

Strategy in Action

Group simulation.

Contents

1. Introduction.....	3
2. Main body.....	4
2.1 Board meeting 1.....	4
2.2 Board meeting 2.....	5
2.3 Board meeting 3.....	6-7
2.4 Board meeting 4.....	8-9
2.5 Board meeting 5.....	10
2.6 Board meeting 6.....	11
3. Conclusion.....	12
4. References.....	13-15
5. Appendices.....	16-20

Preview from Notesale.co.uk
Page 1 of 19

After completion of board meeting 4 CSR increased from 40.3 to 43.3 which shows the implementation has succeeded in improving CSR. Even though this is a small increase it is still a positive, it suggests that achieving a high CSR could be achieved in the long run and it is not a short term fix. After implementing this strategy share price rose from £2.16 to £2.68 which proves that improving sustainability or rather CSR is attractive to shareholders.

Preview from Notesale.co.uk
Page 8 of 19

4.0 References

- Adam, A. & Shavit, T. (2014). How Can a Ratings-based Method for Assessing Corporate Social Responsibility (CSR) Provide an Incentive to Firms Excluded from Socially Responsible Investment indices to Invest in CSR? *Journal of Business Ethics*. 1 (1), 1-7.
- Balogun, J., & Johnson, G. (2004) Organizational restructuring and middle manager sense making, *Academy of Management Journal*. 47(4), 523-49.
- Carroll, A. (1999). Corporate Social Responsibility. *Business & Society*. 38 (3), 268-295.
- Cone. (2010). *Even as cause marketing grows, 83 percent of consumers still want to see more* [online]. Available: <http://www.conecomm.com/contentmgr/showdetails.php/id/3351>. [Last accessed 17/03/2015].
- Ellen, P., Webb, D., & Mohr, L. (2006). Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs. *Journal of the Academy of Marketing Science*. 34 (2), 147-157.
- Gomez, P. J., Lorente, J. J. C. & Cabrera, R. V. (2004). Training practices and organizational learning capability relationships and implications. *Journal of European Industrial Training*, 28(4), 234-256.
- Guiral, A., Moon, D., & Choi, M. (2014). Can Excellence in Corporate Social Performance Improve Investors' Financial Assessments and Credibility of Managers' Forecasts?. *Asia Pacific Journal of Financial Studies*. 43 (4), 530-555.
- Hill, C., Jones, G., & Schilling, M (2015). *Strategic Management Theory*. 11th Ed. Canada: Cengage Learning. 444-445.
- Johnson, G., Melin, L., & Whittingham, R. (2003) Micro-strategy and strategizing: towards an activity based-view. *Journal of Management Studies*. 40(1), 3-22.
- Johnson, G., Whittington, R., & Scholes, K. (2009). *Fundamentals of Strategy*. Harlow: Pearson Education. 127-130.
- Johnson, G., Whittington, R., & Scholes, K. (2011). *Exploring Strategy*. 9th ed. Harlow: Pearson Education. 436-437.