

Contents

Abbreviations	IX
Introduction.....	XI
Chapter I. Conceptual Delimitations Regarding	
Business Ethics	1
Subchapter 1. The ethical concept and other related concepts	1
Subchapter 2. Business ethics concept.....	3
Subchapter 3. Business ethics and consumers' behavior	11
Chapter II. Conceptual Delimitations Regarding	
the Corporate Social Responsibility	14
Subchapter 1. The evolution of the corporate social responsibility	14
Subchapter 2. The corporate social responsibility concept	17
§1. The concept of corporate social responsibility in relation to several categories of stakeholders	18
§2. The corporate social responsibility concept and the constitutive responsibilities	22
Chapter III. From Integrating the Ethical Elements into	
the Activity of the Business Operators, to the Ethical	
Responsibility, a Component of the Socially Responsible	
Management	25
Subchapter 1. Business ethics applied to the marketing management	25
Subchapter 2. Marketing and business ethics.....	30
§1. Principles of ethics, product policies and strategies	47
§2. Principles of business ethics; price policies and strategies.....	53
§3. Principles of business ethics and distribution policy	58
§4. Principles of business ethics and promotion policy.....	62

Subchapter 3. The ethical responsibility, component of the corporate social responsibility.....	69
Subchapter 4. The ethical code, a CSR implementation instrument.....	71
§1. Defining the concept and the need to adopt ethical codes by business operators, a first stage in choosing a socially responsible attitude.....	72
§2. The ethical code and the Internal Regulations. Economic and juridical interferences	74
§3. The preparation and implementation process of the ethical codes at the business operator level	76
Subchapter 5. The standards adopted in the corporate social responsibility field.....	89

Chapter IV. The Juridical Responsibility, a CSR Component. From Complying with the Legislation Regulating the Categories of Stakeholders to the Legislation Regulating the Social Responsibility Concept.....	95
Subchapter 1. The juridical responsibility, component of the corporate social responsibility.....	95
Subchapter 2. The origin and evolution of the juridical regulations regarding the corporate social responsibility	97
Subchapter 3. The juridical delimitation of the concepts of business operator and consumer, the main players in the fields of business ethics and corporate social responsibility.....	101
Subchapter 4. Juridical regulations regarding the corporate social responsibility.....	110
Subchapter 5. A possible instrument in Romania: a bill for implementing the corporate social responsibility with the small companies	126
§1. Corporate social responsibility bill.....	126
§2. The analysis of the proposed law regarding the corporate social responsibility.....	132

Chapter V. The Economic Responsibility, a CSR Component. From the Profit Obtained Further to Complying with the Social Responsibility Requirements to Economic Instruments Used For the CSR Implementation in the Activity Performed by the Business Operators	136
Subchapter 1. The economic responsibility, component of the corporate social responsibility.....	136
Subchapter 2. Conclusions of the study performed in the corporate social responsibility field in 2009.....	137
Subchapter 3. The economic and fiscal instruments in the field of the juridical protection of the natural environment, which can be used by the public authorities for implementing CSR into the activity performed by the business operators.....	141
Subchapter 4. A beneficial aspect of the socially responsible activity: the trademark image of the socially responsible business operators	146
Chapter VI. The Ecological Responsibility, Component of CSR, an Important Step in Implementing the Social Responsibility. Case Study: the Ecological Products and the Genetically Modified Products.....	153
Subchapter 1. The ecological responsibility, component of the corporate social responsibility.....	153
Subchapter 2. The ecological products in direct relation to the ecological responsibility, component of CSR	158
§1. The ecological food products	158
§2. The ecological non-food products	161
§3. The behavior of the ecological products consumers.....	166
Subchapter 3. The genetically modified products, the breach of the ecological responsibility	176
§1. The global evolution of the genetically modified organisms.....	178
§2. The attitude of the consumers regarding the use of the food containing genetically modified organisms. Risks and benefits of the consumption of genetically modified organisms	180

§3. Case study at global and European level regarding the activities related to the genetically modified organisms and their implications in the corporate social responsibility field.....	186
§4. Case study at national level regarding the activities related to the genetically modified organisms – MON810 genetically modified corn – and their implications in the field of the corporate social responsibility	191
Chapter VII. The Philanthropic Responsibility, a CSR Component.....	202
Subchapter 1. The philanthropic responsibility.....	202
Subchapter 2. Ways of stating the corporate social responsibility at national and global level.....	204
§1. Promotions for a cause	210
§2. Marketing actions linked to a cause	213
§3. Social marketing actions promoted by business operators	215
§4. Philanthropy of business operators.....	216
§5. Volunteering to support the community.....	218
§6. Socially responsible investments.....	219
Chapter VIII. Evaluation tests.....	224
Bibliography	271