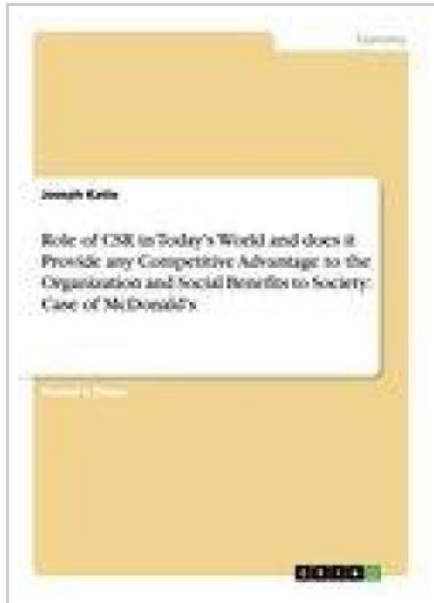




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Role of CSR in Today's World and does it Provide any Competitive Advantage to the Organization and Social Benefits to Society: Case of McDonald's

By Joseph Katie

Grin Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: B, University of Canberra, language: English, abstract: Corporate social responsibility has become highly important debate among scholars as well as business as not only it provides social benefits to communities but also competitive advantage to business and increase their profitability in the era of globalization and intense competition among organizations in global marketplace. Currents study is based on case study of McDonalds. McDonalds is among the most admired companies for CSR initiatives. According to McDonalds management point of view, corporate social responsibility is about living the values every day. It is about actions, results and maintenance of open line communication with customers and stakeholders. McDonald s is determined to consistently improve its social and environmental performance. All organizations seek competitive advantage as it is the force which keeps the organization above others and provide it the power to stay in the business for a long time. The competitive advantage includes recognition of brand and helps the organization to become the...

Reviews

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