



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

By Shashank Shah, V.E. Ramamoorthy



Download



Read Online

 Get Print Book

Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) By 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 o ...pdf](#)

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

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

By Shashank Shah, V.E. Ramamoorthy

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

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

- Sales Rank: #6259058 in Books
- Published on: 2013-09-02
- Original language: English

- Number of items: 1
- Dimensions: 9.21" h x 1.44" w x 6.14" l, 2.46 pounds
- Binding: Hardcover
- 608 pages

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

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

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

Editorial Review

Review

From the book reviews:

“This book extensively covers the evolution and role of CSR in society. ... The book also includes quotes from spiritual leaders and philosophical books encouraging the human being to love each other and commit something for the welfare of the society. On the whole, the book is informative, interesting and worth reading.” (M. V. Tanksale and Jayasree Menon, Journal of Social and Management Sciences, Vol. 42 (4), January-March, 2014)

“Soulful corporations is a comprehensive description of CSR in general, including its global development from corporate philanthropy towards corporate citizenship, and the practical implementations of CSR in India presented through nine case studies. ... present the findings of a multilayer research project in the form of a reference book for academics, researchers, policy-makers, business leaders, and CSR practitioners.” (Gábor Kovács, Journal of Management, Spirituality & Religion, January, 2015)

From the Back Cover

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 its unique features 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.

Relevant to multiple stakeholders: students, academics, CSR researchers, policy-makers, industry captains, business managers and entrepreneurs.

About the Author

Dr. Shashank Shah completed his PhD in the area of Corporate Stakeholders Management from Sri Sathya Sai Institute of Higher Learning, Prasanthi Nilayam (Andhra Pradesh), India, in 2010 and was the recipient of the Association of Indian Management Scholars International Outstanding Doctoral Management Student Award 2010 at the Indian Institute of Management Ahmedabad in 2011; also receiving the HR College Golden Alumnus Award 2011 from the Honourable Sheriff of Mumbai for outstanding research achievements. Prior to that, he received the President of India Gold Medal for excellence in the MBA programme and the Governor's Gold Medal for academic excellence in the Master of Philosophy Programme. He has published over 70 research-based papers and case studies in reputed national and international journals and for conferences in the areas of Corporate Governance, Corporate Social Responsibility, Corporate Stakeholders Management, Values-Based Management and Education. He has also co-authored five books and co-edited three monographs in these areas, besides a number of conference and seminar proceedings and reports. He has been invited to present his research papers for various international conferences at Harvard University, USA; INSEAD, France; and other academic institutions at Brazil, Italy, Turkey, Malaysia, Japan and India. In 2011, he was a Visiting Scholar at the Center for CSR, Copenhagen Business School, Denmark. He has been an Invited Faculty for Executive Development Programmes in the area of Corporate Social Responsibility at the School of Management, Indian Institute of Technology, Mumbai. He is the International Advisory and Editorial Board Member for the Journal of Values-Based Leadership, Valparaiso University, USA and a reviewer for the Journal of Human Values (Sage Publications), Indian Institute of Management Calcutta, Kolkata, and the Emerging Market Case Studies by Emerald Publishers, UK. Currently, he is a Post-Doctoral Fellow at the Department of Management Studies, Sri Sathya Sai Institute of Higher Learning, and the Editor of the University Publications Division, in which capacity he has compiled and edited over a dozen books on topics relating to Indian Culture and Spirituality, Values-Based Management and Education.

Prof. Vaidyanathan Easwaran Ramamoorthy had a four-decade-long illustrious career in academics and industry. After qualifying as a Cost and Works Accountant, he worked for a dozen years with eminent organisations such as India Pistons Ltd. and Tube Investments of India Ltd. in Chennai. Thereafter, for more than a quarter century, he worked in prominent positions in the academic field such as Director (Training) and Deputy Director, Institute for Financial Management and Research (IFMR), Chennai; Director, Management Development Programmes, Administrative Staff College of India (ASCI), Hyderabad; and Executive Director, Association of Management Development Institutions in South Asia (AMDISA), Hyderabad. He was also a team leader for a range of consultancy assignments for the Government of India Ministries including Chemicals and Fertilizers, Industry, Commerce, Civil Aviation, and Agriculture; and for State Governments in the areas of Mining and Pollution Control. After retirement, he served as Honorary Professor and Deputy Dean, School of Business Management, Accounting and Finance, Sri Sathya Sai Institute of Higher Learning, Prasanthi Nilayam, Andhra Pradesh. He has published two books on Working Capital Management (1976) and on Project Management (1994) and has guided a number of research projects on Finance, Corporate Governance, Corporate Social Responsibility, Values-Based Management, Education in Human Values and Humanised Healthcare, and has published papers for national and international journals and conferences.

Users Review

From reader reviews:

Sandra Snyder:

Why don't make it to become your habit? Right now, try to ready your time to do the important work, like looking for your favorite book and reading a e-book. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics). Try to make the book Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) as your good friend. It means that it can to become your friend when you really feel alone and beside that course make you smarter than ever. Yeah, it is very fortunated for you personally. The book makes you much more confidence because you can know every thing by the book. So , we should make new experience along with knowledge with this book.

Arthur Sanchez:

Have you spare time for any day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity for spend your time. Any person spent their own spare time to take a move, shopping, or went to typically the Mall. How about open or perhaps read a book allowed Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics)? Maybe it is to get best activity for you. You already know beside you can spend your time with the favorite's book, you can cleverer than before. Do you agree with it has the opinion or you have other opinion?

Levi Ryan:

In this particular era which is the greater individual or who has ability to do something more are more special than other. Do you want to become one of it? It is just simple method to have that. What you are related is just spending your time very little but quite enough to have a look at some books. Among the books in the top checklist in your reading list is usually Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics). This book that is certainly qualified as The Hungry Slopes can get you closer in becoming precious person. By looking way up and review this publication you can get many advantages.

Harold Dalton:

What is your hobby? Have you heard that question when you got learners? We believe that that concern was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. So you know that little person similar to reading or as reading through become their hobby. You need to understand that reading is very important along with book as to be the matter. Book is important thing to incorporate you knowledge, except your own personal teacher or lecturer. You discover good news or update regarding something by book. Different categories of books that can you go onto be your object. One of them is Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in

Business and Economics).

Download and Read Online Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics) By Shashank Shah, V.E. Ramamoorthy #8MDXANKOBSF

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