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CSR: Corporate Social Responsibility

Reading Test

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Student

Time: *Approximately 1hour*

Two types of lesson

Lesson#1: [Easy] ***** [B2/C1]
1. Try to predict the content of text / write down key terms / ideas
2. Read text – check words and meanings with a dictionary
3. Answer questions
4. Check answers (pass mark is 70%)

Lesson #2: [Hard] ***** [C1]
1. Read text – no dictionary
2. Answer questions
3. Check answers (pass mark is 70%)

Teacher

Two types of lesson

Lesson#1: [easy] ***** [B2/C1]
1. Give out text a week before the test – students read, check vocabulary and meaning.
2. Test day – give out a new copy of text and the questions (no dictionary or notes)
3. Set 1 hour to read text and answer the questions
4. Take in and correct or go through answers in class (pass mark is 70%)
5. Extra activity – students write the summary* (add 30 minutes to test)

Lesson #2: [hard] ***** [C1]
1. Test day – give out text and questions
2. Set 1 hour to read text and answer the questions
3. Take in and correct or go through answers in class (pass mark is 70%)
5. Extra activity – students write the summary* (add 30 minutes to test) – see reading summary

*Summary writing
Link: www.academic-englishuk/summary

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Corporate Social Responsibility

C. Wilson (2017)

1) Corporate Social Responsibility (CSR) has undergone profound transformation from an ideology of uncertainty into an i**ndispensable** component of business practice. Hamidu et al, (2015) acknowledge that it has become a ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓, complying with regulations and maintaining standards, building corporate reputation and obtaining customer ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ increasing profitability and overall attainment of organisational objectives' (p.83). In fact, over 9,270 companies from 166 countries are signatories to the voluntary UN Global ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ obligation to establish issues on human rights, labour standards, the environment and anti-corruption initiatives (Wang, 2016). Overall, CSR ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ approach in responsibility to achieve shared value for the stakeholder and societal obligations.

2) CSR's progression, since its introduction in 1950's, has been quite remarkable. In the beginning it was ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ in seeking to promote the welfare of others. This focused on mainly religious and humane philosophies, community development and poverty alleviation (Carrol, 2008). In the 1970's, ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓. It became more 'regulated' focusing on changing perspectives in stakeholder to manager relationships, encouraging a ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ reputation and placing emphasis on legal and ethical issues (ibid). The 1990's instigated what is now commonly seen as 'instrumental / strategic' CSR. A **prominence** on ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ and transparency with a clear guide on internationalization of CSR standards (ibid). In sum, Matten & Moon (2002) summarise ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ of business ethics, corporate philanthropy, corporate citizenship, sustainability and environmental responsibility, all embedded in social, ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ institutional contexts.

3) Research by Weber (2008) highlights that the implementation of CSR has become a **pre-eminent** feature in building and maintaining corporate reputation, which has become regarded as an essential ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ a company's competitive advantage. Park, Lee, & Kim, (2014) claim that the key benefits behind being ▓▓▓▓▓▓▓▓▓▓▓▓▓▓ include: ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ to market value, a more general positive impact on societal stakeholders, a conscious connection with consumers, and improved product quality. The authors also note that ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ employee commitment and reduced employee turnover are important benefits. In addition, Carrol (2008) asserts ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ **resilience** to negative company information and consumers' awareness, and this cultivates appreciation to the ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ why companies are engaging in CSR initiatives.

4) The effectiveness of ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ to observe. Companies often fail through short-run CSR investment policies. They may lack commitment and support at senior management level, ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ the issues that are **salient** to stakeholder groups in various markets. Long-term investment is the key but a lack of transparency ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ make it difficult to understand and manage the risks and boundaries of corporate social activities ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ prioritize and balance aspects of CSR is often a challenge facing many corporations. Moreover, the

complexity in organizing and managing CSR is **exacerbated** for multinational corporations with global logistic chains ████████████████████ industries. The values of CSR in one country are not necessarily in accordance to another country's governmental and ██████████████████████ A final challenge is the concept of 'shop dressing' or 'greenwashing'. This is companies who are promoting the ███████████████████████ CSR principles through ██████████████████████ but in reality are not implementing the business practice and thereby misleading consumers. An example of it would be a company promoting recycled packaging but its ███████████████████████ courses.

5) Over the past sixty years, the issue for companies has become how to conduct CSR in a strategically and effectively planned manner that meets stakeholder's expectations, maximises profit and █████████████████████████ narrative of its impact on the company and for the community (Wang et al. 2016). CSR is a constantly evolving integrated and disciplined field of business activity, which has moved on from the latest management **fad** into a significant ██████████████████████. Although CSR is formed on voluntary basis, there are a number of key areas that need to be addressed. The **recognition** of diversity is a necessity for a universal approach. This includes ████████████████████████ supportive ████████████████████████ to supply chain to seller advancing the sustainability agenda (Gov.uk, 2014). In addition, Governments could play a greater role by changing **existing** legislation to ████████████████████████ Services Act through the inclusion of enforcing ethical standards, the adoption of effective and transparent supply chain management practice and legal action against greenwashing / ████████████████████████. Overall, sustainability, transparency and ethical standards are key drivers in responsible business practice and the values of the society.

References

Carroll, A.B. (2008) *A History of Corporate Social Responsibility: concepts and practices*, in Crane, A. et al (eds), The Oxford Handbook of Corporate Social Responsibility, Oxford University Press, pp. 19-46

Gov.uk. (2014). Corporate Responsibility: Good for business & society. *Department for Business Innovation & Skills*. Available at: https://www.gov.uk/government/uploads [Accessed 17 February 2017]

Hamidu, A. Haron, H. & Amran, A. (2015). CSR: A Review of Definitions, Core Characteristics and Theoretical Perspectives. Journal of Social Sciences. 6 (4) 83-95

████████████████████. (2004) Implicit and Explicit CSR: A conceptual framework for understanding CSR in Europe. *ICCSR Research Paper Series* (29-2004), University of Nottingham

Park, J., Lee, H., & Kim, C. (2014). ████████████████████████, consumer trust and corporate reputation: South Korean consumers' perspectives. *Journal of Business Research, 67, 295-302.*

████████████████████ (2016). Corporate Social Responsibility: an overview and new research directions. *Academy of Management* ████████████████████ (2) 534–544.

Weber, M. (2008). The Business Case for Corporate Social Responsibility: a company level measurement approach for CSR. *European Management Journal, 26, 247-61.*

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Comprehension Questions

1. Headings – *choose a subtitle for each paragraph*

1	B	**CSR popularity**	A	The values of CSR
2			B	~~CSR popularity~~
3			C	The way forward
4			D	CSR ▨▨▨▨ evolution
5			E	Key challenges

___ / 4

2. True / False / Not Given – one question per paragraph   **T/F/NG**

1	i.	The UN Global compact is an obligation	
2	ii.	CSR has achieved a ▨▨▨▨▨	
3	iii.	CSR has helped many companies become more competitive	
4	iv.	▨▨▨▨▨ CSR boasts productivity	
5	v.	CSR is a fad and will evolve into something different	

___ / 5

Open answer questions

Paragraph 1
3. What does CSR lead to?

i)	

___ / 1

Paragraph 2
4. Key changes in the three main areas:

1950	**Philanthropic**	*Religious & humane* ▨▨▨▨▨
		iii)
		iv)
1970s	ii) _____	v)
		vi)
		Legal and ▨▨▨▨▨ *issues*
i) _____	**Instrumental / strategic**	*Environmental protection*
		vii)
		viii)
		▨▨▨▨▨ *CSR standards*

___ / 8

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Paragraph 3
5. What are the main benefits of CSR?

1	*Improved financial performance*
2	
3	
4	
5	

___ / 4

Paragraph 3
6. Name the two key features of ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ benefits.

1	
2	

___ / 2

Multiple Choice:

Paragraph 4
7. A company's failure in CSR is due to… (choose only one answer)

a	only investing for a limited amount of time
b	higher ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ not supportive
c	not being attentive to stakeholder matters
d	All the above

___ / 1

Paragraph 4
8. The main problem for managers is

a	prioritizing and balancing aspects of CSR
b	investing ▓▓▓▓▓▓▓▓▓▓▓ CSR
c	transparency and goal clarity
d	All the above

___ / 1

Paragraph 4
9. The problems with global logistic chains and off-shore manufacturing industries is

a	organizing CSR
b	▓▓▓▓▓▓▓▓▓▓▓
c	international governmental and environmental policies
d	All the above

___ / 1

_____

Definitions

Paragraph 4
10. What is green washing?

___ / 2

Open answers

Paragraph 5
11. What are the key areas that ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓?

1	
2	

___ / 2

Paragraph 5
12. What needs to be ▓▓▓▓▓▓▓▓▓▓▓▓▓ Act and Social Services Act?

1	
2	
3	

___ / 3

Linking words

13. Reference words – explain what these reference words connect to: (underlined in the text)

Paragraph	Word	Connection
1	*it*	Answer: *CSR*
2	*this*	
3	*this*	
4	*it*	
5	*this*	

___ / 4

_____

13. Author's stance?

Is the author for or against CSR? Why?	
For	Against [choose one]
Why?	

___ / 2

14. Key language – *explain these terms from the context / use synonyms where appropriate)*

Paragraph	Word	*Explanation*
1	*indispensable*	*absolutely necessary*
1	*culminates*	i)
2	▓▓▓▓▓▓▓	ii)
3	*pre-eminent*	iii)
3	*resilience*	iv)
4	▓▓▓▓▓▓▓	v)
4	*exacerbated*	vi)
5	*fad*	vii)
5	▓▓▓▓▓▓▓	viii)
5	*mechanisms*	ix)
5	*existing*	x)

___ / 10

Overall Total: _____ / 50

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Comprehension Questions ANSWERS

1. Headings – *choose a subtitle for each paragraph*

1	B	**CSR popularity**	A	The values of CSR
2	D	CSR historical evolution	B	~~CSR popularity~~
3	A	The value of CSR	C	The way forward
4	A	Key challenges	D	CSR historical evolution
5	C	The way forward	E	Key challenges

___ / 4

2. True / False / Not Given – one question per paragraph   **T/F/NG**

1	vi.	The UN Global compact is an obligation [voluntary]	**F**
2	vii.	CSR has achieved a great deal since 1950 [remarkable]	**T**

ALL ANSWERS ARE INCLUDED IN PAID VERSION…