ABSTRACT
CSR and environmental management are becoming key issues for a wide range of businesses and organizations, both nationally and internationally, as they seek to resolve longstanding operational and competitive challenges using socially and environmentally friendly technologies and processes. The context of the programme is international, reflecting the increasing trend towards the globalization of business organization and the transnational nature of environmental problems faced by the corporate sector and regulators and policy-makers. In an age in which environmental and social issues are top of mind for many consumers, businesses can no longer exist in a bubble. Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. The greatest challenge facing business is going to relate to the environment ... and the need to develop climate change strategies. The emphasis in the future is centered on climate change and the need to develop climate change strategies and reduce carbon emissions. Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line- Approach”), . In the past, businesses primarily concerned themselves with the economic results of their decisions. “Today, however, businesses must also reflect on the legal, ethical, ecological, moral and social consequences of their decisions”. This paper will discuss the” concept of corporate social responsibility and ecological issues”. In modern era primary focus of corporate social responsibility is the environment.


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