

NEW TITLE

*International Journal of*

# Corporate Strategy and Social Responsibility

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# Scope of the Journal

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*The possibility that firms can develop a competitive edge over rivals by investing in social initiatives has been made increasingly likely over recent years by changes in consumer behaviour and policy choices towards society. IJCSSR fosters discussion on unresolved theoretical and empirical issues relating to the strategic implications of CSR and acknowledges that analysis of these implications can be hampered by cross-cultural differences. This perspective recognises the role of a firm's value chain in attaining competitive advantage through CSR.*

## Topics covered include:

- Building social responsibility into corporate strategy
- Cross-cultural corporate social responsibility (CSR)
- CSR in banking industry and financial institutions
- Socially responsible investment (SRI)
- Green supply chain analysis and social responsibility in global supply chains
- Integrating ethics and social responsibility in marketing strategies
- Clean production and sustainable product design and development
- Strategic human resources management and social responsibility
- Leadership, creativity, and social responsibility
- Economics of CSR
- Reporting and auditing of CSR
- Comparative studies in CSR
- Social responsibility in public service organisations and NGOs
- Strategic CSR for SMEs
- Best practices and business case for corporate social and environmental responsibility



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