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## Corporate Social Responsibility in China: Beeinflussung durch Staatskapitalismus und Konfuzianismus?

By Klara Stocklassa

GRIN Verlag Jan 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Studienarbeit aus dem Jahr 2013 im Fachbereich Kulturwissenschaften - Sonstiges, Note: 1,3, Universität Passau (Lehrstuhl für interkulturelle Kommunikation), Sprache: Deutsch, Abstract: Matten/Moon beschreiben Corporate Social Responsibility mit den Worten: 'CSR is an umbrella term overlapping with some, and being synonymous with other, conceptions of business-society relations' und lassen somit die Vielschichtigkeit des Begriffs erahnen. Die vorliegende Arbeit wird sich in Folgendem differenzierter mit CSR Praktiken in der Volksrepublik China auseinandersetzen, wobei die Frage im Fokus steht, inwiefern Staatskapitalismus und Konfuzianismus CSR Praktiken in China beeinflussen. Der erste Abschnitt stellt durch eine theoretisch-konzeptionelle Betrachtung der CSR-Tätigkeit eine Umfeldanalyse dar. Hierbei wird im Rahmen einer allgemeinen Annäherung an die Thematik der Begriff CSR mit Hinblick auf seinem internationalen Kontext näher betrachtet. Daraufhin folgt eine Beschreibung des National Business System, das sich auf kulturell-kognitiver Ebene in Background Social Institutions und auf normativ-regulativer Ebene in Proximate Social Institutions gliedert. Im darauffolgenden Abschnitt werden diese theoretischen Konstrukte auf China übertragen, wobei im Kontext der Background Social Institutions der Einfluss des Konfuzianismus auf die Implementierung von CSR im Fokus steht. Komplementär hierzu wird im Rahmen der Proximate Social Institutions die Rolle des chinesischen Staates differenzierter analysiert....



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