



# Corporate Social Responsibility in Comparative Perspective

*Frank Emmert*

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Corporate Social Responsibility has been called many things: “a passing social fad, an idea whose time has come, a threat to market capitalism, an intrinsic element of corporate responsibility, or even a key to humanity’s long-term survival” (Horrigan). The only certainty seems indeed to be that nothing is certain. Given the high degree of ambiguity about our subject, the reader may wonder why we had to write (another) book about it and why anyone would want to spend the time to read it. However, there must be something relevant about a subject if over 90% of the largest companies in the Western world are regularly updating their websites and corporate profiles to ensure that they will be seen as socially and environmentally responsible, if over half of all larger companies around the world have produced specific reports about their performance with regard to CSR, if one single news organization – Ethical Performance – can list on their website “more than 590 service providers [in] 57 categories [... as] consultants, academic institutions, rating agencies, ethical auditors, training providers or research organizations” offering to “help writing and designing your latest corporate responsibility report [...] to manage an ethical supply chain programme [...] or to provide expertise] on reputation management”, and if a simple entry of “CSR” into the search function of the website of the European Union turns up more than 275,000 documents. Corporate Social Responsibility in Comparative Perspective brings together academics and practitioners from around the world in an analysis of CSR as currently understood in different legal systems and legal cultures. The authors also explore how CSR – as a global phenomenon – should be applied and advanced in future for the greatest common good. Frank Emmert introduces the subject with a historic review and offers a critical outlook in Corporate Social Responsibility - Quo Vadis? Dr. Yilmaz Argüden, the Founder and Chairman of ARGE Consulting in Turkey, explores Civil Society for Good Governance. Peter Gjørtler presents European Union and Danish Perspectives on CSR. Angélique Devaux demonstrates the leading role of France in the EU in her contribution on Corporate Social Responsibility in France. Ying Chen analyses Corporate Social Responsibility from the Chinese Perspective. Salma Taman explores The Concept of Corporate Social Responsibility in Islamic Law. Elie Abouaoun discusses specifically Arab Perspectives on Corporate Social Responsibility and Human Rights. Jeffrey Avina, the Citizenship and Community Affairs Director for Microsoft Middle East and Africa, explains The Evolution of Corporate Social Responsibility During the Arab Spring and Beyond. Finally, Mohamed ‘Arafa elaborates on Corporate Social Responsibility and the Fight Against Corruption, with specific references to the 2011 Revolution in Egypt. The contributions were originally presented for discussion at conferences organized by the Robert H. McKinney School of Law and its Indiana International & Comparative Law Review and by the Protection Project of the School of Advanced International Studies of Johns Hopkins University. They have been expanded and updated for this publication.

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