

Business, Society & Ethics

11 April, 2019 | Lecture #31

Purpose-Based CSR



The Upcoming Storm

Unit #4 Exam: Tuesday, 23 April from 9:30_{AM} to 10:20_{AM}.

Final Exam: Thursday, 2 May from 8:30_{AM} to 11:30_{AM}.

Gird your loins, and start planning accordingly!

Final Knowledge Festival

The final exam is scheduled for Thursday, 2 May from 8:30_{AM} to 11:30_{AM} in **lecture hall 2152** (this room). The exam is structured as follows:

Part A: 40 Multiple-choice questions and 10 fill-in-the-blank problems (60 minutes; 60% of the final exam grade).

60-Minute Break: Distribution of case study. (Once you sit to read the case, you cannot talk or leave until after you have finished part B. Plan accordingly.)

Part B: Essay questions responding to the case study (60 minutes); 40% of the final exam grade).

Both parts of the final exam are open book and open notes, but closed technology.

This final exam is *comprehensive*, covering material from the entire course.



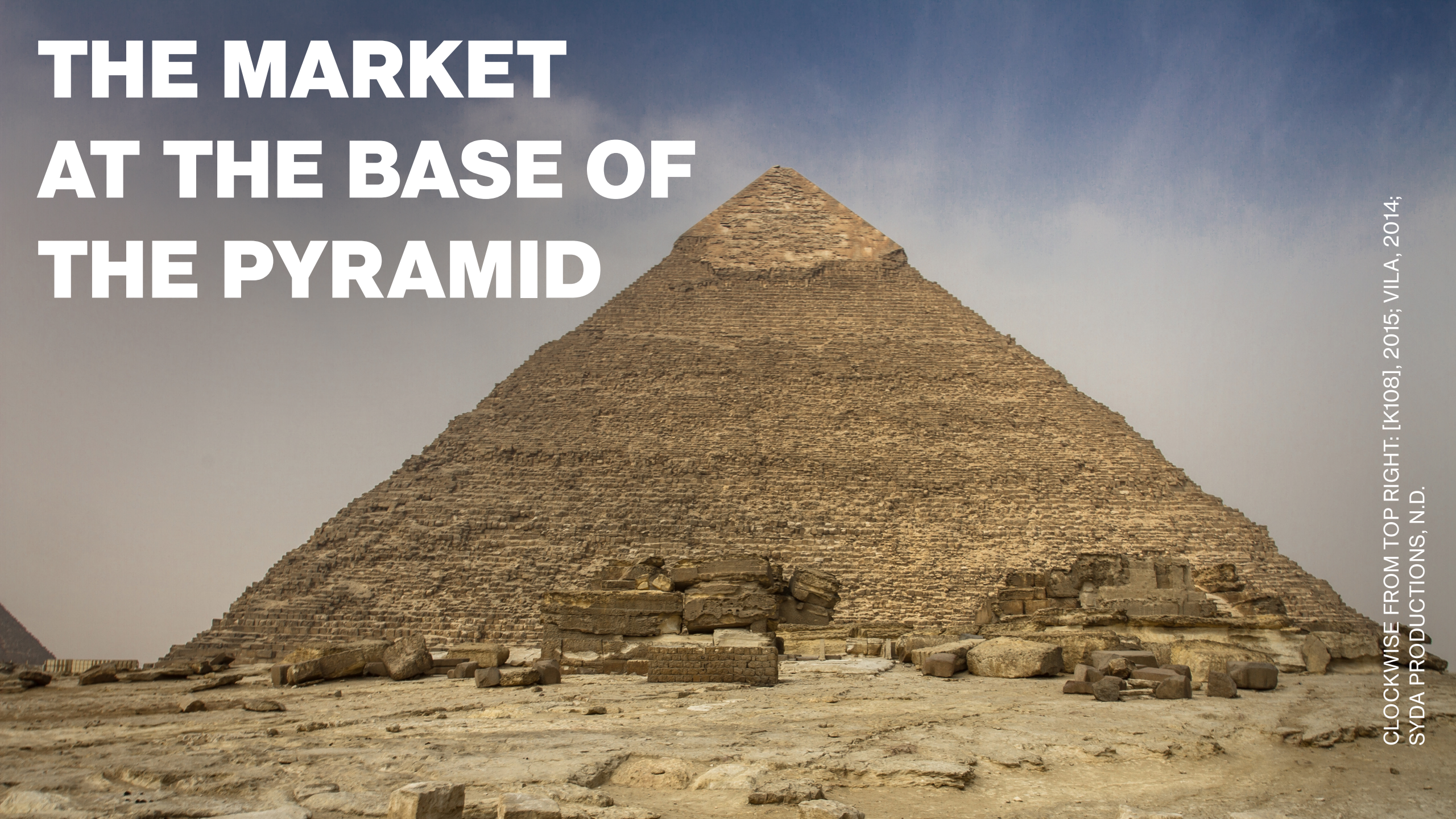
CORPORATE SOCIAL RESPONSIBILITY
THE TRIPLE BOTTOM LINE



Strategic
CSR



Responsive
CSR



THE MARKET
AT THE BASE OF
THE PYRAMID

CLOCKWISE FROM TOP RIGHT: [K108], 2015; VILA, 2014; SYDA PRODUCTIONS, N.D.

Good Citizenship



Value Chain Management



New Business Models



CLOCKWISE FROM BOTTOM LEFT: [K108], 2015; GLIDER, 2014; RAWPIXEL, N.D.A.B



Sustainability at Unilever - The Value Chain
Unilever (2011)

Value Chain Management





Ambuja Cement

Fuel



Logistics



Water





Purpose-Based

CSR

MANAGING CSR

- PRUNE,
- MEASURE,
- COORDINATE, AND
- LEAD.



Qatarization in the Private Sector

Nationalization of employment is an important, though often under-appreciated, CSR opportunity for businesses in the Gulf region. So we will look at the challenges and difficulties Qatar's private sector faces in trying to meet Qatarization goals.

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Acknowledgements

Introductory slide photograph by Frazao (n.d.). My depiction of the triple bottom line is based on Lyngaas (n.d.). My use of “response CSR” and “strategic CSR” is influenced by Porter & Kramer (2006). Special thanks to D. Haidan for drawing my attention to the video from Unilever (2011).