

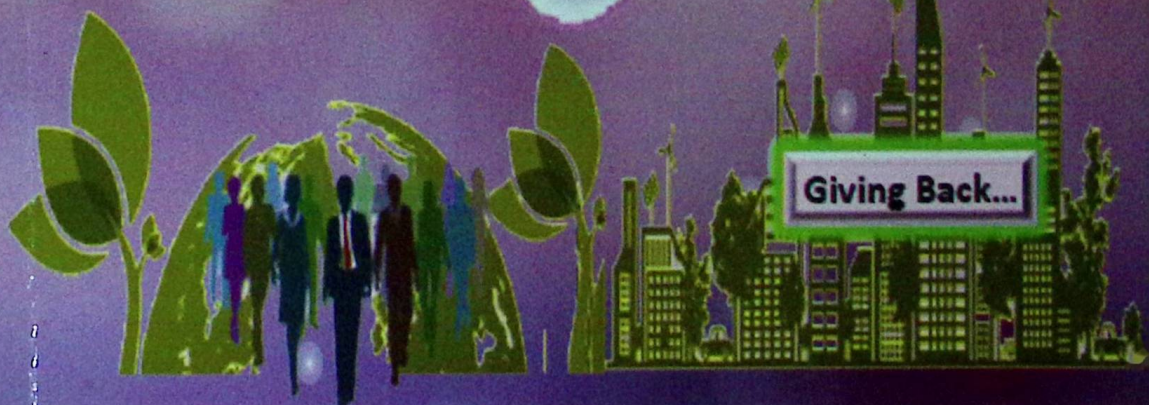


Corporate Social Responsibility, Good Governance, and Environmental Accountability:

A Tri-focal Approach to the Philosophy of Business

Synergies and Interrelationships

with Securities and Exchange Commission
Code of Corporate Governance for Publicly-Listed Companies



Ernesto H. Mendoza, Ph.D.

Lorma S.P. Garcia, DBA, Ph.D.

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PREFACE

Is business a stakeholder or just plain shareholder?

Must the exercise of corporate social responsibility be mandated or voluntary?

Is there is relationship between environmental accountability and political will?

These are but a few of the questions which this book endeavored to answer in covering the varied dimensions of the philosophy of business which centered on the use of the tri-focal approach. Beyond just answering these questions however, serious efforts were pursued to link the concepts and principles with real-life situations in the world of business. This is designed not just to elicit better understanding of the topics covered but more so, to give students a relevant and broad-based understanding of the actual experiences on the ground. What set this book apart from the rest however, are the case studies presented here which were drawn from actual field exposures and concrete experiences of the authors as corporate practitioners and seasoned executives in their chosen field. The wealth of knowledge shared, decision-making and specific choices made to achieve a definite corporate goal can be very enriching for serious students using this book.

Central to the purpose of the authors in coming up with this book is the intention to provide standards that students can use as a yardstick in analyzing the performance of different business entities in relation to corporate social responsibility, good governance and environmental accountability. With the inclusion as part of this book of the Code of Corporate Good Governance for Publicly-Listed Companies issued by the Philippine Securities and Exchange Commission (SEC), an official standard for evaluation is provided that can guide not just the students, but the business sector as well. The Principles highlighted in the said Code covered how a business should ethically behave in the pursuit of its corporate objectives. Questions that can be drawn from the Principles are as follows:

- Is your business establishment socially responsible in dealing with the community where it operates?

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