



Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics)

Shashank Shah, V.E. Ramamoorthy

Download now

[Click here](#) if your download doesn't start automatically

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics)

Shashank Shah, V.E. Ramamoorthy

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) Shashank Shah, V.E. Ramamoorthy

In the light of multiple corporate debacles, financial crises and environmental disasters across the globe, the need for corporate goals to transition from simply maximising shareholder wealth to optimising stakeholder welfare is being echoed in various quarters. This book makes a distinct contribution by looking at Corporate Social Responsibility (CSR) from a values-based perspective with a focus on providing a balance between corporate success and social well-being. The book emphasizes that corporations need to redefine their purposes to co-create long-term, sustainable and win-win solutions for multiple stakeholders through mutually-fulfilling and value-adding collaborative efforts. Through the ideal of 'A Soulful Corporation', the book proposes a new story where corporations, as associations of individuals, can identify their 'collective spirits' in terms of environmentally-aware, socially-inclusive and financially-rewarding missions.

Some of the unique features of the book include:

- A detailed study of the evolution of CSR from the ancient to contemporary times
- Insights gained through empirical research and personal interviews with over 100 industry captains, CEOs, MDs and heads of the CSR function across companies and industries
- Case studies on CSR practices and processes in leading Indian companies including the Tata Group, TVS Motor, HUL, Wipro, L&T, Bharat Petroleum, HDFC Bank, Birla Group, Reliance Industries and others.
- Cases on unique social welfare projects in the areas of education, healthcare and drinking water supply
- A 'Society and Local Community Welfare Framework' and a '12-point Agenda for Affirmative Action' that propose policy recommendations and provide corporations with a roadmap for their CSR journey in the light of the mandatory CSR spending introduced by the Government of India.

The book has relevance to multiple stakeholders: students, academics, CSR researchers, policy-makers, industry captains, business managers and entrepreneurs.



[Download Soulful Corporations: A Values-Based Perspective on Cor ...pdf](#)



[Read Online Soulful Corporations: A Values-Based Perspective on C ...pdf](#)

Download and Read Free Online Soulful Corporations: A Values-Based Perspective on Corporate

Download and Read Free Online Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) Shashank Shah, V.E. Ramamoorthy

From reader reviews:

Eleanor Landa:

Information is provisions for folks to get better life, information currently can get by anyone on everywhere. The information can be a understanding or any news even a problem. What people must be consider when those information which is inside the former life are hard to be find than now could be taking seriously which one would work to believe or which one often the resource are convinced. If you get the unstable resource then you buy it as your main information you will see huge disadvantage for you. All those possibilities will not happen throughout you if you take Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) as the daily resource information.

Gary Bloomfield:

Does one one of the book lovers? If so, do you ever feeling doubt when you are in the book store? Try to pick one book that you just dont know the inside because don't judge book by its include may doesn't work here is difficult job because you are frightened that the inside maybe not seeing that fantastic as in the outside appear likes. Maybe you answer can be Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) why because the wonderful cover that make you consider regarding the content will not disappoint you actually. The inside or content is usually fantastic as the outside or even cover. Your reading sixth sense will directly direct you to pick up this book.

Willie Burroughs:

In this era which is the greater individual or who has ability in doing something more are more special than other. Do you want to become certainly one of it? It is just simple solution to have that. What you are related is just spending your time not much but quite enough to experience a look at some books. Among the books in the top checklist in your reading list is definitely Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics). This book and that is qualified as The Hungry Inclines can get you closer in getting precious person. By looking up and review this reserve you can get many advantages.

Deborah Hart:

A lot of reserve has printed but it is different. You can get it by world wide web on social media. You can choose the most effective book for you, science, witty, novel, or whatever simply by searching from it. It is referred to as of book Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics). You can include your knowledge by it. Without making the printed book, it could possibly add your knowledge and make an individual happier to read. It is most crucial that, you must aware about guide. It can bring you from one destination for a other place.

Download and Read Online Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) Shashank Shah, V.E. Ramamoorthy #GN97USWP8BE

Read Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy for online ebook

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy books to read online.

Online Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy ebook PDF download

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy Doc

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy MobiPocket

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) by Shashank Shah, V.E. Ramamoorthy EPub