CORPORATE SOCIAL RESPONSIBILITY: TRENDS AND ISSUES

INTRODUCTION

Broadly speaking, corporate social responsibility (CSR) covers the voluntary efforts of companies to address the social and environmental concerns of their stakeholders, including company shareholders, employees, the government, consumers, and the list goes on. Stakeholders who have an interest in CSR issues increasingly want to make their voices heard. As such, CSR has been given more and more attention in recent times\(^1\).

Many experts and practitioners have given their take on what the future holds for corporate social responsibility. The following are some of the many concerns which are predicted to become more important.

- Climate change and water\(^2\)
- Corporate governance, disclosure and anti-corruption\(^2\)
- Enhanced role of governments\(^3\)
- Sustainable Procurement\(^3\)
- The UN Sustainable Business Goals and their relevance to business\(^3\)
- Stakeholder and employee engagement\(^4\)

\(^1\) Title: The Future of corporate social responsibility reporting  

\(^2\) Title: What’s hot for CSR in Asia in 2015?  

\(^3\) Title: CSR trends 2016: Part 1: What should businesses look out for?  

\(^4\) Title: A Forecast of the CSR trends in 2016 | Vardaan  
SELECTED RESOURCES ON CORPORATE SOCIAL RESPONSIBILITY (CSR)

WEB RESOURCES

Title: Business Model Innovation Centre | Create values for businesses
Link:  http://causecapitalism.com/csr-10-in-10-years/
Description: The author discusses how American, European and South American businesses should position themselves in the coming decade in terms of CSR practice.
Last Accessed Date: 3 Apr 2016

Title: Corporate social responsibility: What is the future of CSR? | Private Sector | Blogs | CARE Insights
Description: Discusses how the private sector can help bring true change to the global balance sheet of poverty, inequality and social injustice through CSR.
Last Accessed Date: 3 Apr 2016

Title: CSR trends 2016: Part 1: What should businesses look out for?
Description: Describes the top CSR trends in 2016, according to Business in the Community Ireland, with insights from their participation in the government National Action Plan on CSR, partnerships at international level with CSR Europe, the World Business Council and others.
Last Accessed Date: 6 Apr 2016
Title: Five CSR trends to watch for in 2016
Description: Describes the top five trends in corporate social responsibility to look out for in 2016, according to the Vice President for Corporate Responsibility at Silicon Valley Community Foundation, Maeve Miccio.
Last Accessed Date: 4 Apr 2016

Title: A Forecast of the CSR trends in 2016 | Vardaan
Link: http://vardaan co/blog/a-forecast-of-the-csr-trends-in-2016/
Description: The author, Anil Birla, a Chartered Accountant by qualification, predicts that companies will be looking to tie up with governments to further their CSR efforts in 2016, among other trends.
Last Accessed Date: 3 Apr 2016

Title: “Franchising” CSR: The Future of corporate social responsibility?
Description: Advocates the “franchising” of CSR, which starts with identifying common needs across the geographies where the company works, e.g. health care or employment, and then leveraging existing expertise wherever possible.
Last Accessed Date: 6 Apr 2016

Title: The Future of corporate social responsibility
Description: Captures the thinking of over 45 CSR “thought leaders”, who are either CSR practitioners and advisors to corporations, governments and NGOs, business executives, social investor researchers, NGOs, consumer advocates, or are in the CSR academic community.
Last Accessed Date: 3 Apr 2016

Title: The Future of corporate social responsibility reporting
Description: Examines CSR reporting as a national-level policy innovation that may help lead the way toward a more sustainable global economy, and the emerging trends related to this.
Last Accessed Date: 3 Apr 2016

**Title: Future trends in CSR | Wayne Visser**
Description: The author predicts that international companies, having moved through the first four types or stages of CSR (defensive, charitable, promotional and strategic), will be practising, to varying degrees, transformative CSR, or CSR 2.0.
Last Accessed Date: 3 Apr 2016

**Title: Three key trends in the humanitarian landscape and what they mean for business**
Description: Describes the key trends that will change the way humanitarian aid is delivered, and business opportunities created.
Last Accessed Date: 3 Apr 2016

**Title: What’s hot for CSR in Asia in 2015?**
Description: Predicts the big issues that will dominate the CSR agenda in Asia.
Last Accessed Date: 3 Apr 2016
SELECTED RESOURCES ON CSR PRACTICES IN SINGAPORE

Title: Business and IPC Partnership Scheme (BIPS) - IRAS
Link: https://www.iras.gov.sg/irashome/Schemes/Businesses/Business-and-IPC-Partnership-Scheme--BIPS-/  
Description: Provides details on the Business and Institutions of Public Character (IPCs) Partnership Scheme to encourage businesses to support employees who want to volunteer, as part of government efforts to build a caring society.  
Last Accessed Date: 4 Apr 2016

Title: CDL - City Developments Limited - Corporate website
Description: Describes CDL’s CSR journey over the past 20 years, including the company’s approaches, innovations and work in setting new sustainability benchmarks.  
Last Accessed Date: 3 Apr 2016

Title: Corporate social responsibility, build social enterprises | DBS Bank
Description: Gives a description of community development initiatives by DBS, including supporting the education of children in Asia, as well as contributing to relief efforts during natural disasters and other crises across the region.  
Last Accessed Date: 3 Apr 2016
Title: Corporate social responsibility | Company information | Marina Bay Sands
Description: Describes Marina Bay Sands’ CSR programmes, e.g., their CSR activities to support Art Outreach Singapore, Association for People with Special Needs, Cerebral Palsy Alliance Singapore, Dyslexia Association of Singapore and Singapore Association for the Deaf.
Last Accessed Date: 3 Apr 2016

Title: CSR in Singapore | Singapore Magazine
Description: The author discusses the state of CSR in Singapore, citing examples of how some companies practise it.
Last Accessed Date: 3 Apr 2016

Title: The evolution of CSR in Singapore, Opinion News & Top Stories - The Straits Times
Description: Discusses the decade-long Corporate Social Responsibility journey taken by Singapore companies thus far, and whether they are doing enough.
Last Accessed Date: 3 Apr 2016

Title: Global Compact Network Singapore
Link: http://www.csrsingapore.org/c/
Description: Website of the Global Compact Network Singapore (also referred to as Global Compact), which is part of the United Nations Global Compact (UNGC) network. This network encourages and facilitates the progress of companies that are committed to aligning their operations and strategies with UNGC’s 10 universally accepted principles in the areas of human rights, labour, environment and anti-corruption at the country level.
Last Accessed Date: 3 Apr 2016
Title: NCSS: President's Social Service Award
Link: https://www.ncss.gov.sg/presidents%20award/index.asp
Description: Website of the President's Social Service Award, a highly prestigious award conferred by the President of the Republic of Singapore to honour and recognise outstanding voluntary contributions made to the social service sector.
Last Accessed Date: 3 Apr 2016

Title: Singapore Airlines - Corporate responsibility
Description: Describes how Singapore Airlines provide support to various charitable organisations through complimentary and rebated air tickets, corporate donations, staff involvement and other forms of support.
Last Accessed Date: 3 Apr 2016

Title: Singapore Creative CSR Awards 2015
Link: http://creativecsr.com.sg/about.html
Description: The Singapore Creative CSR Awards recognises and honours business organisations in the Singapore private and public sectors for creative, sustainable and effective CSR programmes and projects. Past winners are also featured.
Last Accessed Date: 3 Apr 2016
Title: SGX to make sustainability reporting mandatory | News | Eco-Business | Asia Pacific
Description: Reports that Singapore-listed companies will have to publish sustainability reports in the near future, as the exchange embarks on a one-year exercise to study which guidelines to adopt.
Last Accessed Date:  3 Apr 2016

Title: Sustainability | Corporate social responsibility | Resorts World Sentosa
Link:  http://www.rwsentosa.com/Homepage/CorporateSocialResponsibility
Description: Describes the CSR approaches taken by Resorts World Sentosa (RWS), e.g., mentorship programmes, engagement activities and philanthropic efforts for vulnerable children youths and seniors.
Last Accessed Date:  3 Apr 2016

Title: Temasek Foundation
Link:  http://www.temasekfoundation.org.sg/programmes-partnerships/
Description: This is the website of the Temasek Foundation, which was set up in 2007 to support capacity and capability building programmes to impact the lives of communities in Asia by bringing together different resources – grants from Temasek Foundation, the expertise of various institutions and the commitment and leadership of local organisations.
Last Accessed Date:  3 Apr 2016

Title: Welcome - NVPC
Link:  http://www.nvpc.org.sg/
Description: Website of the National Volunteer & Philanthropy Centre (NVPC), an independent not-for-profit organisation that advocates giving in Singapore by working closely with other charities, corporates, public sector agencies, institutions as well as the community.
Last Accessed Date:  4 Apr 2016
NLB ELECTRONIC RESOURCES (LIBRARY-SUBSCRIBED DATABASES)
To access the following articles:

2. At the left column, select Browse > By Subject

3. Select ‘Business’ and click “Submit”:

4. Scroll down the list and select the appropriate database(s):

5. Search for the article title in the respective databases.
  Database: eBrary books

  Database: ProQuest Central

  Database: eBrary books

  Database: ProQuest Central

  Database: ProQuest Central

  Database: ProQuest Central
# BOOKS AVAILABLE AT THE NATIONAL LIBRARY

This is a list of selected books on the topic.

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<th>s/n</th>
<th>Title</th>
<th>Call Number</th>
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<td>1</td>
<td>The Ashgate research companion to corporate social responsibility</td>
<td>658.408 ASH</td>
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<tr>
<td>2</td>
<td>Best practice in corporate governance : building reputation and sustainable success</td>
<td>658.4 DAV</td>
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<td>3</td>
<td>Building the responsible enterprise: Where vision and values add value</td>
<td>658.408 WAD</td>
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<td>Capitalism and the social relationship: An Organizational perspective</td>
<td>302.35 CAP</td>
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<td>5</td>
<td>Corporate governance and sustainability: Challenges for theory and practice</td>
<td>338.927 COR</td>
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<tr>
<td>6</td>
<td>Corporate governance: Principles, policies and practices</td>
<td>658.4 TRI -[BIZ]</td>
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<td>7</td>
<td>Corporate social performance: A Stakeholder approach</td>
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<td>8</td>
<td>Corporate social responsibility: Readings and cases in a global context</td>
<td>658.408 COR</td>
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<td>9</td>
<td>Fair trade, corporate accountability and beyond: Experiments in globalizing justice</td>
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<td>10</td>
<td>The future of value: How sustainability creates value through competitive differentiation</td>
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<td>Peace through commerce: Responsible corporate citizenship and the ideals of the United Nations Global Compact</td>
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<td>12</td>
<td>The Responsible business: Reimagining sustainability and success</td>
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<td>13</td>
<td>Responsible management in Asia: Perspectives on CSR</td>
<td>658.408095 RES</td>
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This list of selected resources is intended for educational purposes only, and is not intended as a comprehensive review on the subject.