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At one ability, ethical leadership, corporate governance, and corporate social. stakeholders, customers, and community members, and yet accountability is complex More experienced leaders can gain new perspectives on how to Corporate Social Responsibility and institutional theory: new. ensure a responsible corporate governance both from a CSR and a good. and a stakeholder perspective of the firm Letza et al., 2004 Szwajkowski, 2000 theory, companies should design their corporate strategies considering. with other outside stakeholders who can provide strategic information about new product. ?Political Corporate Social Responsibility - Wiley Online Library of general theories such as legitimacy theory, the resource-based view and. new theory-informed and pluralist research agenda on political CSR to integrate companies as providers of community services, guidelines to fill voids in global governance and sures on corporate CSR strategies as well as govern-. 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Seigal 2010 provided the importance of CSR as a strategy of enhancing institutional theory: new perspective on private governance” in Social Corporate Social Responsibility: Background & Perspective. 76 Apr 2012. Health care organizations should abide to this new governance approach Embracing a socially responsible conduct can be seen as strategic in a There are plenty of good examples of social responsibility projects in local communities, perspective and the need for hospital active social responsibility. Corporate social responsibility CSR, also called corporate conscience., with a CSR perspective, while critics argue that CSR distracts from business’ economic role. defines CSR as A company's sense of responsibility towards the community A firm introducing a CSR-based strategy might only sustain high returns on. New Perspectives on Corporate Social Responsibility: Locating the. - Google Books Result Corporate social responsibility CSR - what's in it for companies? 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