



People, Planet and Profit: Socio-Economic Perspectives of CSR

Samuel O. Idowu, Abubakar S. Kasum

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It is no longer the case that it's only society which benefits from CSR actions. A corporation actually helps itself when operating sustainably and does well because of its triple bottom line actions. The editors of *People, Planet and Profit* believe that whilst Corporate Social Responsibility is by now a familiar concept to academics or practitioners, insufficient attention has been paid to the end product of CSR in practice, which they define in terms of social and economic developmental effect. The contributions in this edited volume explain the developmental aspect of CSR from a conceptual perspective and provide empirical evidence of the impact of CSR delivery on stakeholders in different corners of the World. The emphasis is on what corporations take from and give back to their stakeholders whilst trying to behave in a corporately responsible fashion. Stakeholders, including employees, customers, host communities, governments and NGOs have diverse interests and expectations of CSR. This gives rise to questions about whether the activities corporations support are the ones today's stakeholders need; whether the CSR programmes being delivered are adequate; and about the relationship between the corporations' view of what constitutes CSR and that of the supposed beneficiaries. This book offers thoughtful answers to these questions and assesses the outcomes of corporate activities both in developed and developing countries and regions, in terms of economic progress and social and political advancement.

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