



Aspectos jurídico-laborales de la Responsabilidad Social Corporativa

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Centro de Estudios Financieros, 2008. Book Condition: New. --> precio archivo digital (formato PDF): 7 + IVA Ahora disponible en PDF Comprar PDF El fenómeno de la Responsabilidad Social Corporativa ha ido ampliando paulatinamente su potencial campo de actuación hasta llegar a convertirse en un tópico reciente en gestión de empresa. En este sentido, y desde los parámetros fijados por el anhelado objetivo de lograr un desarrollo sostenible, cada vez cobra mayor presencia una perspectiva conforme a la cual la organización productiva ha de preocuparse no sólo por maximizar el beneficio económico, sino también (y de forma voluntaria) por acotar la influencia que su actividad puede presentar en el campo social y medioambiental sobre los potenciales sujetos afectados (stakeholders). Sin ningún género de dudas, uno de los principales grupos interesados en la actividad de la empresa son sus trabajadores por cuenta ajena (el mal llamado «capital humano» de la compañía). Desde este punto de vista, el presente trabajo trata de analizar las diversas implicaciones derivadas para este colectivo de trabajadores a partir de la asunción, por parte de la empresa, de una política de Responsabilidad Social. Prólogo Capítulo 1. La «nueva empresa sostenible» en el contexto económico globalizado La situación...



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