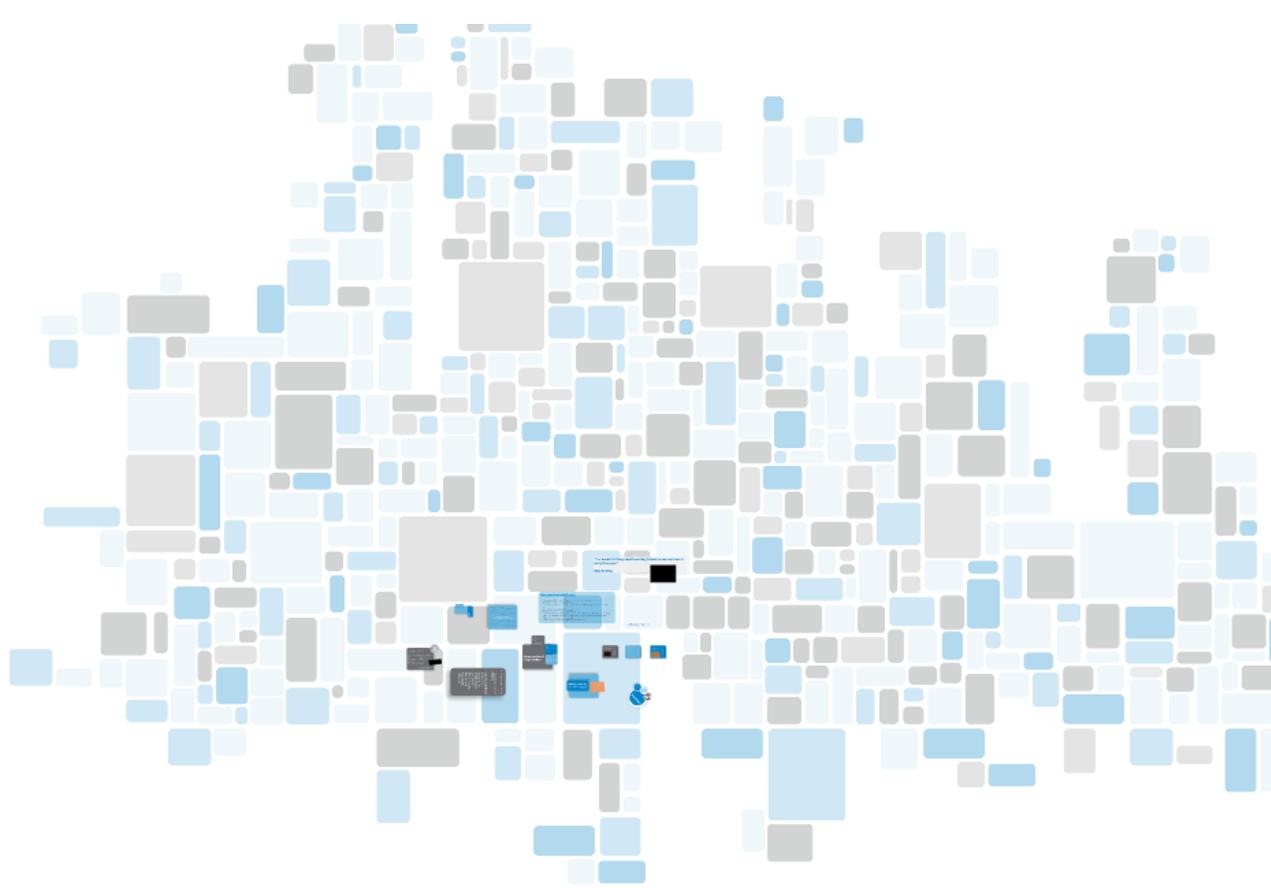


# CSR in Business Schools



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



USEK  
HOLY SPIRIT UNIVERSITY  
OF KALSİK



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“It is always been difficult for us to lead an examined life as a corporation.

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 ...



**Yvon Chouinard**



Knowledge Philosophy

Discipline Experience Arts

# Education

Progress Future Devotion

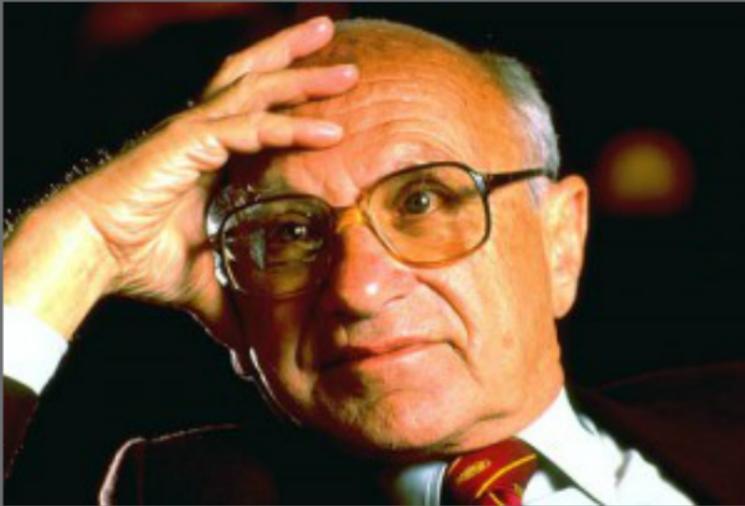
Law Culture

Morality Business Politics



# CSR Practices & Business Schools

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



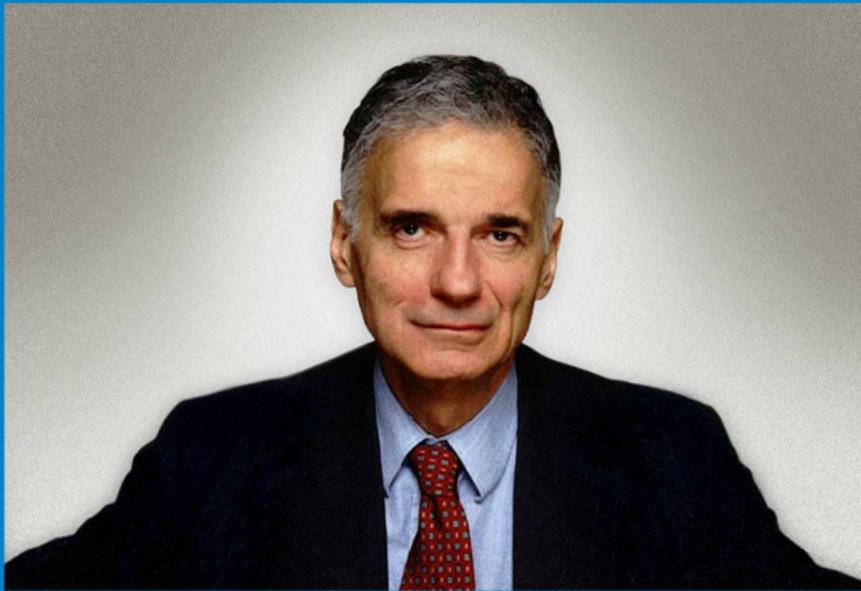
Milton Friedman

# The Pyramid of Corporate Social Responsibility



Archie Carroll

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



Ralph Nader



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

Group

Collectivistic

Awareness

WE

**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.

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.**



Arab Society of Faculties of Business, Economic  
and Political Sciences  
P.O. Box 446 | Jounieh | Lebanon  
(t) 961 9 600831  
[beps-mena.org](http://beps-mena.org)

Holy Spirit University of Kaslik  
Faculty of Business and Commercial Sciences  
[usek.edu.lb/Business](http://usek.edu.lb/Business)  
[facebook.com/USEK.Business](https://facebook.com/USEK.Business)  
(t) 961 9 600800

