

Assessing CSR Initiatives

Firms are embracing corporate social responsibility (CSR) initiatives designed to enhance the social welfare of those whose lives are affected by a firm's operations and to produce positive social outcomes. This article incorporates insights from different disciplines to put forth a Net Benefits Scorecard (NBS) for CSR initiatives to suggest a means by which decision-makers can comprehensively assess both current and potential benefits from a CSR initiative.

“Assessing CSR initiatives: towards the development of a net benefits scorecard”

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