

# CSR IN AN AGE OF ISOLATIONISM

# DEVELOPMENTS IN CORPORATE GOVERNANCE AND RESPONSIBILITY

Series Editor: David Crowther

## Recent Volumes:

- Volume 1: NGOs and Social Responsibility
- Volume 2: Governance in the Business Environment
- Volume 3: Business Strategy and Sustainability
- Volume 4: Education and Corporate Social Responsibility: International Perspectives
- Volume 5: The Governance of Risk
- Volume 6: Ethics, Governance and Corporate Crime: Challenges and Consequences
- Volume 7: Corporate Social Responsibility in the Digital Age
- Volume 8: Sustainability after Rio
- Volume 9: Accountability and Social Responsibility: International Perspectives
- Volume 10: Corporate Responsibility and Stakeholding
- Volume 11: Corporate Responsibility and Corporate Governance: Concepts, Perspectives and Emerging Trends in Ibero-America
- Volume 12: Modern Organisational Governance
- Volume 13: Redefining Corporate Social Responsibility
- Volume 14: Stakeholders, Governance and Responsibility
- Volume 15: Governance and Sustainability

DEVELOPMENTS IN CORPORATE GOVERNANCE AND  
RESPONSIBILITY VOLUME 16

# CSR IN AN AGE OF ISOLATIONISM

EDITED BY

**DAVID CROWTHER**

*Faculty of Business & Law, De Montfort University,  
Leicester, UK*

**FARZANA QUOQUAB**

*Universiti Teknologi Malaysia, Malaysia*

**SRRNet**

Social Responsibility  
Research Network  
[www.socialresponsibility.biz](http://www.socialresponsibility.biz)



emerald  
**PUBLISHING**

United Kingdom – North America – Japan  
India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2021

Copyright © 2021 Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-80043-269-7 (Print)

ISBN: 978-1-80043-268-0 (Online)

ISBN: 978-1-80043-270-3 (Epub)

ISSN: 2043-0523 (Series)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# CONTENTS

*List of Contributors* vii

**The Changing Global Environment and CSR** 1  
*David Crowther and Farzana Quoquab*

## PART I THEORETICAL CONTRIBUTIONS

**The End of Corporate Social Responsibility, as We Know It** 17  
*Sham Abdulrazak*

**Retreat from Globalisation? Crises of Liberal Hegemony and  
Rising Populism** 35  
*Elif Uzgoren*

**Sustainability, Human Values and the Education of Managers** 53  
*Ana Maria Davila Gomez and David Crowther*

**Employees' Experiences of Workplace Violence: Raising  
Awareness of Workplace Stress, Well-being, Leadership, and  
Corporate Social Responsibility** 69  
*Nicole Cvenkel*

**Standing Tall: Can Isolationism be the Panacea to Africa's  
Problems?** 93  
*Sam Sarpong*

## PART II REGIONAL CONTRIBUTIONS

**Corporate Social Responsibility Challenges of Malaysian NGOs:  
Is It Elusive?** 109  
*Noor Muafiza Masdar and Rohaida Basiruddin*

<b>Striving for Obtaining Sustainability: Toil to Adopt ‘No Plastic Bag Use’ Behaviour</b>	131
<i>Farzana Quoquab and Jihad Mohammad</i>	
<b>Striving for a Violence “Free” and Healthy Workplace: Insights from Forestry Workers’ Perspectives</b>	145
<i>Nicole Cvenkel</i>	
<b>Research on the Social Responsibility of Chinese Enterprises Along the “Belt and Road”</b>	181
<i>Wang Hong and Ding Shuai</i>	
<b>Indian Perspective in CSR: Mapping Leaders’ Orientation</b>	205
<i>Amit Kumar Srivastava, Anviti Gupta and Shailja Dixit</i>	

### PART III CASE STUDY CONTRIBUTION

<b>CSR and SDG Mapping in Fashion &amp; Textile Industry: Identifying Potential Challenges in the Wake of Isolationism</b>	221
<i>Harleen Sahnii and Nupur Chopra</i>	
<b>Catastrophe in Performing Corporate Social Responsibilities in Isolation: Lessons Learned from Coffee Shop Sector in Malaysia</b>	247
<i>Jihad Mohammad and Farzana Quoquab</i>	
<b>Collaboration between Academia, Industry and Education to Embed Sustainability across the Hairdressing Profession</b>	259
<i>Denise Baden and Lynda Whitehorn</i>	

# LIST OF CONTRIBUTORS

<i>Sham Abdulrazak</i>	AIMST University, Malaysia
<i>Rohaida Basiruddin</i>	University Technology Malaysia, Malaysia
<i>David Crowther</i>	Social Responsibility Research Network, UK
<i>Nupur Chopra</i>	National Institute of Fashion Technology, India
<i>Nicole Cvenkel</i>	My Work & Well-Being Consulting Inc., Canada
<i>Ana Maria Davila Gomez</i>	University of Quebec, Canada
<i>Shailja Dixit</i>	Amity University, India
<i>Anviti Gupta</i>	Amity Business School, India
<i>Wang Hong</i>	Shanghai University, China
<i>Noor Muafiza Masdar</i>	Universiti Malaysia Sabah, Malaysia
<i>Jihad Mohammad</i>	Qatar University, Qatar
<i>Farzana Quoquab</i>	Azman Hashim International Business School, Malaysia
<i>Harleen Sahni</i>	National Institute of Fashion Technology, India
<i>Sam Sarpong</i>	Xiamen University, Malaysia
<i>Amit Kumar Srivastava</i>	Amity Business School, India
<i>Elif Uzgoren</i>	Dokuz Eylül University, Turkey