

Preface

The demand for corporations to take social responsibilities has been higher and higher with the continual emergence of problems of pollution, food security, energy exhaustion, and greenhouse effect in recent years. The financial crisis caused by 2008s American subprime crisis which leads to the greatest recession in decades makes academy and business world to pay attention to corporate social responsibilities. Meanwhile, the corporations' motive and willingness of taking social responsibility also increasingly improve considering the long-time development strategy. Based on this, lots of enterprises started taking social responsibility into practice. Corporate social responsibility (CSR) is the carrier of disclosure of the corporate endeavors to take social responsibilities as well as the basis for outer stakeholders to supervise corporations; CSR report has become a fairly important part for corporations to exert their strategies and build their core competences.

CSR report helps corporations increase their strategic management ability, making them to consider the mutual relationships with society outside-in and thus enrich the strategic environment analysis; besides, it helps corporations build a responsible image, making them get the social recognition and enhance the brand value. This book is engaged in analyzing the status and developing trend of CSR report, figuring out corporate survival environment, and significance and necessity of practicing CSR report; it performs a guidance rule in that it provides reference for CSR report practicing through analysis of CSR report formulating process and management framework.

This book contains 12 chapters and the main content is listed as below:

The [Chaps. 1 and 2](#) mainly discuss the CSR and CSR management, including: the emergence, development, definition and theory elaboration of CSR; strategic management of CSR; the practicing of CSR; the mechanism for boosting CSR et al.

[Chapters 3–5](#) mainly discuss the current status and trend of CSR report, including: outline of CSR report; the current status and trend of worldwide CSR report; the current status and trend of Chinese CSR report.

[Chapters 6–11](#) mainly discuss the concrete process of CSR report management, including: the framework of CSR report management; the reference standard of CSR report; the content and structure of CSR report; the compilation and auditing of E-CSR report; the issue and marketing of CSR report.

Chapter 12 mainly discusses the cases of Chinese CSR report practice, analyzing the current CSR reports from different Chinese industries and types of companies.

A mass of references are quoted during the writing process, which lay a foundation for later researchers and practitioners to further study it or explore the source. Despite the lots of work the author has dedicated to, this book still demands deeper study and further perfection with the consistent development of CSR report theory and practice. The author sincerely hopes the readers could point out the mistakes inside this book to make it corrected.

Corporate Social Responsibility Reporting in China

Shin, K.-Y.

2014, XII, 241 p. 53 illus., Softcover

ISBN: 978-3-642-54151-3