



CSR in the Middle East: Fresh Perspectives (Paperback)

By Dima Jamali, Yusuf Sidani

Palgrave MacMillan, United Kingdom, 2016. Paperback. Condition: New. 1st ed. 2012. Language: English . Brand New Book ***** Print on Demand *****.The practice of corporate social responsibility (CSR) in the Middle East is explored in this volume, through a unique compilation of data and perspectives from authors living and working in the region. The authors demonstrate how the long-entrenched traditions of philanthropy and generosity in Arab culture have been reinvigorated in recent years and are starting to cross-fertilize with new and more institutionalized forms of giving, advocated through advances pertaining to CSR. Using a variety of cases, this book ponders the multiple facets of CSR in the region, including philanthropy, strategic giving, social entrepreneurship, internal CSR and responsible human resource management practices, effective CSR integration in SMEs, corporate environmental responsibility and its evolution, CSR reporting and lingering challenges in this respect. It also considers the relevance and applicability of CSR to a wider spectrum of societal actors and institutions. The contributions nicely capture and reiterate commitment to CSR in the Middle East.

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