

Sabine Bohnet-Joschko / Dirk Schiereck (eds.)

Socially Responsible Management

Impulses for Good Governance
in a Changing World

Technische Universität Darmstadt
Fachbereich 1
Betriebswirtschaftliche Bibliothek
Inventar-Nr.: 54 529
Abstell-Nr.: A 12 / B 752
.....
.....
.....

Metropolis-Verlag

Marburg 2002

Contents

Foreword	7
----------------	---

Part I: Corporate Social Responsibility

Franz Liebl Moral Sells: Gaining Competitive Advantage in a Shareholder Society	11
--	----

Alexander Brink/Klaus Puell Socially Responsible Management through Value-Based-Responsibility (VBR). An Empirical Analysis at the Top-Management-Level of Degussa AG and E.ON AG.....	35
---	----

Andrej Nötzel Broaden the Scope of Rating: Measuring Corporate Social and Environmental Performance.....	55
--	----

Dirk Schiereck Social Responsibility and Investment in Germany: The Case of Best Practice Family Orientation	81
--	----

Jaromir Junne Practice Project “Socially Responsible Investing”. An Online Learning Experiment by the Witten/Herdecke University in Collaboration with The European Network University	93
---	----

Part II: Human Resource and Communication

Wolfgang Benkert Social Responsibility in Working Relations – Security versus Flexibility.....	103
--	-----

Michael Gebauer / Friederike Wall
An Economic Consideration onto Apprehensions
about Human Resource Accounting..... 119

Kazuma Matoba
Dialogue Process as Communication Training for Multicultural
Organizations 143

Jochen Ehrenreich
Dialogue at Work. How Slowing Down the Communication
Process Helps Intercultural Teams to Work Together More Efficiently
and thus Save Time and Money 167

Part III: Governance: Global and Local Issues

Olaf Karitzki
Mind the Gap! Can Global Resources Dividend
Improve the Situation of the World's Poorest? 191

Sabine Bohnet-Joschko
Managing the Earth Socially Responsible?. Sustainable Development
as Global Concept for Good Governance, and NGOs Impact 217

Olaf Tidelski
Going Public. On the Role of Economic Think Tanks
as Catalysts for Ideas and Action 241

Birger P. Priddat
Redelegating Responsibility to Society. From the "Zivilgesellschaft"
to eGovernment: Virtualization of the State as a Mode of Social
Responsibility..... 257

Authors 273