## INDEX

actor, 25-26 American Marketing Association, 42 Anglo-American codes, 3, 72 attribution theory, 12, 82 Bank of Credit and Commerce International, 81 Barings Bank, 81 boards of directors, 14, 132-134, 203 Bursa Malaysia CSR Framework, 175, 177, 185 Cadbury Report, 13, 19, 89 capital market regulations, 140, 143 cause promotion, 49-51 cause-related marketing, 47, 49-52 caveat emptor, 6 China Securities Regulatory Commission (CSRC), 125-126, 128, 130–133, 135–137, 143 classical liberal theory, 7, 82, 84 classical liberalism, 7, 75, 82, 85, 90 Code of Corporate Governance for listed Companies, 125, 136 Code of Corporate Governance for listed Companies in China, 125 Commonwealth Association of Corporate Governance (CACG), 67 communitarianism, 88 community volunteering, 50, 52 competition, 14, 25, 43, 45, 61, 84, 89-90, 96-97, 99-100, 110, 113, 118, 153, 168, 170, 172, 204, 228 computer literacy, 27-28, 33 computers, 23, 27-28, 33

convergence, 112, 169-170 corporate philanthropy, 50, 52, 175 corporate reputation, 48-49 corruption, 38, 63-64, 69, 77, 137, 157, 168, 209, 211 crisis, 3-6, 8-9, 12, 18-19, 41-42, 54-56, 71-74, 76-77, 79-80, 86-87, 89, 93-95, 99-100, 103, 105, 113-114, 117-118, 123, 138, 155-156, 170, 172, 196, 198, 202, 218-219 CSR Disclosure Index, 179-182, 184-186, 188-189 democratic governance, 59-63, 68-69 distance learning, 24, 29-31 divine right of kings, 7, 82 downsizing, 79 durability, 19, 74 economic crisis, 18-19, 71, 74, 77, 86, 118, 138, 219 economic rationality, 86 end of history, 7, 90 environmental pollution, 64, 69, 124, 186, 189 European Commission, 43, 165 financial crisis, 19, 41, 54-55, 74, 77, 80, 95, 103, 123, 155 fourth plenum, 123 free market, 6-9, 19, 75, 77, 80, 84-86, 89 General Agreement on Tariffs and Trade (GATT), 154 Global Investor Opinion Survey, 15

globalisation, 24, 62, 77, 85, 94, 96-97, 112, 151–159, 161, 163–165, 167-172, 207 guide opinion on the social responsibility implementation, 141 holistic marketing, 46-47 human resource, 114, 160, 166, 172, 176-178, 181-183, 185-190 information, communication and technology (ICT), 68, 158, 228, 230 information technology, 23-25, 27, 29, 31-35, 37, 169, 176, 179-180, 188, 228 intellectual capital, 155 International Accounting Standard (IAS), 112, 129 International Communication Union, 39 International Corporate Governance Network (ICGN), 67 London Stock Exchange, 5, 13, 73, 89 market failure, 74, 76 Mauritius Employment Federation

- (MEF), 160–161, 166–167 multinational corporations (MNCs), 59–69, 151, 155, 157, 170, 200, 206, 208–209, 214
- non–governmental organisations (NGOs), 10, 34, 154, 162–163, 165, 170–171, 204

OECD CG Guidelines, 60 Organisation for Economic Co-operation and Development (OECD), 3, 60, 67, 72, 95, 124, 146, 169 organisational failure framework, 79 ownership, location and internationalization (OLI) framework, 61

perfect competition, 84, 89–90, 168

pluralism, 90, 154 power, 4, 6, 8, 10, 14, 16–17, 24–25, 32–38, 42, 59, 61–63, 66, 68, 73, 80–81, 83, 86–87, 90, 95, 109, 126, 130, 133, 135, 155–157, 177, 203–205, 217

regulation, 3, 5–9, 14, 19, 71–72, 76–77, 82–85, 87, 89–90, 96, 126, 130–137, 142–143, 155, 157, 172, 214 regulation/deregulation, 155 regulators, 12, 71, 75–76, 87, 180 relationship marketing, 46–47, 229 risk, 5, 11–12, 19, 26, 31, 74, 76–77, 80–82, 89, 96, 107, 109, 131, 156, 169, 201, 203, 207, 229

```
rule of law, 68, 142, 168
```

SA 8000 (Social Accountability), 166 Sarbanes–Oxley Act, 60, 67 securities law, 80, 126–128, 143 self-actualisation, 35 self-regulation, 3, 72 social contract, 34, 84–85, 87–88 social marketing, 44–46, 50, 52 social responsibility, 4–5, 16–18, 34, 41–49, 51–56, 62, 73, 87, 124–125, 127, 129, 131, 133, 135, 137, 139–141, 143–145, 147, 160–161, 175, 177, 179–181, 183, 185, 187, 189, 193–196, 199–200, 202–203, 205–209, 211–212, 214–216, 218, 221–223, 227–230

## Index

societal marketing, 44-46 south sea bubble, 81 stakeholders, 4, 11-12, 16-18, 24, 42-44, 46-48, 51-56, 60-63, 66-69, 73, 76, 85-86, 94, 113, 117, 151, 164-165, 171, 175–177, 180, 188, 196–197, 201, 208, 211, 215, 224, 229 State Environmental Protection Administration (SEPA), 142 State-owned Assets Supervision and Administration Commission (SASAC), 139, 141 stewardship, 4, 16, 72-73 sustainability, 4, 16, 18–19, 41, 47, 68, 73–74, 76-77, 86, 142, 156-157, 171-172, 175, 193-197, 201-205, 207-209, 212, 215-219, 222-223, 227, 230 technological developments, 154

The Combined Code, 4, 15, 19–20, 60, 73, 89

The Combined Code on Corporate Governance, 4, 20, 73, 89 theory of the firm, 8, 78, 83, 109 transfer of knowledge, 33 transformational process, 24 triple bottom line, 207–208 UK Corporate Governance Code, 13, 19 - 20UN Global Compact, 142, 168 United Nations, 9-10, 62, 216, 220, 224 United Nations Global Compact, 10 utilitarian, 20, 39, 71, 73, 75, 77, 79-81, 83, 85, 87, 89 utilitarianism, 7-8, 19, 78, 80, 82-84, 87-89 Wikileaks, 63

- World Bank, 3, 39, 72, 124
- World Trade Organisation, 9, 123