

CARBON EMISSION

ROAD SAFETY

EMPLOYMENT

RELEVANCY OF PRODUCTS

FAIR SELECTION OF SUPPLIERS

HUMAN RIGHTS

RISK MANAGEMENT

SPEED OF SERVICE

BILLING & PRICING

PUBLIC HEALTH

QUALITY OF PR EVENTS

QATARISATION

How important is this field of action today for VF-QA as an opportunity for future business or as a risk for existing or future business?

Business Relevance

SYDA PRODUCTIONS, N.D.

Products & Markets

Value Chain Management

Local Cluster Development

FROM LEFT: RAWPIXEL, N.D.A.B; PAVONE, 2015

Next Class

Growing Markets at the Base of the Pyramid

Porter and Kramer (2011) suggest that one way in which businesses can create shared value through strategic CSR is by reconceiving products and markets. So we will look at how this can been done by creating markets that serve traditionally disadvantaged communities and developing countries.

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Acknowledgements

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