

Title : The Importance of Corporate Social Responsibility (CSR) by the University Students Towards the Environment

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Abstract:

The term of Corporate Social Responsibility in a broader perspective covers the social responsibility of the corporation towards the society of their surroundings. In other aspects it relates to community service. The Corporate Social Responsibility is defines as organization putting more efforts beyond the legal obligations and manage the significant impact they have towards the society and environment of their surroundings (Institute of Directors of UK, 2002). CSR is all about adding values which will derives to the outer and inner success of the corporation as it enhances the brand development, partnership selection and decision making (South China Morning Post, 2002). Corporate Social Responsibility especially by the university is essential in molding the younger generation in understanding and accepting their responsibilities towards the society and environment. The Corporate Social Responsibility efforts by the University for the environment is what this paper will be discussing about. In rising the ethic training within the University students, CSR plays a major role to educate the younger generation about the importance of taking care of the environment. It is undeniable that the practice and understanding of CSR is still nascent among the younger generation in our country. As our environment is in alarming stage and began to threat the human settlement such as the global warming, urgent ramifications are needed to battle this issue. By university creating more efforts towards CSR in the context of environment, this issue could be battled thus there will be more ethical, loving and responsibility youth born and bloom in this country.