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Michael Blowfield is Senior Research Fellow at the Smith School of Enterprise and the Environment where he researches business transformation in an era of climate change and resource constrained economies. Alan Murray is the Hoare Chair in Responsible Management at Winchester University.

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Corporate Social Responsibility. Fourth Edition. Michael Blowfield and Alan Murray. Publication Date - June 2019. ISBN: 9780198797753. 432 pages Paperback

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Blofield - Wikipedia

According to Blowfield and Murray (2008, p.21), as taken from Carroll (1979), there are four types of responsibility for companies: Economic responsibility. It concerns the responsibility of business of producing goods and services needed by society and selling them making a profit. Legal responsibility.

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Michael Blowfield is Senior Research Fellow at the Smith School of Enterprise and the Environment where he researches business transformation in an era of climate change and resource constrained economies. Alan Murray is the Hoare Chair in Responsible Management at Winchester University.

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Blowfield And Murray

Michael Blowfield and Alan Murray Comprehensive coverage of the interaction between business and society reveals how CSR is defined, negotiated, and managed in the twenty-first century. An objective, critical approach evaluates the theories and key drivers of CSR, as well as looking to the future for this ever-evolving subject.

APPROACHING CORPORATE SOCIAL RESPONSIBILITY TROUGH CROSS ...

Blowfield and Murray, 2008) claims "CSR is the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life, in ways that are both good for business and good for international development".

Classification of CSR Activities - Research Methodology

as the final stage of corporate social responsibility when the social involvement of companies achieve the most complex form (Nicholls, 2006; Blowfield and Murray, 2008). In this context social innovation is seen as a business opportunity exploited by companies that want to develop new markets with a focus on social goals. These

Corporate Social Responsibility - Michael Blowfield; Alan ...

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Blowfield and Murray (2014) - I Source MEANING AND ORIGINS ...

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Corporate Social Responsibility - Paperback - Michael ...

Blowfield and Murray (2008) are two scholars who provided a profound backdrop for the notion of corporate social responsibility. They suggested that it was this divergence of action between proactive companies giving back to society and others doing nothing that fueled public,

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CSR: Corporate Social Responsibility

The second edition of this successful textbook examines the multiple dimensions to corporate responsibility. It creates a framework that presents a historical and interdisciplinary overview of the field; a summary of different management approaches; and a review of the key actors and trends worldwide. The authors take a critical perspective and successfully provide a balance between theory and ...

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According to Blowfield and Murray (2008, p.21), as taken from Carroll (1979), company CSR activities can be classified into the following four groups: Economic responsibility. The responsibility of private entities of offering products and services to the marketplace according to the needs of society in order to make a profit. Legal responsibility. Companies have to operate within the boundaries of law in order to achieve their aims and objectives.

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