

The Role of CSR Within the Context of a Case Example

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In this section, the role of CSR is assessed within the profit context. It is due to the reason that profit is the primary objective of a business. Profit is basically recognized as the lifeblood of any business. There are number of objectives focus in order to achieve the business vision. Hence, the most concerning objective is to earn profit. Earning a sustainable profit is essential for business development and business growth, protecting the environment, and delivering good quality products to customers. It is significantly important for the organization to maximize the business profit in order to gain a competitive advantage. In addition to this, CSR stands for Corporate Social Responsibility. It is the responsibility of an organization to visualize its impact on society's decisions and activities or its impact on the prospective environment and the organization's prosperity. Hence, it is known as the triple bottom line of planet, people and profit. Moreover, the role of CSR is not limited to sustainable and transparent approaches but also helps the business to build reputation and brand. It helps strengthen the business community and helps to grow the industry effectively. It is denoted in the study of Ioannou (2015) that a solid business plan has been embedded into the business culture. It reflects the objectives and values of the organization by means of the proper strategic application of CSR. It helps organizations to build a sustainable and profitable future. Therefore, the role of [CSR within the context of profit maximization](#) is discussed in this study in order to identify its impact on environmental and social responsibility.

Role of CSR in Maximizing the Profit; A Case of Nestle CSR Corporate Social Responsibility

A case study of the corporate social responsibility of Nestle is focused on in this study. The CSR policies of Nestle are studied in this study in order to analyze their impact on the sustainability and profitability of the business. Since the era of the barter system turned into the plastic money era, mankind all over the globe has faced a number of issues. It is denoted in the study of Schrempf (2016) that the main motivation element behind this development is always profitability. This profitability level is the primary force of any particular business. Hence, organizations have started focusing on using the concept of corporate social responsibility in order to enhance the profit of the organization. Thus, in this study the CSR pattern of Nestle has been analyzed in order to understand the claim of Nestle and CSR reality (Visser, 2015).

One of the leading world nutrition and wellness companies is Nestle. It is operating in 83 countries and running 471 factories mostly in the developing state. It has been claimed by Nestle that it protects the trust of stakeholders and customers by focusing on strong principles. Those principles

with the related policies are specified with action which is related to:

- The environment
- The consumers
- The suppliers and customers
- The employees
- The human rights and labor practices

Nestle is one of the fast-growing companies, and it focuses very concisely on corporate social responsibilities in order to maximize its profit in the industry, and it could only be possible by creating social sharing values (Day, 2014). Nestle focuses on corporate social responsibilities to visualize its impact on society's decisions and activities or its impact on the organization's prosperity. This could help them to maximize profit. In this regard, Nestle emphasizes creating values for rural development, nutrition and water. Hence, it is significantly important for the corporate activities. However, it is vigorous in its value chain.

- The focus on water as it is the lifeline for the people and one of the essential elements of production
- The focus is on rural development as it is essential to determine the farmer's well-being, workers, and countryside communities in order to inherit the long-term success of the Nestle activities of the business (Lock, 2016).
- The focus is on nutrition because it is the main element of the health foundation, and the business of Nestle is known for the enterprise of wellness, health, and nutrition.

Hence, the major Nestle's contribution to society is categorized into five major categories. These categories are signified in the various policies stated below. Such policies will help Nestle for sustainable growth and profit maximization.

Nestle CSR Policies

Rural Development Policies

1. To focus on the framework of countryside growth so that the farmer's needs would be properly analyzed
2. A proper training program is run for the growth and knowledge of the farmer.s
3. To roll out the proper planning between the cocoa farmers and Nestle cocoa plan. For this plan, proper budgeting techniques have been focused.

Water policies

1. They have been focusing on the proper advocate policies in order to attain water efficiency.
2. They have been focusing on the proper advocate policies in order to have sustainable crosswise water operations (De Beelde, 2015).
3. To raise awareness on the improvement and conservation of water

Environmental sustainability policies

1. To advocate the policies to improve the operations efficiency of resources
2. To improve the packaging's environmental performance
3. To focus on the preservation of natural capital and resources such as forest
4. To deliver adequate information on the environmental aspects

People, Human Rights, and Compliance Policies

1. To ensure that all stakeholders and employees can report the compliance volition.
2. To work against the issue of bribery and corruption
3. To provide training on environmental sustainability and business principle

Nutrition Policies

1. They incorporate policies to build the knowledge leadership for the nutrition prospect.
2. To focus on the policies to minimize the associated nutritional risk
3. To encourage the advocate consumption of the products

Critical Evaluation of Nestle CSR

Although the above-stated policies are contributing to society, nestle would still not be able to deliver 100% to the economy. The major issue analyzes the Nestle CSR policies that violets the CSR rules have been stated as follows:

- The instant closure of mass redundancies and factory outlets that hit Nestle's profits
- The trade union restriction rights by the fake supervisors
- The unfair wage discrimination has also been hitting the profit integrity
- The false global policy claiming due to the fact of no or less negotiation with the union
- The trade union interference in the elections
- The freedom of assemble was banned because of the basic rights issues

Hence, Nestle is analyzed as a serial offender when it comes to a violation or when it comes to

international guidelines and conventions. Nestle has been focusing on the proper implementation of CSR policies in order to maximize its profit. It is due to the fact the profit is the primary objective to earn the profitable growth of the organization.

Second Sentence

In this section, a response has been incorporated into the business strategies discussion used by Nestle in order to promote **ethics and social responsibility**. It is denoted in the study of Kim, (2016), that the social responsibility and business ethics are similar terminologies. Its role is to promote business activities in an effective and efficient manner. It is significantly important for the organization to maximize the business profit in order to gain a competitive advantage. It is known as the triple bottom line of planet, people and profit. Moreover, the role of CSR is not limited to sustainable and transparent approaches but also helps the business to build reputation and brand. It is essential to promote ethics in the organization as it enables the organization to achieve its goals in an effective and profound manner. Business ethics is recognized as corporate ethics, and it enables organizations to apply the concept of professionalism by means of professional and applied ethics. It examines the ethical principle in order to visualize the ethical principle to determine the ethical and moral problems that have been raised in the environments of business (Zhang, 2017). It helps the organization increase business efficiency, sustainability and growth. It would only be analyzed by the proper implementation of the business ethic in the business environments. It helps organization to focus on the ethical and moral values so it would not hit the integrity of the business. In addition to this, Nestle is one of the leading world nutrition and wellness company. Nestle focuses on corporate social responsibilities to visualize its impact on society's decisions and activities or its impact on an organization's prosperity (Kadarusman, 2018). This could help them to maximize profit. In this regard, Nestle emphasizes creating values for rural development, nutrition and water. The role of business ethics and social responsibility role is to advance business exercises in a successful and proficient way. It is fundamentally imperative for the association to boost the business benefit so as to pick up the upper hand. It is known as the triple primary concern of the planet, individuals and benefits. Additionally, the part of CSR isn't restricted to supportable and straightforward methodologies yet in addition, helps the business to fabricate notoriety and brand (Cornelissen, 2017). It is fundamental to advance morals in the association as it empowers the association to accomplish its objectives in a powerful and significant way. Business ethics is perceived as corporate morals, and it empowers associations to apply the idea of polished skill by methods for proficient and connected morals. It looks at the moral standard keeping in mind the end goal to envision the moral guideline to decide the moral and good issues that have been brought up in the conditions of business. It enables the association to build business proficiency, supportability and development. It would just be broken down by the best possible execution of the business ethic in the business conditions (Favotto, 2016). It encourages associations to center around moral and good esteems so it would not hit the honesty of the business. Also, Nestle is one of the main world nourishment and health organizations. Settle centers around the corporate social obligations to envision its effect on the general public choices and

exercises or its effect on the association's thriving. This could help them to amplify the benefit. For this respect, Nestle stresses making esteems for provincial improvement sustenance and water. Hence, the business strategies followed by Nestle in order to promote and ensure ethics and social responsibilities have been stated as follows:

Nestle focuses on the strategies of legal compliance as it is part of the ethical responsibility in order to ensure that Nestle has complied with the proper and applicable regulations. The policies have been compiled accurately on the basis of the defined acts and laws. Such an act requires certifying that the financial reports are free of any untrue and misleading information. In addition to this, nestle also focuses on such compilation of legal laws in order set forth by the exchange commission and securities to fulfill the trade dimension in proper aspect.

Nestle focuses on the strategies to meet the consumer expectations. This is due to the fact that customers are expected to be treated by the business sectors in an ethical way. It is essential to ensure that Nestle meets ethical and legal responsibilities (Richard, 2015). It is required to focus on elaborating that customers are not overcharged for the provided services and goods. In addition to this, the customers have been fairly treated in terms of product complaints and returns. Moreover, Nestle has been working with the Fair Labor Association to have a fair labor practice.

Nestle focuses on the strategies of socially responsible business operation as it enables Nestle to align with the social responsibility commitment with the business goals that align with the external and internal business values. Hence, the external benefits help to project a positive public image. On the other hand, internal benefits help to reduce energy bills through the use of energy equipment.

Nestle focuses on the strategies to focus on the strategic partnership in order to broader the organization's scope in terms of increasing profit. The development of strategic partnerships with civil societies, trade unions and responsible manufacturers will help the organization to achieve its goal in an effective and efficient manner by maximizing profits.

Thus, above stated business strategies are followed by Nestle in order to promote and ensure ethics and social responsibilities (Hickle, 2017). This could help them to amplify and maximize their profit. By means of the ethical principle, Nestle visualizes the ethical principle to determine the ethical and moral problems that have been raised in the environments of business, and it helps Nestle to resolve such problems in an effective and profound way.

Third Sentence

In this section, a concluding argument is made by critically evaluating the selected case. It is also consider in this section about the success and failure of CSR implementation at the operational level in order to meet the demands of the stakeholders. Profit is essentially perceived as the soul of any business. There are a number of target centers, keeping in mind the end goal to accomplish the business vision. Subsequently, the most concerning objective is to acquire profit. Winning a

manageable profit is basic for business improvement and business development, securing the earth, and conveying great quality items to clients (Phillipson, 2017). It is essentially imperative for the organization to amplify the business profit keeping in mind the end goal to pick up the upper hand. It is the obligation of an organization to envision its effect on the general public choices and exercises or its effect on the forthcoming condition and the organization's flourishing. Subsequently, it is known as the triple primary concern of the planet, individuals and profit (Miuller, 2018). Additionally, the part of CSR isn't constrained to the supportable and straightforward methodologies yet additionally helps the business to construct notoriety and brand. It helps fortify the business group and develops a viable industry. It is indicated in the investigation of Cross, (2017), that a strong strategy for success has been installed into the business culture. It mirrors the destinations and estimations of the organization by methods for the best possible key utilization of CSR. It causes organizations to assemble a feasible and productive future. Hence, the part of CSR inside the setting of profit amplification is examined in this examination keeping in mind the end goal to recognize its effect on the natural and social duty. Hence, the major Nestle contribution to society is categorized into various policies. Such policies will help Nestle for sustainable growth and profit maximization. The policies center around water, as it is the lifesaver for the general population and one of the basic components of creation and rural advancement as it is fundamental to decide the agriculturist's prosperity, laborers, and wide open groups with a specific end goal to inalienable the long haul accomplishment for the Nestle exercises of business and around nourishment since it is the primary component of wellbeing establishment and the matter of Nestle, is known for the endeavor of wellbeing, wellbeing, and sustenance (Khan, 2018). In addition, Nestle focuses on the strategies of legal compliance as it is part of the ethical responsibility in order to ensure that Nestle has been complying with the proper and applicable regulations. Nestle focuses on the strategies to meet the consumer expectations. This is due to the fact that customers expect to be treated by the business sectors in an ethical way. Nestle focuses on the strategies to focus on the strategic partnership in order to broader the organization's scope in terms of increasing profit. Nestle centers around the systems of socially capable business activity as it empowers Nestle to line up with the social duty responsibility with the business objectives that line up with the outer and inner business esteems.

In addition to this, it is essential to determine the success and failure of the CSR implementation, especially at the operational level, in order to meet the stakeholder's demands. It is due to the fact the success and failure of the CSR implementation would directly hit the integrity and profitability of the business. It is essential for the organization to keep the stakeholders contended and satisfied (Wie, 2018). It is possible by the successful implementation of the CSR implementation as it defines the organization to communicate effectively with stakeholders. Nestle is very concerned regarding CSR implementation as it helps Nestle to keep its stakeholders satisfied. Therefore, the role of the operational level managers is highly critical at the time of evaluating the CSR implementation results. Nestle focuses on strategies to meet the stakeholder's expectations. This is due to the fact that stakeholders are expected to be treated by the business sectors in an ethical way. It is essential to ensure that Nestle meets its ethical and legal responsibilities (Herlin, 2017). In addition to this, the customers have been fairly treated in terms of product complaints and returns. Moreover, Nestle has

been working with the Fair Labor Association to have a fair labor practice. Furthermore, it is fundamental to decide the achievement and disappointment of the CSR execution, particularly at the operational level, with a specific end goal to take care of the partner's demand. It is because of the reality the achievement and disappointment of CSR usage would straightforwardly hit the honesty and benefit of the business. It is fundamental for the association to keep the partners battled and fulfilled. It is conceivable by the fruitful execution of CSR usage as it characterizes the association to discuss viably with partners. Nestle is extremely concerned viewing CSR usage as it encourages Nestle to keep its partner fulfilled. Along these lines, the part of the operational level supervisors is exceptionally basic at the season of assessing the CSR execution comes about. Nestle centers around the methodologies to meet the partner's desires. It is because of the way that partners anticipated that they would treat the business segments in a moral way. It is basic to guarantee that Nestle meets the moral and legitimate responsibility (Farache, 2018).

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