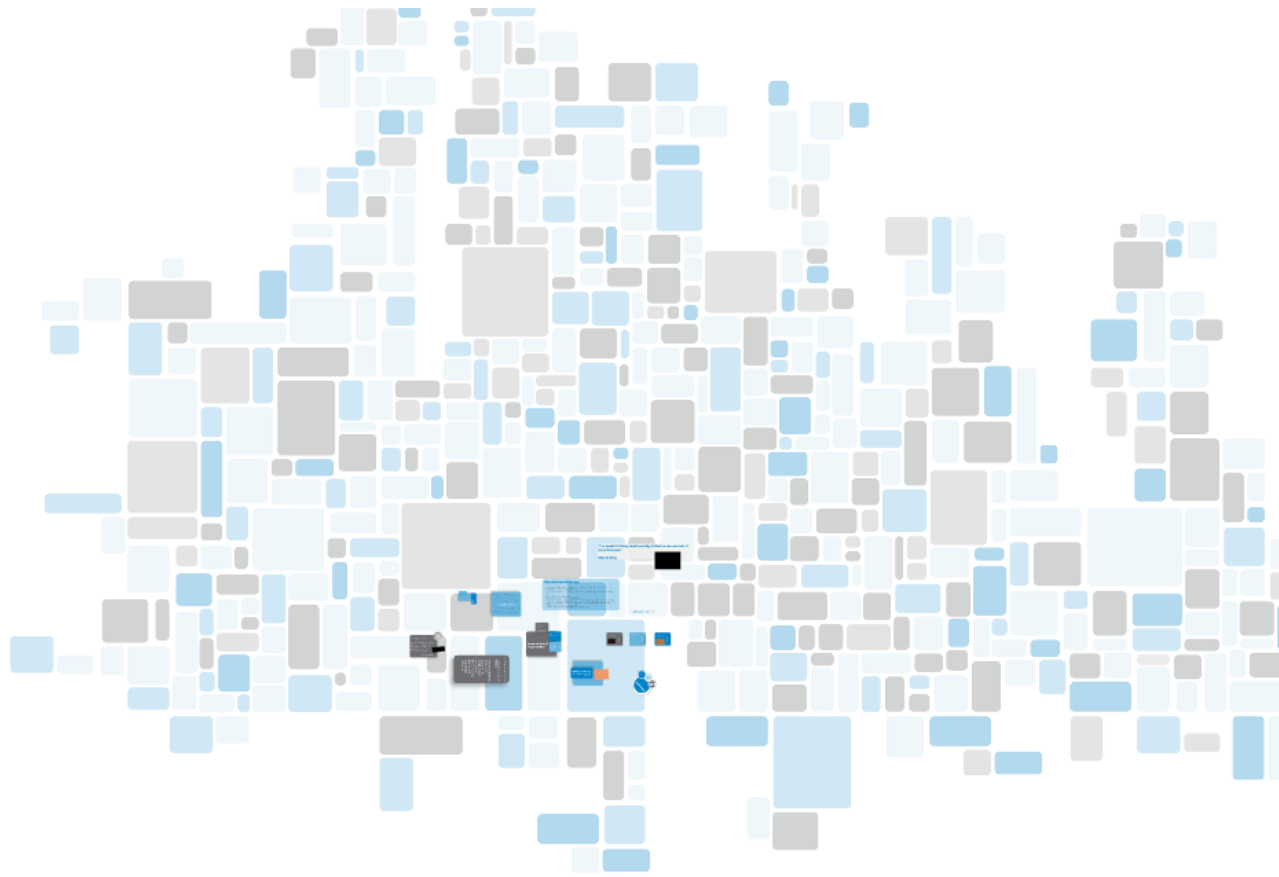


# CSR in Business Schools

Nehme AZOURY, PhD

- Secretary General, Arab Society of Faculties of Business, Economic and Political Sciences - BEPS
- Dean, Faculty of Business, Holy Spirit University of Kalsik



Arab Society of Faculties of Business  
Economic and Political Sciences

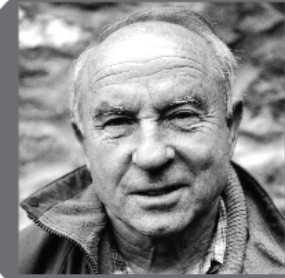




Nehme AZOURY, PhD

- Secretary General, Arab Society of Faculties of Business, Economic and Political Sciences - BEPS
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"It is always been difficult for us to lead an examined life as a corporation.



**Yvon Chouinard**

I have always felt like a company has the responsibility to not wait for the government to tell it what to do, or to wait for the consumer to tell it what to do,

but as soon as it finds out it's doing something wrong, stop doing it".



Take the initiative ...

Knowledge Philosophy

Discipline Experience Arts

# Education

Progress Future Devotion

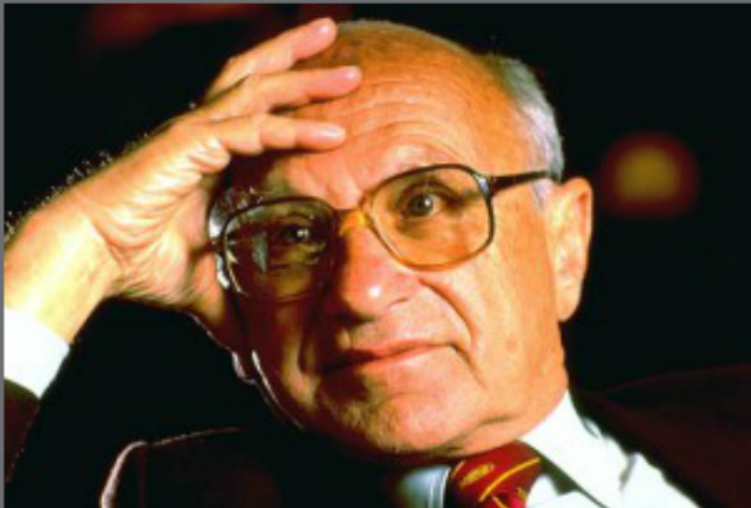
Law Culture

Morality Business Politics



# CSR Practices & Business Schools

“The Social Responsibility of  
Business is to Increase its Profits”



Milton Friedman

# The Pyramid of Corporate Social Responsibility



**Philanthropic**  
Responsibilities

**Ethical** Responsibilities

**Legal** Responsibilities

**Economic** Responsibilities

Archie Carroll

“The use of solar energy has not been opened up because the oil industry does not own the sun.”



Ralph Nader



The background of the slide is a light grey color, overlaid with a pattern of various-sized squares in shades of light blue and grey. These squares are scattered across the entire page, creating a textured, geometric effect. Some squares are solid, while others are slightly transparent, allowing the background to show through.

**As Middle Easterners and Arab people, what is our understanding of this ACT?**



The diagram features a large central blue circle with a white border containing the word "Awareness" in white. To its top-left is a smaller solid blue circle with the word "Group" in white. To its top-right is a smaller light blue circle with the word "Collectivistic" in blue. To its bottom-right is a smaller dark grey circle with the word "WE" in white. The background is a pattern of light blue and grey rectangles.

Group

Collectivistic

Awareness

WE

A blue shield-shaped background with the word "Awareness" written in white, bold, sans-serif font across the center. The shield has a slight 3D effect with a white border and a grey shadow at the bottom right corner.

# Awareness

Group



**Collectivistic**



# CSR Practices & Business Schools

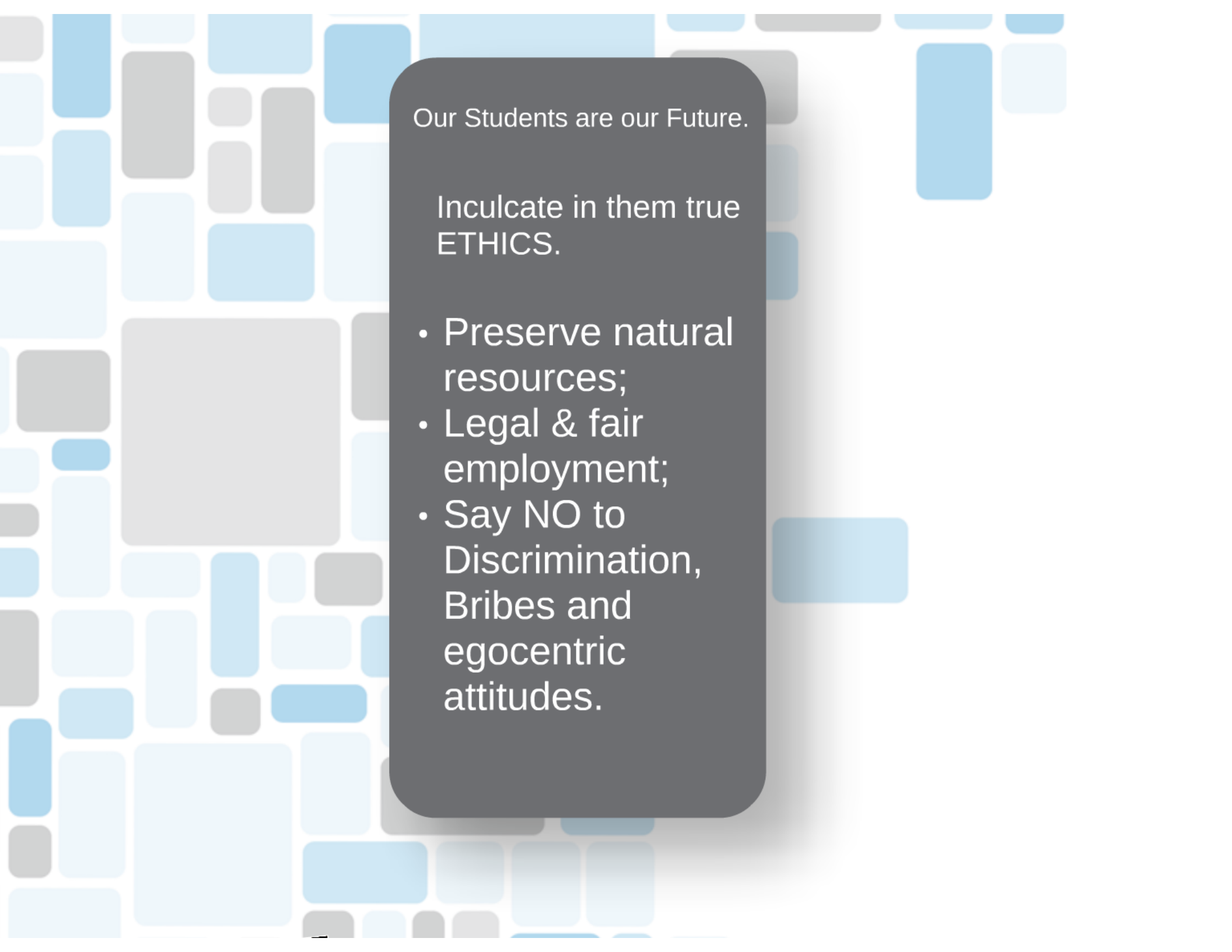
Protecting the environment through advanced and smart practices;

# **Corporate Social Responsibility**

Being honest & fair with your stakeholders;

Facilitating the life of others via cash and in-kind supports.



The background of the slide features a pattern of squares in various shades of blue and grey, some of which are slightly blurred or faded, creating a modern, geometric aesthetic.

Our Students are our Future.

Inculcate in them true  
ETHICS.

- Preserve natural resources;
- Legal & fair employment;
- Say NO to Discrimination, Bribes and egocentric attitudes.

# Recommendations:

- Integration of “Ethical” and “Socially responsible” courses into the curriculum;
- Regional and international colloquiums;
- CSR practices on campus...Recycling, eBooks, solar panel energy, electric cars and green spaces...;
- Local and regional charitable activities;
- Support unfortunate families and students;
- Harmonization with local, regional and international non-for-profit organizations on the importance of preserving the earth and being actively engaged in social activities;
- Establish a regional synchronized database;
- Create a regional and unified web page for interaction.

**"The beautiful thing about learning is that no one can take it away from you".**

**Riley B. King.**



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