

CSR 2.0 and the New Era of Corporate Citizenship

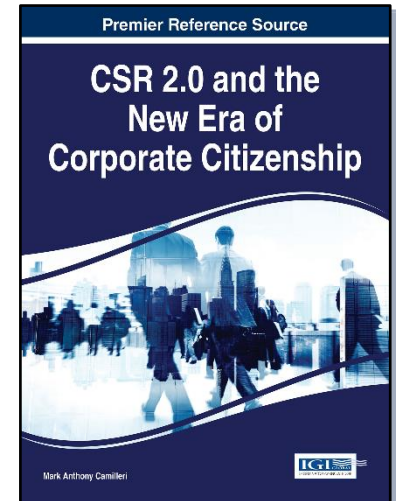
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Mark Anthony Camilleri (University of Malta, Malta)

Description:

Responsible behaviors in the realm of business continue to remain a crucial component of organizational development. By exploring core aspects of contemporary corporate strategies, businesses can create more value in social welfare initiatives.

CSR 2.0 and the New Era of Corporate Citizenship is an authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Features extensive coverage across a range of relevant perspectives and topics, such as corporate citizenship, stakeholder engagement, and business ethics.



Readers:

This publication is ideally designed for students, academics and researchers seeking current concise and authoritative research on the business case for corporate social responsibility.

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Topics Covered:

- Business Ethics
- Corporate Citizenship
- Public Spending
- Social Value Co-creation (SVCC)
- Stakeholder Engagement
- Sustainable Tourism
- Total Responsibility Management (TRM)

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Mark Anthony Camilleri is a resident academic in the Department of Corporate Communication at the University of Malta. He specializes in strategic management, stakeholder engagement, corporate social responsibility and sustainable business. Mark successfully finalized his PhD (Management) in three years' time at the University of Edinburgh in Scotland - where he was nominated for his "Excellence in Teaching". During the past years, Mark taught business subjects at under-graduate, vocational and post-graduate levels in Hong Kong, Malta and the UK. Dr. Camilleri has published his research in peer-reviewed journals, chapters and conference proceedings. He is also a member on the editorial board of Springer's International Journal of Corporate Social Responsibility and a member of the academic advisory committee in the Global Corporate Governance Institute (USA). Mark is a frequent speaker and reviewer at the American Marketing Association's (AMA) Marketing & Public Policy conference and in the Academy of Management's (AoM) Annual Meeting.

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