



University of Navarra

Library Newsletter

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Welcome: the eighth issue

We are pleased to present the first newsletter of 2004, which focuses on corporate social responsibility. Due to the increasing interest in responsible business practices, we have compiled a list of interesting information resources on CRS available in the Library and on the Internet. We hope you will find it useful, and hope you will e-mail us your comments. We care about your opinion.

Top picks in... Social Responsibilities in Business

A variety of terms are used - sometimes interchangeably - to talk about corporate social responsibility (CSR): business ethics, corporate citizenship, corporate accountability, sustainability. The publication Business Social Responsibility defines corporate social responsibility as *"achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment. We also say that CSR means addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claims of all key stakeholders. In its simplest terms it is: what you do, how you do it, and when and what you say."*

BSR Staff. Overview of Corporate Social responsibility. Last updated, April 2003.
<http://www.bsr.org/BSRResources/IssueBriefDetail.cfm?DocumentID=48809>

Resources on the Internet

To provide background information about social responsibility in business, here is a selected list of resources grouped under:

1. [General CSR websites](#)
2. [Social responsible companies](#)
3. [Reports on CSR](#)

1. GENERAL SCR WEBSITES

EBEN - European Business Ethics Network

<http://www.eben.org>

Access to the European Business Ethics Network, the only International network dedicated wholly to the promotion of business ethics in European private industry, public sector, voluntary organizations and academia.

EBEN-España. Asociación Española de Ética de la Economía y de las Organizaciones

<http://www.eticaed.org>

The web site for the Spanish branch of the *European Business Ethics Network (EBEN)*, dedicated to promoting studies and enforcing ethics in organizations, business and economy.

Business for Social Responsibility

<http://www.bsr.org/>

Available on the BSR web site is information on tools, training and advisory services to make corporate social responsibility an integral part of business operations and strategies. BSR is a global nonprofit organization that helps member companies achieve success in ways that respect ethical values, people, communities and the environment.

CSR Europe

<http://www.csreurope.org/aboutus/default.aspx>

This site presents the CSR Europe, a business-driven membership network. With the mission of helping companies achieve profitability sustainable growth and human progress by placing corporate social responsibility in the mainstream of business practice.

The World Bank Group. Corporate Social Responsibility

<http://www.worldbank.org/wbi/corpgov/csr/>

With this compilation, the World Bank Institute seeks to address the need for a better understanding of the role of business in society, focusing on issues of competitiveness, social responsibilities, and reputation risk management.

Corporate Social Responsibility Forum - Prince of Wales

<http://www.csrforum.com/>

A web of the international educational charity set up in 1990 to promote responsible business practices internationally that benefit business and society, and which help to achieve social, economic and environmentally sustainable development, particularly in new and emerging market economies.

International Business Ethics Institute

<http://www.business-ethics.org/links.asp>

The Institute promotes business ethics and corporate responsibility through two key program areas: First, it works to increase public awareness and dialogue through educational resources and activities as the Roundtable Discussion Series, the *International Business Ethics Review* and this website. Second, the Institute works closely with companies to assist them in establishing effective international ethics programs.

Caseplace.org

<http://www.caseplace.org/>

Business school faculty can find hundreds of business case studies and supporting materials that incorporate Social Impact Management into business education in this site.

2. SOCIAL RESPONSIBLE COMPANIES

Business in the community

<http://www.bitc.org.uk/index.html>

Access to a unique movement of over 700 of the UK's top companies committed to improving their positive impact on society.

The 100 best corporate citizens

<http://www.business-ethics.com/100best.htm#100%20Best%20Corporate%20Citizens%20of%202003>

A ranking report offering a selection of the best good corporate practices: searching not for perfect firms, but for those with practices superior to their peers. A project published by *Business ethics corporate social responsibility*.

The Corporate Social Responsibility Newswire

<http://www.csrwire.com/>

At this site, you can find a compilation of corporate non-financial reports and press- releases. These reports cover topics such as sustainability, corporate citizenship, environmental, health & safety reports and similar documents and are presented as received from the issuing company.

Guíame

<http://www.esade.es/guiame/especiales/responsabilidad/index.php>

An online selection of annual reports of the main Spanish companies, containing information on social responsibility actions, environmental and sustainable development policies, as well as an extensive selection of professional and economic press articles. Compiled by the ESADE Business Information Centre.

3. REPORTS ON CSR

Business ethics. Corporate Social Responsibility Report

<http://www.business-ethics.com>

A selection of printed materials on business ethics including several types of items: monographs, bibliographies, professional directories, government reports, hearings and regulations, court decisions, journals, and newsletters, dissertations, unpublished papers, and conference proceedings.

It simply works better: campaign report on European CSR Excellence 2003-2004

<http://www.csrcampaign.org/publications/default.aspx>

The report tracks the rise of CRS through an updated version of the CSR Matrix. The report can be downloaded for free. Publication of the ECSR European Business Campaign. European Social Found. Innovative measures.

Special FT. Responsible Business

<http://specials.ft.com/responsiblebusiness/index.html>

The *Financial Times* offers here a vast collection of articles and reports about responsibility in business.

European Commission

<Http://europa.eu.int/comm/enterprise/csr/>

The aim of this communication is to launch a debate about the concept of CSR and to identify how to build partnerships for the development of a European framework for the promotion of CSR.

Castilla, M^aLuz; Carbajal, Antonio; Díaz de la hoz, Jesús. Responsabilidad Social Corporativa: tendencias empresariales en España. [s.l.]: Pricewaterhouse Coopers, 2003

http://www.pwcglobal.com/es/esp/ins-sol/spec-int/pwc_rsc.pdf

A PricewaterhouseCoopers report on CSR trends in Spanish companies. Seventy-two percent of the studied companies state that they have defined a sustainable policy. Out of this group, 61% have developed a policy that includes social and ecological aspects. Twenty-nine percent have included ecological aspects only and 10% have included social aspects. The remaining 28% said they do not have a sustainable business policy, but 92% said they are planning to define one.

IESE Insight Newsletter. December 2003

<http://insight.iese.edu/area.asp?ar=6&full=no>

IESE Insight currently features three unpublished research papers on CSR: one on social enterprise initiatives, one on corporate ethics in different parts of the world, and one describing the case of a company that has learned to profit from sustainability.

... and other references in the IESE Library

42.12-ACC

La acción social de la empresa en España : Informe 2002

Editado por Fundación Empresa y Sociedad; equipo de trabajo dirigido por Francisco Abad.

Madrid : Fundación Empresa y Sociedad, 2002

212 p.

This is an annual report collecting the most significant data related to social action in Spanish companies. Sixty-four percent of the companies studied don't have a social action plan, while 60% of the companies admitted that they didn't

know what efforts were being made in this area. The biggest effort is towards education, mainly through money donation, mostly aimed at the disabled, children, infants and unemployed. Many social initiatives are carried out primarily for the sake of image, and companies still view citizens as simply consumers.

42.12-ELK

Elkington, John

The chrysalis economy : how citizen CEOs and corporations can fuse values and value creation

Oxford : Capstone, 2001

284 p.

Based on first-hand experience, this book explores some extraordinary cases of corporate metamorphosis as we begin the long haul from today's Caterpillar Economy to tomorrow's Butterfly and Honeybee Economies. John Elkington looks over the shoulders of business leaders and boards as they build the value-based platforms essential for sustainable value creation. He also looks at the corporate cultures which will be needed and the steps required to achieve them.

42.12-EPS

Epstein, Marc J.

La empresa honesta : cómo convertir la responsabilidad corporativa en una ventaja competitiva

Barcelona : Paidós, 2001

361 p.

This book offers a completed guide on how to create responsible organizations that accomplish their promises on promoting benefits, improve the quality of the products and offer a better service to the community they belong to.

42.12-MAK

Makower, Joel

Beyond the bottom line: putting social responsibility to work for your business and the world and business for social responsibility

New York : Simon & Schuster, 1994

335 p.

Makower distills the best of the forward-looking ideas of socially responsible policies emerging from the corporate world. The book covers issues such as: workplace diversity, community involvement, work-family balance, employee empowerment and training, and concern for the environment.

68.30-BUS

Business ethics: readings and cases in corporate morality

[edited by] W. Michael Hoffman, Robert E. Frederick, Mark S. Schwartz

Boston: McGraw Hill, 2001

638 p.

This introductory business ethics text contains a through general introduction on ethical theory, 54 readings, and 25 cases. Divided into five parts, each with an introduction that presents the major themes of its articles and cases, the text contains an impartial, point-counterpoint presentation of different perspectives on the most important issues being debated in business.

68.30-EMP

La empresa socialmente responsable : ética y empresa

Gonzalo Sichar (coord.) ; Domingo García-Marzá ...[et al.]

Madrid : Fundación CIDEAL, 2003

187 p.

A book discussing topics related to social responsibility such as business ethics, definition and limits of social responsibility and ecology, corruption and exterior trade, ethics and banking.

99.10-ELK

Elkington, John.

Cannibals with forks : the triple bottom line of 21st century business

Oxford : Capstone, c2002

410 p.

Do not expect practical guidelines for creating sustainability from this book, as some reviewers have. This book explains in detail what sustainability involves, specifically three major areas: economics, society and the environment. The author terms this combination as the "triple bottom line." These three fields, he explains, have until now been viewed as separate from each other. This book does not seek to offer solutions, but just show how this so-called revolution has already started, based on existing facts and where these changes are taking place.

99.10-WEL

Welford, Richard. Environmental strategy and sustainable development: the corporate challenge for the 21st century

London [etc.]: Routledge, 1995

217 p.

Richard Welford's book is part of a second generation of books that are starting to take the debate on the subject of sustainability forward. He incorporates a more radical interpretation of sustainability with suggestions on how businesses could operate. It's a courageous and, in many ways useful book. It can help people, including students with an interest in business and environment issues, think through some of the issues that are involved in such a radicalization of the terms of debate.

New database: Thomson One

The Library has subscribed to a new information service: **Thomson ONE Banker Analytics**.

What does it contain?

Contains company and stock market information, covering over 38,000 companies worldwide. Company information includes overviews, financials (reports and charts), and accounting results (standardized to facilitate cross-country comparison) and market data.

More than 28,500 active and 9,500 inactive companies representing more than 55 established and emerging markets; covers nearly 98% of the world's stock market value.

Users can perform sophisticated analysis as well as create customized reports,

templates by using the Microsoft Excel Add-in application.

What is the coverage?

Annual from 1980; limited interim data going back 32 quarters; monthly prices from 1980.

How to have access to Thomson ONE Banker?

Access from computers on campus, from the [List of E-Resources - By Alphabetical order](#) page clicking on **Thomson ONE Banker**.

You can access the Microsoft Excel Add-in application from the computer n° 1 (Library Documentation Room). If you need to install it in your PC, please, ask the Library staff.

Some recent acquisitions

Unicornio: <http://unicornio.iese.edu/uhtbin/cgisirsi/0/0/28/49/X>

**Reader feedback is essential for making this newsletter a useful tool.
We welcome suggestions for topics to be included in future newsletters!**

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