



CSR RESEARCH SEMINAR

Wednesday 2nd December, 4.30-6.00pm
Venue: Room C111, College Building,
Hendon Campus, Middlesex University

"Assessing Impact of Corporate Social Responsibility"

Corporate Social Responsibility (CSR) has emerged as a business approach for addressing the social and environmental impact of company activities. However, for all the claims made about the positive and negative consequences of CSR, there is surprisingly little information about the outcomes it delivers. This is not to say that we know nothing about CSR's impact – on the contrary, we know a considerable amount about certain areas of impact such as impact on firm profitability, but we know very little about CSR's consequences for the intended beneficiaries in whose name CSR is being conducted. This panel explores the state of our knowledge on CSR's impact, methods of measurement and the challenges.

Speakers:

Prof. Michael Blowfield, Research Fellow, Oxford University and Associate Professor, Middlesex University,
"What we know and what we don't know about CSR's impact?"

Adrian Henriques, Consultant/Writer and Visiting Professor, Middlesex University,
"How can we measure impact?"

Prof. Jędrzej George Frynas, Professor of CSR, Middlesex University
"What limits the positive impact of CSR on stakeholders?"

Plus: Book Launch of Beyond Corporate Social Responsibility (Cambridge University Press) by Jędrzej George Frynas

To confirm your attendance and to reserve a place, please email a.johnson@mdx.ac.uk

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