

Preface

Initially, Corporate Social Responsibility was concerned primarily with environmental issues that could threaten the survival of our planet if corporations did not recognize potential problems and take concerted action to ameliorate them. It was controversial, considered by some to be an irresponsible attempt to frighten, lacking serious scholarly merit. Since its initial focus on environmental issues, however, Corporate Social Responsibility has grown in depth and importance to encompass social and economic issues of human welfare as well and is now a well-recognized and accepted field of scholarly study.

As of the second decade of the twenty-first century, Corporate Social Responsibility has been accepted globally as a necessary field that ensures a thriving relationship between business and society. Halfway through the development of the Encyclopedia of CSR (published in January, 2013), the Editor-in-Chief of the DCSR was forced to ask himself whether CSR has developed to the point that it requires its own dictionary. The answer to that original question was an emphatic affirmative because CSR is now a globally spoken business language and a common dictionary is needed to enhance communication among speakers from different backgrounds and different competencies.

Because it deals with current social, economic, and environmental challenges, Corporate Social Responsibility touches every area of human existence. Scholars, practitioners, international organizations, and nongovernmental organizations all over the world research various aspects of the field, constantly coining new terms in the process. Hence, compiling a dictionary was a daunting process. Many terms probably did not find their way into this first edition of the very first CSR dictionary. Continuous revisions will be necessary in order to ensure that it remains up to date. To that end, readers' assistance will be needed, and the editor-in-chief asks that readers to contact him at the email address given elsewhere in the DCSR with suggestions and improvements.

Responsibility is a vital concern to business globally. As explained by Visser in *CSR and Financial Crisis: Taking Stock* (November 2008), irresponsibility costs the global community dearly both financially and socially, whether one is discussing irresponsible banking, irresponsible financial markets, irresponsible corporations, irresponsible executives, or irresponsible capitalism. Consequently CSR can no longer be trivialized. Doing so demonstrates a high degree of social irresponsibility on its own. It is hoped that all the terms assembled in this edition of the DCSR meet readers' needs. Please remember that the readers' assistance is needed to update the next edition of this unique dictionary and email any terms you believe should be added.

London, UK

Samuel O. Idowu

Dictionary of Corporate Social Responsibility

CSR, Sustainability, Ethics and Governance

Idowu, S.O.; Capaldi, N.; Fifka, M.; Zu, L.; Schmidpeter,

R. (Eds.)

2015, XXXII, 603 p. 9 illus. in color., Hardcover

ISBN: 978-3-319-10535-2