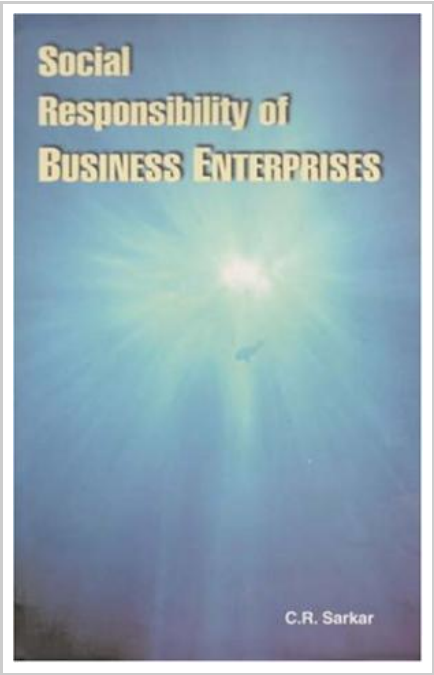


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Social Responsibility of Business Enterprises

By C.R. Sarkar

New Century Publications, New Delhi, 2005. Hardcover. Book Condition: New. First. 14 cms. 274pp. There is a growing perception among enterprises that sustainable business success cannot be achieved solely through maximization of short-term profits. While striving for maximum profit in a market-oriented system, a business enterprise has to ensure responsible behaviour and identify itself with the socio-economic development of the community at large. The profit earning attitude should go hand in hand with societal needs. Corporate Social Responsibility (CSR) is the alignment of business operations with social values and has found recognition among enterprises, policy-makers and government functionaries. It is an important element of emerging form of governance. This book is an attempt to cover the diversified theoretical and practical issues concerning the operations of a business enterprise intermingled with social responsibilities.

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