Corporate Social Responsibility

Your Name

Grand Canyon University

<Date>

**Literature Review Resources**

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| Number | Article Information:*Be sure entries are presented in alphabetical order.* | Added to RefWorks? Y or N **(optional)** |
|  | Reference  Cheng, B., Ioannou, I., & Serafeim, G. (2014). Corporate social responsibility and access to finance. *Strategic management journal*, *35*(1), 1-23. |  |
| Permalink  <https://onlinelibrary.wiley.com/doi/abs/10.1002/smj.2131> |
| Annotation  Cheng, Ioannou, & Serafeim, brings on the topic of understanding whether superior performance on corporate social responsibility has a role to do with strategies that lead to better access to finance. In companies that has a well devolved corporate social responsibility, there is the tendency they perform better finance wise. In such a case as outlined by Cheng, Ioannou, & Serafeim, there is more transparency which means all the transactions are carried out in line with company`s objectives. There is also the issue of reduced agency cost that comes along with stakeholder involvement. Any organization will a clear and effective stakeholder organization therefore enjoys better access to finance. |
|  | Reference  Grayson, D., & Hodges, A. (2017). *Corporate social opportunity!: Seven steps to make corporate social responsibility work for your business*. Routledge. |  |
| Permalink  <https://content.taylorfrancis.com/books/download?dac=C2017-0-54886-0&isbn=9781351280877&format=googlePreviewPdf> |
| Annotation  Grayson and Hodges identifies the issues or the opportunities that come with corporate social responsibility. They come up with a link between corporate social responsibility and corporate social opportunity that companies should adapt. When running an organization there is a need to define the opportunities at handle while performing your social duties. A company should be socially accountable but that does not limit them from enjoying the opportunities that come along. They are keen to identify the ethical attributes associated with the social corporate responsibility. However, they point out that a company should not take an advantage of the situation if its not beneficial to the community. Its all about committing to serve through opportunity utilization. |
|  | Reference  Khan, A., Muttakin, M. B., & Siddiqui, J. (2013). Corporate governance and corporate social responsibility disclosures: Evidence from an emerging economy. *Journal of business ethics*, *114*(2), 207-223. |  |
| Permalink  <https://link.springer.com/article/10.1007/s10551-012-1336-0> |
| Annotation  Khan, Muttakin, & Siddiquibrings up the issue of having a well-organized company, which incorporates all the stakeholders. They highlight the issue of having an audit committee that ensures all the processes are as required. These influences how an organization will respond to the various social activities or needs as they arise. The source also describes the influence that outside forces have on the functioning of the organization and the responsibility it has on the society. The best approach according to Khan, Muttakin, & Siddiqui however is to ensure that these forces are for the betterment of the society. If the influence deteriorates the services offered, the best move is to assume and do as per the company`s objectives. |
|  | Reference  Servaes, H., & Tamayo, A. (2013). The impact of corporate social responsibility on firm value: The role of customer awareness. Management science, 59(5), 1045-1061. |  |
| Permalink  <https://pubsonline.informs.org/doi/abs/10.1287/mnsc.1120.1630> |
| Annotation  Servaes, H., & Tamayo, acknowledge the point that corporate social responsibility activities can add value to the firm but that is under certain conditions. To begin with, the best approach is by ensuring there is a close relation between the customers and the company. These customers are the ones that determine your reputation and they live in the society. Having a close look into their activities ensures there is a close and working relationship. Corporate social responsibility according to Servaes, H., & Tamayo involves giving the best with regards to the needs of the people. Having a close connection means having a better understanding of the societal needs. |
|  | Reference  Tai, F. M., & Chuang, S. H. (2014). Corporate social responsibility. *Ibusiness*, *6*(03), 117. |  |
| Permalink  <http://file.scirp.org/pdf/IB_2014091916083406.pdf> |
| Annotation  Tai and Chuang are keen to point out that businesses should not only be profit tools but also keen to address society needs. There are different parties that can be affected by the business including stakeholders as well as the public. The kind of relationship the company creates determines the extent to which it will be successful. Tai and Chuang commends that any business should have an objective of helping the community. Creating effective relationships between the different parties influences the productivity in an organization. Is upon the management therefore to ensure they give their best so to expect better outcome. |