

Index

- Academic community, 210
- Academic research, 125
 - literature, 164–165
- Academic Research Development, 54–69
- Affordable and Clean Energy, 111
- Agile, 218, 219, 239
- Agency theory, 40
- Agribusiness, 5
- American Association of Community Colleges (AACCC), 206
- Applicability, 127
- AT&T, 170
- Audience readership, 141
- Australian Department of Foreign Affairs and Trade (DFAT), 120
- Authentic, xix, 219, 221
- Authentically, 218, 236

- B-Corporation (B-Corp), 38–39
- B-Lab, 38–39
- Bangchak Petroleum Public Company Limited, 120, 125
- Barclays, 191
- BASF, 214
- Becton Dickinson, 121
- Blended value, 232–233
- ‘Bottom-of-the-pyramid’ concept (BoP concept), 139, 170, 232–233
- Business and society, 30, 34, 93
- Business behavior, 168
- Business Civic Leadership Center (BCLC), 211
- Business community, 210
- Business ethics, 17, 23–24
- Business Impact Maps, 96
- Business Partnerships Platform (BPP), 120

- Business-for-purpose, 38
- Buying Social, 189

- C-suite, 167, 233
- Caja Navarra* bank, 175–176
- Case study/case studies, 87, 108–113, 222–223
 - Australian DFAT and Business Partnerships Platform, 154–156
 - Australian Shared Value Awards, 150–154
 - CSR 2.0, 223
 - CSR 3.0, 223
 - of CSV Measurement, 156–157
 - IVC Case Studies, 224–229
 - Shared Value Initiative Platform, 149–150
- Caux Principles, 23
- CERES Principles (*see* Valdez Principles)
- Change, 4, 15–16, 38, 232, 237–239
 - to corporate social responsibility, 233
 - through innovation and entrepreneurship, 184–186
- Changemaker(s), 5, 38, 68, 172, 184, 187
- Circular economy, 16, 36, 214, 216
- Circular Social Missions, 217, 218
- CJ CheilJedang*, 122
- Clean Water and Sanitation, 111
- Climate Action, 95–96, 98–99, 111
- Climate change, 87
 - Climate change escalation, 85–86
- Closed-innovation, 173
- Closing the Loop*, 208, 216
- Cluster development, 135
- Co-creation, 126, 133, 169–171, 173

- Co-innovation, 174
- Coca-Cola, 132, 135–136, 140–141
- Collaboration, 96, 169–171, 173, 209
 - CSR for, 95–96
- Collaborative-innovation, 173–174
- Collective purpose, xix
- Commonalities of CSV across
 - successful organization, 131–133
- Community involvement, 168
- Competitive advantage, 2–3, 172–173
- Conscious capitalism, 17, 32–33
- Continual improvement, 22
- Core Mission, 217
- Corporate actions, 55, 56, 58, 59
- Corporate citizenship (CC), 17, 27–28, 56
- Corporate community initiatives (CCI), 55
- Corporate entrepreneurialism, 38, 238–239
- Corporate entrepreneurship (CE), 180–181
- Corporate intrapreneurialism, 238
- Corporate measure, 55
- Corporate measurement, 58, 59
- Corporate mentality shift, 34
- Corporate outcomes, 56, 58, 59, 62
- Corporate Purpose-driven Business, 36–37
- Corporate responsibility, 236
- Corporate social entrepreneur(s), 180–183, 219
- Corporate social entrepreneurship (CSE), 17, 163, 181–182
 - relationship to CSR, 183–184
- Corporate social intrapreneur(s), 180–183, 219
- Corporate social intrapreneurship (CSI), 163
- Corporate social investment (CSI), 58
- Corporate social involvement (CSI), 55, 179
- Corporate social performance (CSP), 17, 55
- Corporate social responsibility (CSR), 1–4, 15–16, 56, 72–74, 94, 129, 161–162, 203–204, 231
 - activities, 57–58
 - Asia 2017 Topics, 36
 - B-corporation and, 38–39
 - changes to, 233
 - for collaboration and integration, 95–96
 - corporate citizenship and political, 27–28
 - corporate social entrepreneurship relationship to, 183–184
 - definition, 20–29, 31
 - dimensions, 31
 - discipline, 162
 - historical overview, 17–39
 - institutionalization, 27
 - research, 3
 - research growth, 20
 - research outlining integration of, 129–131
 - social and community projects, 4–5
 - social entrepreneurship and, 178–180
 - transitioning to strategic CSR, 204–206
- Corporates, 99–100, 163, 188–189
 - thinking, 162
 - working with social enterprises, 189
- Corporations, 4–5
- Country context, 64–65
- Country groups, 64–65
- Creating integrated value (CIV), 59, 68–69, 194, 213, 233
- Creating shared value (CSV), 2–3, 5–6, 17, 33–35, 56, 67–68, 72–74, 94, 119–121, 165, 204–205, 232–233
 - academic perspective, 128–129

- case studies in the academic literature, 121–127
- commonalities across successful organization, 131–133
- criticisms, 137–139
- linking to other concepts, 139–140
- measurement through research and case studies, 134–136, 136–137
- reconceiving products and markets, 123
- redefining productivity in value chain, 124
- research outlining integration of, 129–131
- strengths, 140–143
- strategy and partnership, 122
- Creating value, 233–234
- Creating of shared value (CSV), 58–59
- Credibility, 127
- Cross-border, 237
- Cross-generational, 238, 239
- Cross-generational preneurs, 238
- Cross-sector, 237
- CSR 1.0, 21–22, 206–208
- CSR 2.0, 21–22, 206–208
 - principles, 208
- CSR 3.0, 233–234
 - development, 208–212
- CSR 4.0, 233–234
 - themes, 218–219
- CSR Europe*, 4, 95–96, 209
- CSR Europe Enterprise 2020 Initiative, 36
- CSR Social Initiatives. *see also* Social Initiatives (SIs)
 - Academic Research Development, 54–69
 - and corporate outcomes, 58–59
 - research inclusion of employee perspectives, 60–61
- Creating transformed value (CTV), 42, 58–59, 69, 203, 215–219, 233, 238–239
- FOR Creating transformed value (CTV), 58–59
- Customers, 87–88
- Decent Work and Economic Growth, 111
- Destruction, 214
- Det Norske Veritas (DNV), 170
- Developing countries, 171–172
- Disconnection, 214
- Discontent, 214
- “Discretionary” expectations, 21
- Disruption, 4, 185, 195, 214, 231, 232
- Doughnut Economics, 40–41
- Dow Chemical, 120
- EBSCOhost*, 57, 133, 209
- EBSCOhost Business Support Complete*, 37
- Eco-efficiency, 25–26
- Economic/Economy
- Ecosystem, 6, 174
- Edelman Trust Barometer, 60
- Education, 87
- Emerging markets, 99
- Employees, 87–88
- Energy, 87
- Engagement, 4, 24, 218
- Enterprise 2020 Initiative, 33
- Entrepreneur, 182
- Entrepreneurship, 177–178
- Environment, 87, 168
- Environmental, social, and governance (ESG), 168
- Environmental context, 5
- Environmental loop, 218
- Environmental solution, 5–6
- Environmental sustainability, 25–26
- Ethical Corporation, 86–87
- Ethical responsibilities, 26

- European Business School (EBS), 165
 European Commission (EC), 4, 33,
 120, 129, 161–162
- Evolution
 of innovation, 173–177
 of “Preneur”, 180–183
- Explicit CSR, 31–32
- Explorative investment, 168
- Exponential economy, 11, 203, 216, 234
- For-benefit organizations, 38
- Fourth Industrial Revolution, 2–3,
 15–16
- Gender equality, 87, 111
- Generation Alpha, 237
- Generation Z, 5–6, 186–187
- Glaxo Smith Kline (GSK), 120, 123
- Global Goals, 4, 5, 9, 10, 85, 86, 89, 93,
 96, 97, 99, 104, 232
- Global Impact Investing Network
 (GIIN), 99–100
- Global Reporting Initiative (GRI), 27,
 99–100
- Global road map, 238
- Global Steering Group for Impact
 Investment (GSG), 99–100
- Globalization, 6
- Globalization 1.0, 6
- Globalization 2.0, 203
- Globalization 3.0, 6, 203
- Globalization 4.0, 1, 2–3, 6, 15–16, 203
- GlobalScan survey, 94
- GlobeScan-SustainAbility Leaders
 Survey, 94
- Good Health and Well-being, 111
- Google*, 41, 210
- Google Scholar*, 209
- Governance, 38
- Government, 4–5, 19, 85–86
- Green Partnership Award, 125
- Green washing, 97
- Growth economy, 216
- Harvard Business Review (HBR),
 120–121, 140–141
- Health, 87
- High-CSR performance, 167
- HP, 167
- Human experience environments, 176
- Human resources, 168
- Human rights, 168
- Hunger, 87–89
- ICSR, 62, 64, 79
- Identification, 4, 32, 37, 53, 59, 60–64,
 66–67, 69–70, 72–73, 79, 81,
 126, 144, 176–177, 218
- IFC, 142
- Implicit CSR, 31–32
- Importance of CSR (ICSR), 72–74
- Inclusion of employee perspectives,
 60–61
- Inclusive business model, 139, 142
- Inclusive leadership, 236–237
- Inclusive markets, 232–233
- Inclusive(ness), 3, 8, 33, 54, 70, 91–92,
 96, 115–116, 125, 139, 142,
 214, 217–218, 226, 232–233,
 236
- Incremental change, 238
- Individual CSR micro initiatives, 57
- Industrial revolutions, 231–233
- Industry, Innovation and
 Infrastructure, 111
- Inequality, 88–89
- Informal economy, 172
- Information Communications
 Technology (ICT), 174
- Initiative/initiatives. *see* Social
 initiatives (SIs)
- Innovation, 30–33, 96, 126, 142–143,
 177–178, 203–204, 209
 change through, 184–186
 for competitive advantage, 172–173
 and CSR, 166–169
 in developing countries, 171–172

- evolution, 173–177
- millennials and social enterprise movement, 186–188
- social innovation, 165–166
- as sustainable engine, 163–165
- Innovation Ecosystem, 174
- Innovative CSR, 169–171
- Innovative social enterprises, 5–6
- Inside-out and outside-in collaborative innovative efforts, 174
- Integrated value, 33–35
- Integrated value creation (IVC), 2–3, 17, 35, 58–59, 72–74, 120, 204–205, 212–215
- Integration, CSR for, 95–96
- Intel, 121, 135–136, 167
- Interconnectedness, 93
- Interface, 214
- International Business (IB), 61
- International Finance Corporation (IFC), 99–100
- International law firm, 68
- International Standardization Organization (ISO), 39
- Internet, Web 1.0, 207
- Investors, 99–100
- ISO 26000, 33–34
- ISO 9001, 22
- Job Engagement, 72–74
- Korea International Cooperation Agency (KOICA), 122
- Leadership, inclusive and responsible, 236–237
- Legal responsibilities with economic responsibilities, 26
- Life Below Water, 111
- Life on Land, 111
- Mars, 121
- Massive Open Online Course (MOOC), 190
- Measurable Sustainable Development Goals, 217
- Measuring impact of SDGs, 99–100
- Micro-entrepreneurs, 164–165
- Microsoft, 206
- Millennials, 36–38, 163, 186–189
- Millennium Development Goals (MDGs), 89
- “Multi-local” approach, 189
- Multinational corporate (MNC), 89, 93
- Multinational corporations (MNCs), 61–62, 68, 207, 236
- Multinational enterprises (MNEs), 87–89, 93, 130, 133, 164–165, 207
- Multinationals, 4–5
- Nestlé, 120–121, 128–129, 140–141
- Networking, 126
- New blueprint, 38, 89, 232, 236
- Neoclassical theory, 40, 128
- Nike, 175, 176, 184
- No Poverty, 111
- Novartis, 121
- OECD Guidelines, 89, 93
- OECD methodology, 9–10
- Open-innovation, 174–175
- Open-innovation system, 174
- Operating system, 217
- Organization for Economic Co-operation and Development (OECD), 99–100
- Organizational Identification (OI), 72–74
- Partnering, 170
- Partners in Food Solutions (PfS), 211
- Partnerships for goals, 111
- Peace, Justice and Strong Institutions, 111

- Perceived CSR (PCSR), 62, 64, 67–68, 72–74, 79
- Philanthropic component, 59
- Philanthropic responsibilities, 21, 26, 58
- Philanthropy, 181–182, 204
- Political CSRSR, 28–29, 32–33
- Poverty, 87–89
- Pre-industrial Revolution to World War II, 18–19
- Preneur(s), 218, 219
- ‘Preneur’, evolution of, 180–183
- Preneurship, change through, 184–186
- Principles for Responsible Investment (PRI), 99–100
- Purpose, 2–3, 17, 36–37, 61, 69, 126, 186–187, 237–239
- Purpose-driven business, 36–37
- PwC study, 95–96
- Pyramid of CSR, 26
- Quality Education, 111
- Reduced Inequalities, 111
- Regional differences in CSR, 30
- Resilience economy, 11, 203, 216, 234
- Research, 5, 189
 - outlining integration of CSR and CSV, 129–131
- Responsibility, 18–19, 182
- Responsible Consumption and Production, 111
- Responsible leadership, 236–237
- Responsive CSR, 29–30
- Responsiveness, 21–22
- Risk-taking, 186
- Sanitation, 87
- SAP Social Enterprise, 190
- SDG washing, 10, 86, 97, 99, 104, 238
- Seductive proposition, 138
- Shard purpose, 239
- Shared value. *see* Creating shared value (CSV)
- Shared Value Initiative Platform, 120
- Shareholders, 24, 39, 87–88, 208
- Sharing value, 126
- Small to medium enterprises (SMEs), 4, 164–165
- Smart innovation, 216, 234
- Social context, 5
- Social enterprise, 161–162, 177–178
 - corporates working with, 189
- Social enterprise movement, 186–188
- Social Enterprise World Forum (SEWF), 190
- Social entrepreneur, 180–183
- Social entrepreneurialism, 38, 42, 186–187
- Social entrepreneurs, 177–178, 180
- Social entrepreneurship, 161–163, 177–178
 - and CSR, 178–180
- Social environmental and governance (ESG), 135
- Social Identity Theory (SIT), 61–62, 72–74
- Social impact, 6, 58–59, 68, 70, 132, 137, 139, 143, 178, 181, 190, 194, 227, 233, 185
 - measurement, 68, 136, 193
- Social Impact Assessment, 58, 136
- Social Initiatives (SIs). *See also* CSR
 - Social Initiatives, 1, 5–6, 54, 57–59, 130, 144–145
- Social Initiatives Engagement (SI-E), 72–74
- Social Initiatives Framework, 55–56, 58–59, 67–68
- Social Initiatives Identification (SI-I), 61–64, 72–74
 - mediation effect, 62
- Social Innovation, 165–166, 171–172, 188–189, 232
- Social intrapreneurialism, 238
- Social intrapreneurs, 183–185
- Social intrapreneurship, 163, 183, 185–186, 192, 194

- Social issue arenas, 21–22
- Social justice, 87
- Social marketing, 124
- Social mission, 176, 180, 166
- Social need, 131
- Social problem, 2–3, 5
- Social Progress Index, 134
- Social projects, 33–35, 144
- Social purpose, 54
- Social responsibility, 19–21
- Social return on investment (SROI), 136
- Social revolution, 16, 231–233
- Social solution, 5–6
- Social sustainability, 25–26
- Social Value International (SVI), 99–100
- Society, 87–88
- Socioeconomic obligations, 20
- Sociohuman responsibilities, 20
- Stakeholder capitalism, 29
- Stakeholder theory, 24, 138, 232–233
- Stakeholders, 3, 19–22, 24, 28, 53–54, 60, 87–88, 126, 162–163, 204, 208
 - management, 126
 - orientation, 32
- Start-ups, 2, 7, 10, 37, 68, 134, 161, 163, 177, 187, 189, 192–193, 233
- Stockholm Resilience Center, 216
- Strategic CSR, 29–30, 130–131, 139, 204, 206
 - CSR transitioning to, 204–206
- Sue Ryder Care (SRC), 170
- Sullivan Principles (1977), 22
- Supply chain, 39, 53–54, 98
- Sustainability, 17, 18–19, 24–26, 28, 92
- Sustainable Agriculture Network (SAN), 39
- Sustainable Cities and Communities, 111
- Sustainable development, 24–25, 72–74
- Sustainable development goals (SDGs), 4–5, 16, 35–36, 85–87, 91, 139, 231
 - concerns regarding, 97–98
 - context within corporate framework, 89–92
 - impact investing to addressing, 100–101
 - implementation and reporting, 87
 - key themes, 90–91
 - measuring, 98–99
 - measuring impact, 99–100
 - new products launched to target, 101
 - themes of integration and collaboration, 92–94
- Sustainable innovation, 216
- Systemic CSR, 32
- Systems change, 59, 89, 163, 217, 236
- Systems demand, 239
- Systems development, 236
- Systems orientation, 217
- Systems outcome, 55, 58, 59, 71
- Systematic Quantitative Literature Research Analysis, 10, 119, 121, 124, 143
- Systems thinking, 213–215
- Tesla, 34, 214
- Theoretical model, 67–68
- Theory of Change, 132
- Three Pillars, 120–122, 143
- Top-down bottom-up (systems) approach, 218, 219
- Total quality management (TQM), 22
- Toyota, 206
- Transformed social policy, 7–8
- Transformed system, 210
- Triple bottom line, 17
- Trucost SDG Evaluation report, 99
- Umbrella framework, 138
- UN Global Compact (UNGC), 23, 27

- UNGC-Accenture Strategy CEO Study, 235
- Unilever, 34, 140–141, 214
- United Nations Development Program (UNDP), 99–100
- United Nations Global Compact (UNGC), 89
- United Nations Global Compact principles, 90
- United Nations Sustainable Development Goals (UN SDGs), 26
- Urbanization, 92
- Urbi, 206
- US Global Leadership Coalition (USGLC), 210–211
- UBS Global Visionaries, 191
- Valdez Principles, 24–25
- Value creation, 88
- Visser’s approach, 185
- Vodafone, 121
- Water, 87
- Well-being economy, 11, 216, 234
- Wicked challenge, 4–5, 10–11, 186
- Wicked problem, 1, 5, 85–86
- Win-win solution(s), 24, 123, 128, 234
- World Benchmarking Alliance (WBA), 99–100
- World Economic Forums, 29, 88–89
- Zero Hunger, 111