

**CORPORATE SOCIAL
RESPONSIBILITY'S IMPACTS
ON ADVANCING BUSINESS
ETHICS, SUSTAINABILITY
AND SUSTAINABLE
DEVELOPMENT.
(INSTITUTIONALIZATION BY
EDUCATION)**

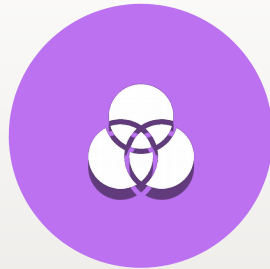


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Objective S



**ADVOCATE FOR A
PROCESS TERMED
“INSTITUTIONALISATION
BY EDUCATION”**



**TO FURTHER THE
ARGUMENT THAT
EDUCATION FORMS THE
BASIS OF MEANINGFUL,
SUSTAINABLE
DEVELOPMENT AND
ETHICS IN BUSINESS,
PARTICULARLY WITH
REGARDS TO CSR.**



**TO ANSWER THE
QUESTIONS ABOUT
MORALITY AND
AMORALITY AND**



**WHAT THE ROLE OF
EDUCATION IS IN
PROVIDING A STRATEGY
FOR A GLOBAL AND A
MORE UNIFIED
DEFINITION FOR FUTURE
POLICY FORMULATION
AND IMPLEMENTATION.**

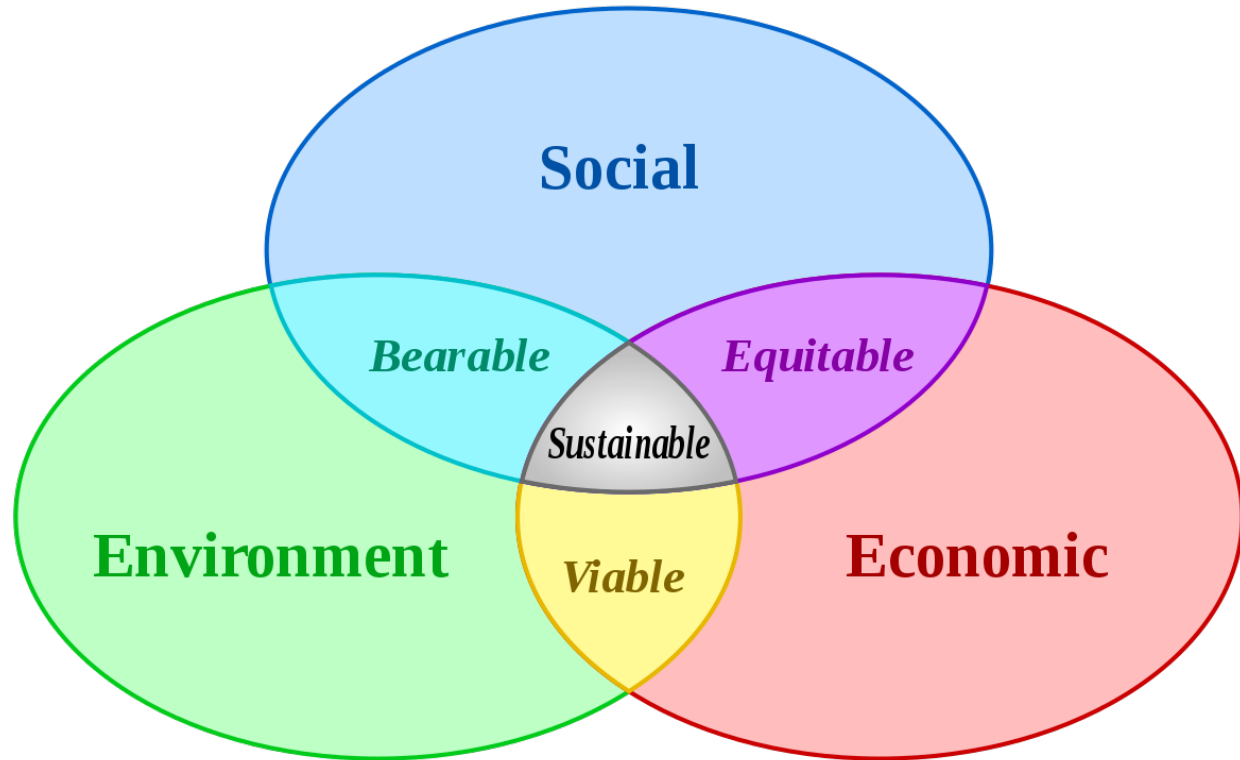
Definitions

CSR refers to a business practice that involves participating in initiatives that benefit and fulfil the needs of the community (Alsenawi, Yousef, and Banat 2014).

V. McCarthy, G. Miller, J Cockrell, et al. (2017) defined CSR is a more holistic term to include,

economic,	social and environmental revenues as well as	of the disadvantaged and	serving as an policy .
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FOUR TYPES OF SOCIAL RESPONSIBILI TY



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Introduction

A vital but indispensable portion of the evolution to sustainable economies is the strategy of:

how higher education institutions get its students ready for their future role in business and

their contributions to corporate social responsibility in the (Erogul, and Barragan 2017)



Which
means



specific skills and competencies linked to sustainable development are needed; hence,

resulting in the societal role of business schools in preparing future business leaders and entrepreneurs (Lambrechts, Van Liedekerke, and Rymenams 2015).

More than Just a Concept: a Reality

- CSR has contributed to
 - sustainable development for communities,
 - companies and
 - affected all aspects of economies (Asif and Batool 2018).



Reality? Yes! Reality

the dynamic
universal
marketplace,

connections
between
businesses, the
environment, and
society have
developed crucial
roles.

the characters and
responsibilities of
occupations, as a
global power, are:

**more
complex,
and**

**the concepts associated with
social responsibility and
a vital essential in business
management.**

m





They need brilliant and ethical intellectuals to do so.



Reasons corporations need the help of universities.



By getting involved in the education of current and future managers,



academic institutions most directly act as drivers of business behaviour by shaping the attitudes and behaviour of corporate leaders.



Over various means, educational institutes can produce a wave of positive change, thereby helping to ensure a world where both businesses and societies can flourish (Bundaleska, Dimitrova, and Nikolovska 2011; Elena Bundaleska and Makedonka Dimitrova 2013).

PROBLEMS

Course content is not entirely developed.



Regional Politics



Lack of precision



Lack of innovation and enlightenment through:

Public policies

Education

SOLUTIONS



Improved data gathering



Governance system is research and development



Enhanced Monitoring and evaluation



Improved human and institutional capacity



Development and promotion of innovative financing



Innovative communication

HOW TO MITIGATE

The Solutions are:

Integrated analysis and assessment chains to include

- Sustained productivity
- Environmental services
- Economic Value

METHODOLOGY AND RESULT

Qualitative methods

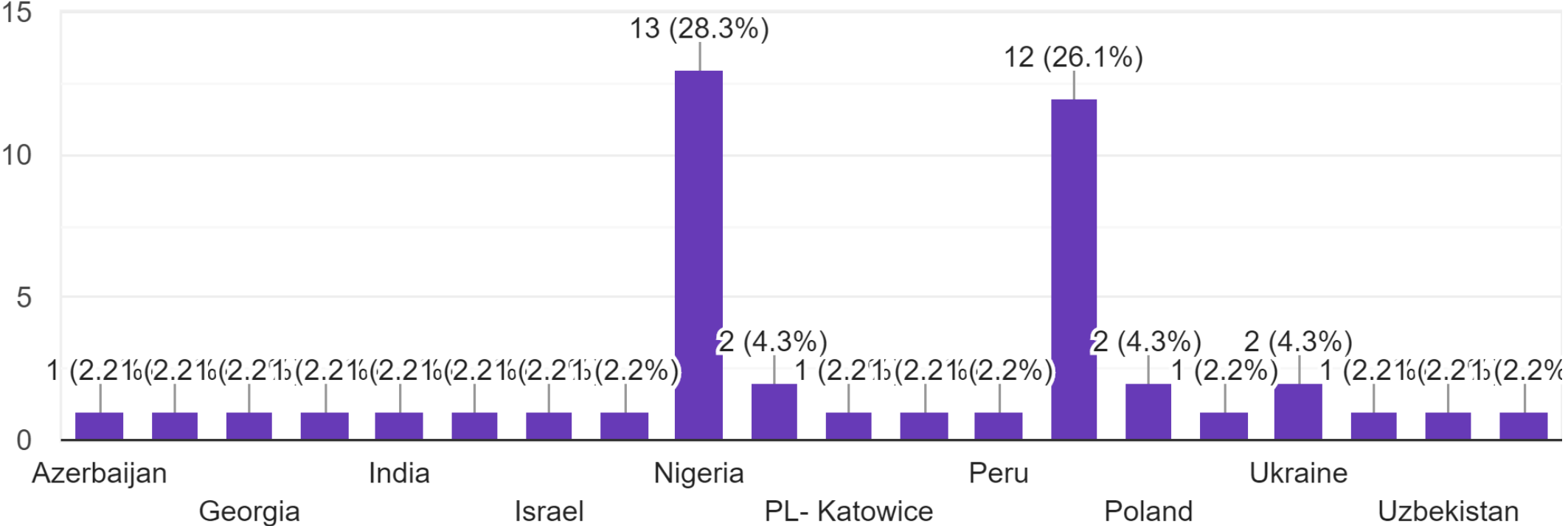
- Extensive literature review

Quantitative methods

- Online survey
- Covered 11 countries across 4 continents
- 47 responses from 90 surveys.

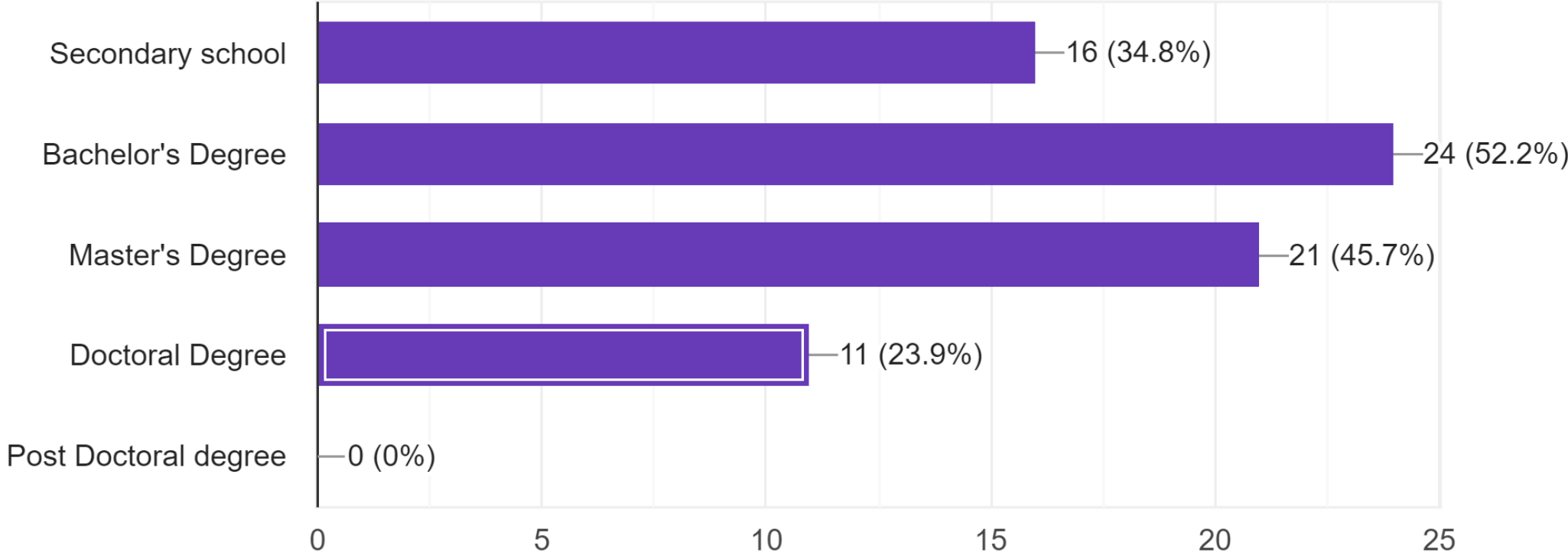
Country of residence

46 responses



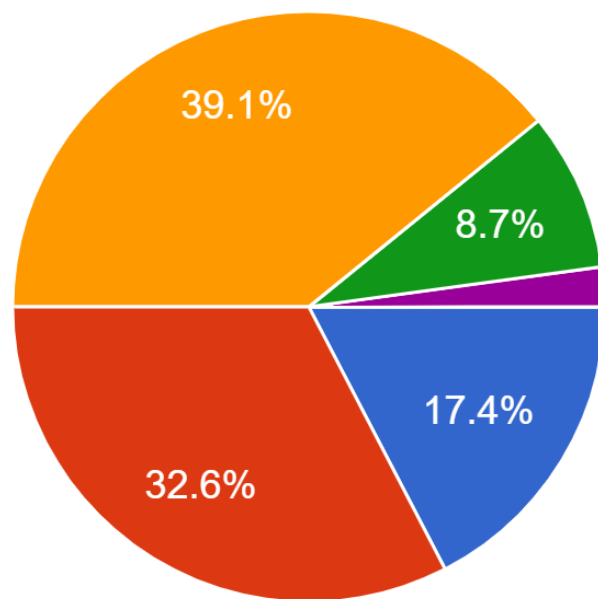
Academic Qualification (Mark as many as you have earned)

46 responses



Age

46 responses



- 15-25
- 26-35
- 36-45
- 46-55
- 56-65
- 65-Above

1. Where did you first come across the concept of corporate social responsibility?

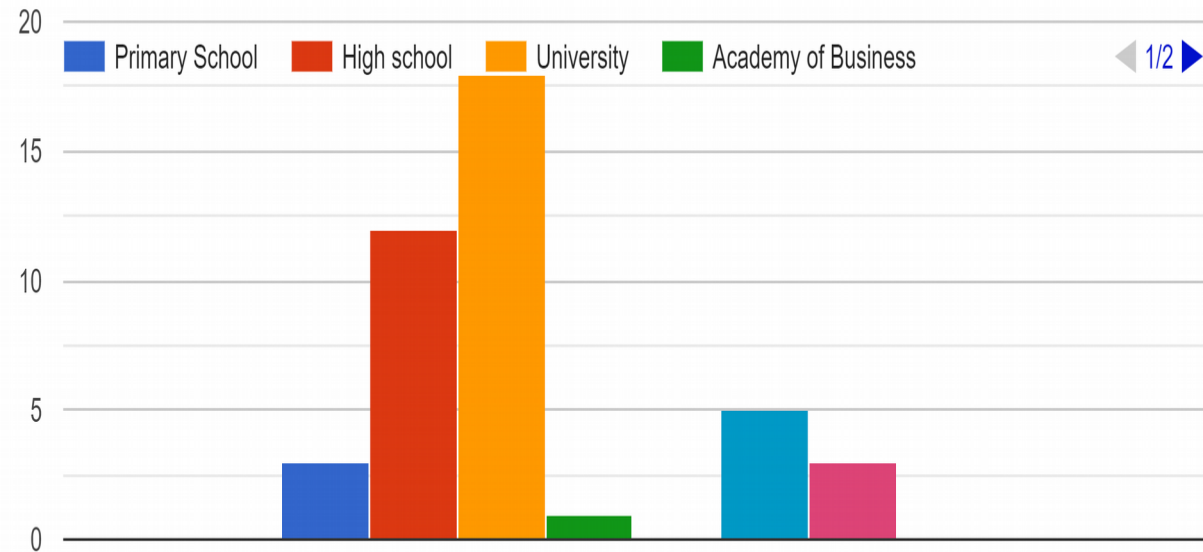


Figure 1

1. Where did you first come across the concept of corporate social responsibility?

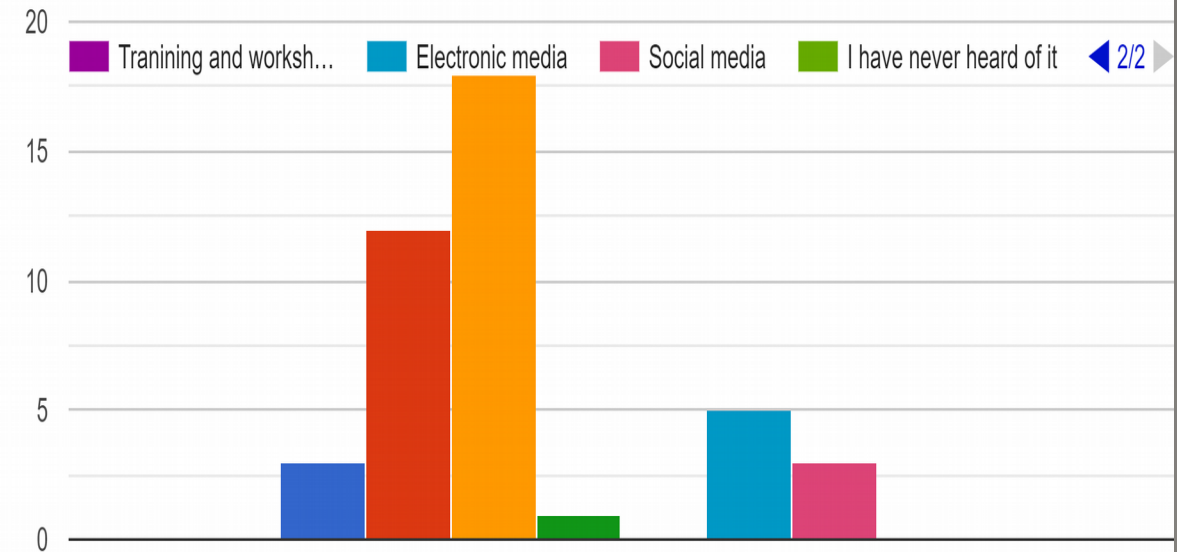
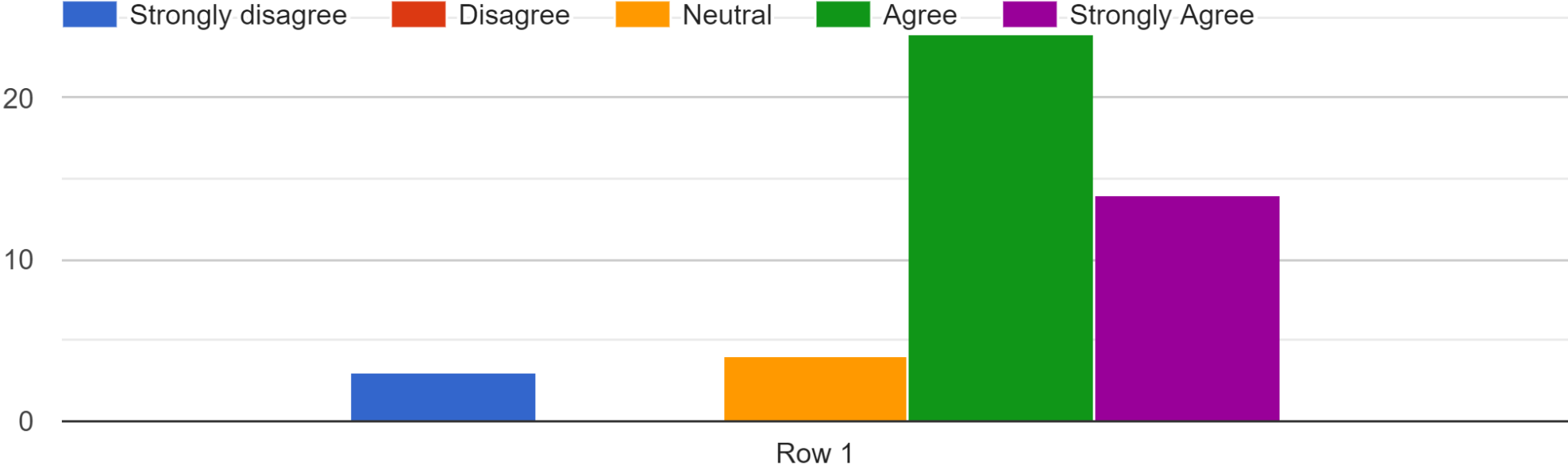
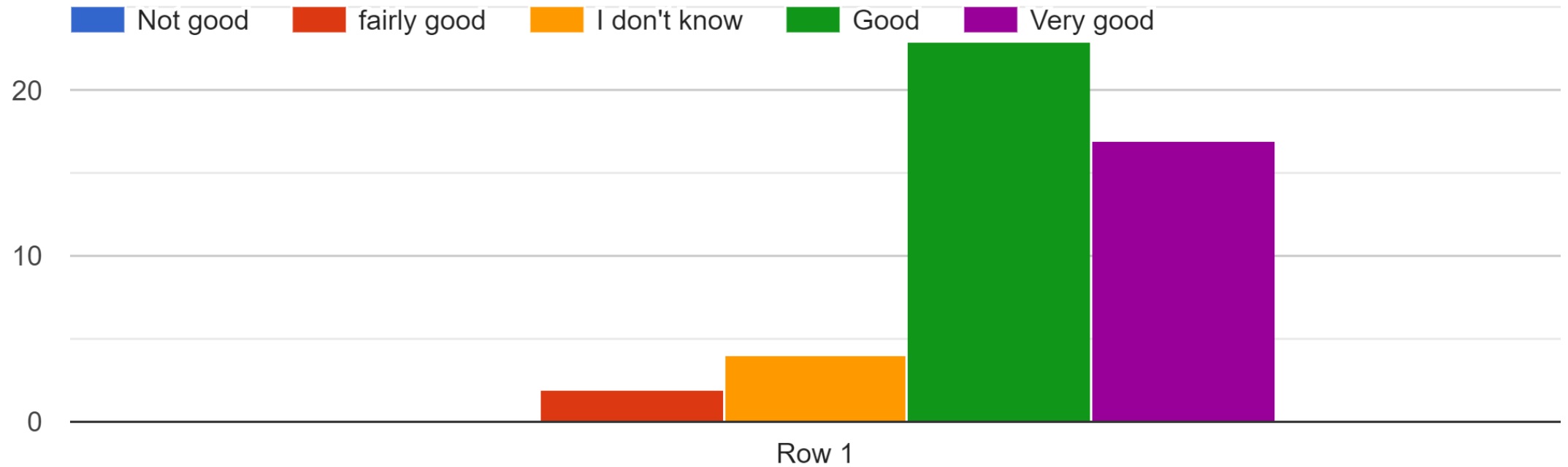


Figure 1

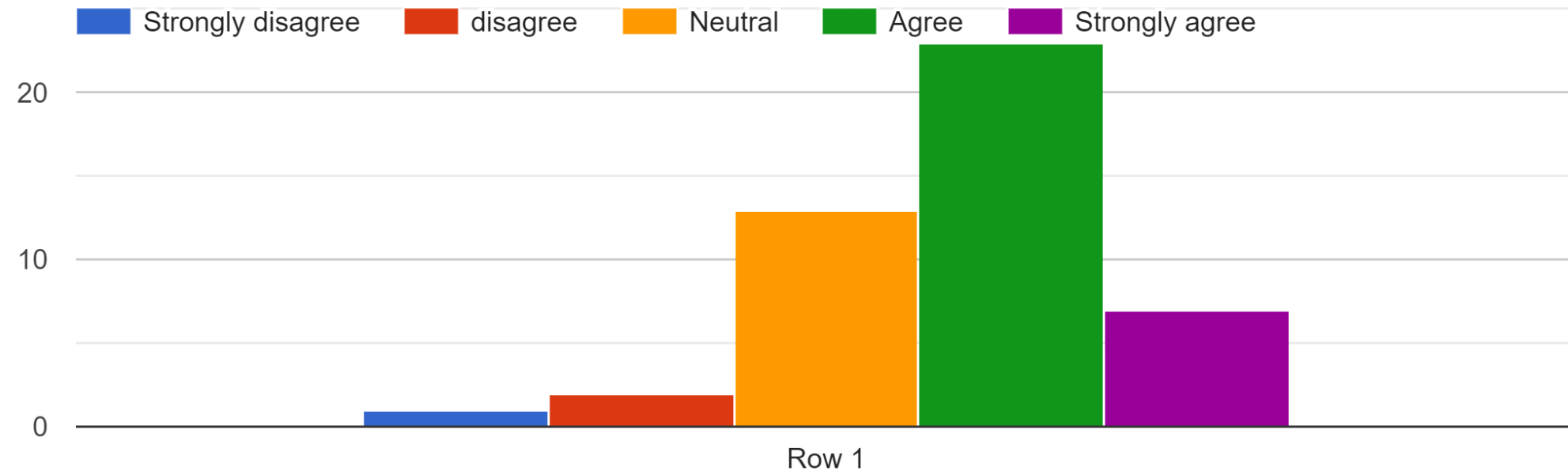
2. Different arguments have been made about corporate social responsibility. In your opinion, do you ...cept of corporate social responsibility?



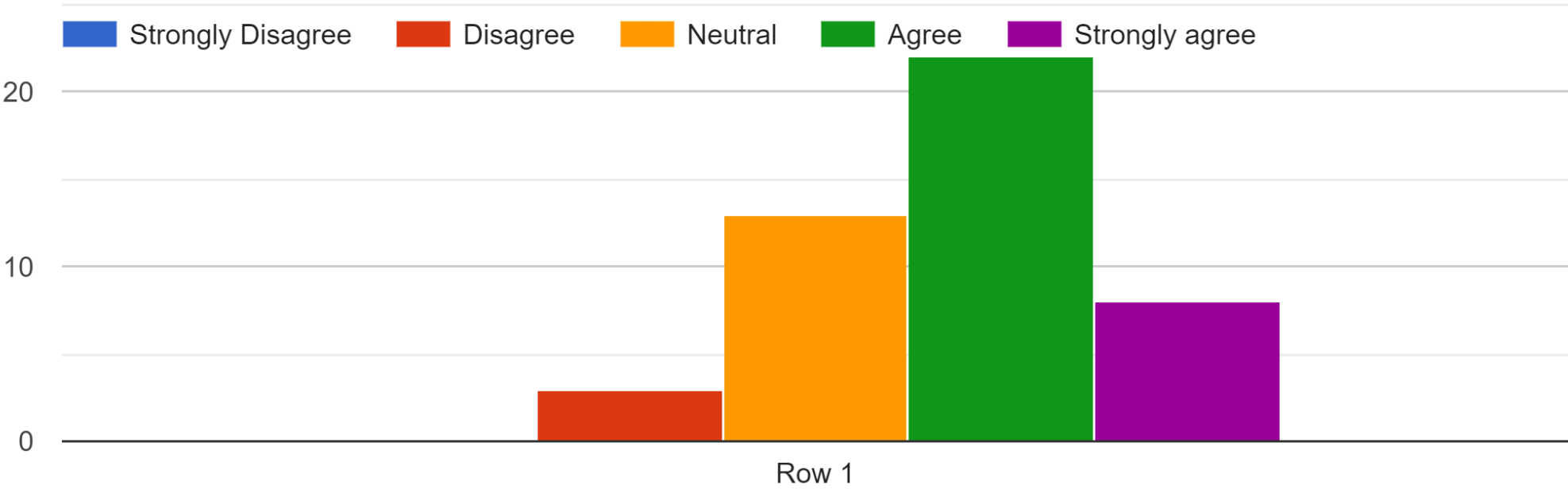
3. What do you think about Corporate Social Responsibility as a whole?



4. Do you think institutionalizing CSR into the Higher Education Institution as a stand-alone subject will create a...ver up the bad aspect of the company?



5. Corporate social responsibility should be made a stand-alone course/subject at the higher education institution level?



CONCLUSION



Institutionalization by Education is the basis for impacting ethics in business, sustainability and sustainable development.



There has to be measures of agreement between Government and corporation in cooperating with higher institutions by providing support for the upcoming graduates who will become managers



CSR as a major or stand alone subject, will further improve the awareness and the understanding about the subject



That sustainability is beyond making profit for survival because there is no single solution to ethical problems.



CSR through education will create alternative solutions through discussion and help students become more aware of ethical problems that they may face in their professional life.



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