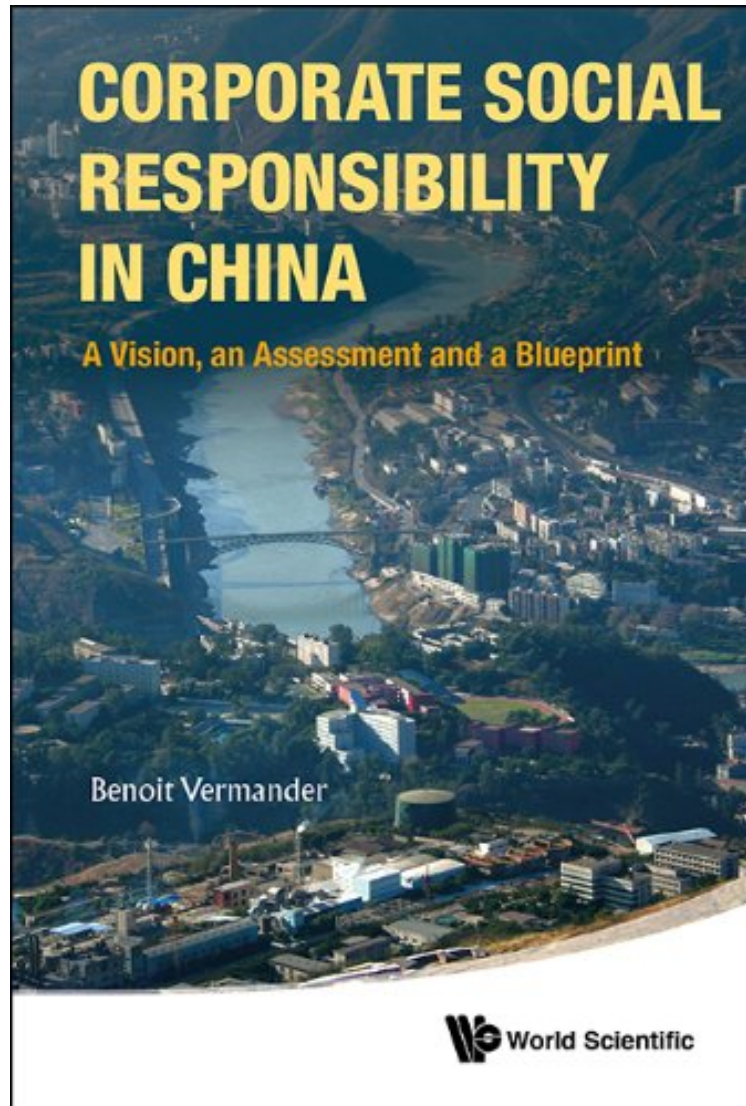


Corporate Social Responsibility in China:A Vision, an Assessment and a Blueprint

Benoit Vermander

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Benoit Vermander : Corporate Social Responsibility in China:A Vision, an Assessment and a Blueprint before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Social Responsibility in China:A Vision, an Assessment and a Blueprint:

Over the years, many corporations have been trying to determine what they can and should do to contribute to the sustainability of the economic, social and ecological environment within which they operate. Corporate social

responsibility has become a key senior management issue worldwide and an increasingly debated topic in China. This book aims at helping companies operating in China to better assess and exercise their corporate social responsibility (CSR) in specific contexts. The purpose of this book is to show that CSR has a strong economic pay back in the long run, that it is a key success factor in nurturing corporate excellence, and that a sense of urgency and accrued inventiveness are required from companies operating in China. Cross-disciplinary in scope, the book aims at helping students and analysts in political science, governance, international relations and Chinese studies to understand and appreciate the unique role that firms play in shaping a new China. It focuses on the relationship between the state, civil society and corporations in the Chinese context. It researches the conditions under which this relationship might result in redefining China's developmental model. This practical, business-oriented book takes into account China's classical and contemporary thought on CSR. It is the result of a long research and collaborative process with several institutions and industry leaders.

Contents: CSR in the Chinese Context: A Vision: What is CSR? The Legal, Professional and Social Framework Chinese Cultural Resources Relevant to CSR CSR and Corporate Strategy Corruption and Business Activities Thematic Analysis and Lines of Action: An Assessment: Environmental Standards and Concerns Safety Issues Social Standards and the Working Force Gender Equality/Training/Well-Being at Work Conflict Management and Prevention Transversal Issues: A Blueprint: Making Ethical Assessments: Finances, Engineering and Conflicts of Interests CSR and Corporate Governance Reports, Foundations, Projects and Networks Social Entrepreneurship The Role of the Corporation in Tomorrow's China Conclusion and Prospects Recommendations

Readership: Leaders and corporate executives, members of international institutions, governmental organisations and NPOs, as well as journalists, academics, researchers, postgraduate and undergraduate students interested in strategy, management and China studies.

"This book criss-crosses perspectives emanating from the business world, the government, the experts, and the civil society. It anchors corporate responsibility into a vision of sustainable development enriched by China's cultural resources. It is indeed a blueprint for putting responsibility and sustainability at the core of public and private strategies, and a required reading for all entrepreneurs operating in Asia." -- Dr Michel Camdessus, Former Director General of the IMF (1987-2000)

"In corporate social responsibility, a great challenge is the gap in knowledge and expectations between managers in China and their head office colleagues. This book provides a comprehensive, systematic, informative and committed perspective essential to both." -- Christian Murck, Former President of the American Chamber of Commerce, China

"Coming from a foreign scholar, this book builds on the perspectives offered by the Chinese culture, while bringing in the most recent examples of corporate practices observable in China, offering to the reader an absolutely unique perspective." -- He Yi, Chairman of Essilor (China) Holding Company Board Member of Essilor International

"This book brings moral clarity and sense of direction to companies having to make strategic choices in a complex environment. At the same time, it always takes into account the economic and cultural conditions of China. Such reading nurtures discernment and decisiveness." -- Alex Wang, CEO of Orange Sourcing Consulting (Beijing) Co., Ltd Convener of the CSR Joint Audit Cooperation Forum between major European telcos

"Benoit Vermander has brought his deep knowledge of China and the Chinese culture to help us understand the evolving complex nature of CSR with Chinese characteristics. This timely work will be useful for managers and leaders looking for a compass to guide them in developing the responsible corporate and individual behavior that is very much needed in Chinese organizations." -- Henri-Claude de Bettignies, Emeritus Professor of Asian Business, INSEAD Emeritus Professor of Globally Responsible Leadership, China Europe International Business School (CEIBS), Shanghai

Over the years, many corporations have been trying to determine what they can and should do to contribute to the sustainability of the economic, social and ecological environment within which they operate. Corporate social responsibility has become a key senior management issue worldwide and an increasingly debated topic in China. This book aims at helping companies operating in China to better assess and exercise their corporate social responsibility (CSR) in specific contexts. The purpose of this book is to show that CSR has a strong economic pay back in the long run, that it is a key success factor in nurturing corporate excellence, and that a sense of urgency and accrued inventiveness are required from companies operating in China. This practical, business-oriented book takes into account China's classical and contemporary thought on CSR. It is the result of a long research and collaborative process, with several institutions (notably the Chinese's People Institute of Foreign Affairs, Fudan University, the Taipei Ricci Institute, BNP Paribas and the Chirac Foundation) during 2005-2010 and later with some industry leaders. Cross-disciplinary in scope, the book aims at helping students and analysts in political science, governance, international relations and Chinese studies to understand and appreciate the unique role that firms play in shaping a new China. It focuses on the relationship between the state, civil society and corporations in the Chinese context. It researches the conditions under which this relationship might result in redefining China's developmental model.

About the Author: Prof. Benoit Vermander, S.J. teaches in the School of Philosophy of Fudan University, Shanghai, where he is also the academic director of the Xu-Ricci Dialogue Center. His initial training is in political science (M.A. from Yale University and PhD from Institut d'Etudes Politiques de Paris), furthered by studies in sinology and theology (M.Th. from Fu Jen University, Taipei, and Doctorate in Sacred Theology from the Jesuit

Faculty of Theology of Paris). Since 1992 he has lived continuously in China and Taiwan, and has directed the Taipei Ricci Institute for Chinese Studies from 1996 till 2009, when he joined the Fudan faculty. From 1999 on, Benoit Vermander has worked with companies, non-governmental organizations (NGOs) and governmental organizations, on assessing cultural resources for sustainable development in China, through corporate seminars, pilot projects and field studies. He has authored numerous books and articles on China's ecological and social challenges as well as on the contribution of social and spiritual movements to managerial ethics and developmental strategies. His relevant academic publications have appeared in *Journal of Management Development*, *China Perspectives*, *Etudes Chinoises*, *Stimmen der Zeit*, *La Civiltà Cattolica*, *Projet*, *Universitas*, among others. CSR in China is the fruit of the author's long-term interaction with Chinese and foreign entrepreneurs, decision-makers and local agents, as well as his multi-disciplinary approach on Chinese thought and society.