

Preface

Business organizations are created for making and distributing profits however, in the recent past, they have generated concerns with “race-to-the-bottom” for profit maximization, which contributes to social injustice (by widening the gap between the “haves” and the “have nots”) and environmental degradation. Furthermore, because of an interest in governance approach to public (development) management as well as the perception that the business sector is more interested in profits and less in community benefits—many international organizations (e.g., OECD, UN, World Bank) have taken various initiatives to advance and evaluate corporate social responsibility (CSR). A major example of such efforts is the UN Global Compact as a guide for socially and environmentally responsible business practice.

Many national concerns and international efforts have stimulated interest in studies on CSR. My personal interest in the phenomenon resonated during the initial phase of my research on a previous work: *Human Security and Philanthropy: Islamic Perspectives and Muslim Majority Country Practices* (Springer, 2015). Corporate social responsibility (or business/corporate philanthropy), although important, was left out of the above volume for its size rationalization and was conceptualized for a separate volume. Nonetheless, unlike the previous one, this current volume represents all major belief systems in Asia. It also includes China, where most people do not subscribe to any religion, and the Republic of Korea, where no single religion is dominant. The current volume intends to study the interrelationships of culture, public governance, the three sectors, and their influences on CSR.

The enthusiasm from Springer (especially Teresa M. Krauss, the editor) and the eagerness of some possible contributors helped me crystallize the idea and the frame for this work. Paul Dekker and Annette Zimmerman (the then-editors of the Springer ISTR Nonprofit Series) also supported the idea and helped shape its feature and course. I am thankful to Teresa and the series editors.

The volume is an attempt to do the following:

- Compile comparative analyses of the interactions of human culture, political regime, and economic system in shaping the character and practices of CSR;
- Examine the framing and application of CSR codes across different Asian countries with varied cultural, economic, historical, and political features;
- Evaluate challenges, lessons, and potential of tripartite public (facilitation), private (funding), and nonprofit (organizational) engagements in influencing firms' behaviors; implementing local, national, and international codes of ethical business behavior; and maximizing CSR benefits.

The execution of the scheme was not easy. There were health issues; problems of information and data and lack of time, effort, and funds; difficulties in finding reviewers and addressing their concerns; incidences of incoherence with the themes, etc. We ended up with fewer chapters and less diversity than originally had planned. I am thankful to all of the authors, especially for their patience during the review and revision stages, and to all other colleagues who began the journey with us only to drop out for various reasons.

I am also taking this opportunity to express my gratitude to some people for extending enthusiasm, support, and review help. This list includes many people, but I must name the following: Bronwen Dalton (Australia), Clara Morgan (Canada), Fatima Rasheed (USA), Junki Kim (South Korea), Juree Vichit-Vadakan (Thailand), Ma. Oliva Z. Domingo (The Philippines), Ateeq Jakka Al Mansoori (UAE), M.S. Moodithaya (India), Pushpa Sundar (India), Shih-Jung Hsu (Taiwan), Tawfique M. Haque (Bangladesh), Yashvante Dongre (India), and Zulfan Tadjoeeddin (Australia). Thank you.

I am also grateful to Khalid Al Shimmari (for research support), and Salma Al Amri (for administrative support).

Finally, I am thankful to my wife, Arifa, and daughters, Samia and Fariha, for their forbearance.

Al Ain, United Arab Emirates

Samiul Hasan

Corporate Social Responsibility and the Three Sectors
in Asia

How Conscious Engagement Can Benefit Civil Society

Hasan, S. (Ed.)

2017, X, 246 p. 4 illus., Hardcover

ISBN: 978-1-4939-6913-5