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Literature Review

Corporate Social Responsibilities and its Principles, Corporate Behavior, Ethical Philosophies, and a Stakeholder Theory

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Introduction

Corporate Social Responsibility also known as corporate engagement with society is now a general expression in today's present-day world and fundamentally it is fast-becoming a recognized methodological approach for organizations. Organizations illustrate, contribute and establish their incorporated customs through duties that reflect their common sense of share consciousness and ethics. The foundational elements of the Corporate Social Responsibilities of an organization reveals a clearer, deeper and acceptance of the organization's operational culture of sustainability. The organization's principles of transparency, its level of accountability all of these and more lays the structure that justifies an organization's Corporate Behavior.

This seminar paper would analytically aim at explaining the concept of Corporate Social Responsibility- its Principles, Corporate Behavior and Ethical Philosophies through discussing Stakeholder's strategic relation to theories and classifications. It would lay emphasis on the impact of ethical egoism, ethical altruism, ethical utilitarianism, utilitarianism principles like; consequentialism how it explains the goodness of ethical conducts inspired by outcomes. Hedonism the comfort of benefits, the theory of maximalism through the impacts of highest outcomes, and the principles of universalism. This paper would analytically explore the ethical representation and correctness of conducts based on their outcomes either as beneficial or non-beneficial. The theoretical understanding of how the pragmatic doctrines of ethical relativism through cultural relativism and ethical subjectivism plays out in shifting and affecting the ethical values. Norms and customs of most organizations are fundamentally relevant to examine as it creates a wider and a more insightful knowledge into the organizational management of any organization.

Keywords: Corporate Social Responsibility; Sustainability; Transparency; Accountability; Corporate Behavior; Ethical Philosophies; Deontological Ethics; Teleological Ethics; Utilitarianism; Ethical Relativism; Stakeholder

Literature Review

Corporate Social Responsibility as a tactical approach assists us to comprehend how corporations acquire fierce control by way of involving in communally answerable performance. Supporters of tactical corporate social responsibility propounded that companies partaking in tactical corporate social responsibility offer asocial benefit in coexistence with trade policy. Other intellectuals postulated that tactical corporate social responsibility is more beneficial than plain liberal Corporate Social Responsibility. Intellectuals have equally recommended that communally accountable companies are more fascinating to workers, buyers and other communal teams that sequentially raise company viability.

For example, firms partaking in tactical corporate social responsibility are probably going to select required assignments when they experience durable public rules, non-profitable organizational supervision, and investigation from other stakeholders, especially clients, since involvement incorporate social responsibilities decrease threats when unfavorable situations occur. This point of view assists companies to sustain communal validity. In this pattern of study, corporate social responsibility hypothesis asserts that a company's dedication to communally accountable field backs could be a means of fierce gains (Hart and Dowell, 2010).

Conversely, corporate social responsibility engagement does not spontaneously convert into company functionality. Several intellectuals have analyzed the effect of corporate social responsibility on trade outcomes and the power of changeable contexts. Corporate behavior is relevant in supporting associations with companies between people, groups and in the company entirely. It is vital as it reveals the standards of the trade and the scope of its behavior. Corporate behavior allows firms to conquer any issues they encounter. For instance, because of a rise in international influence, hurdles in dialect are probably escalating for firms thereby causing serious issues as daily activities may be disturbed. Corporate behavior allows administrators to conquer this issue by advancing cooperation. This is great gain for the administration since it can result in competent groups been established hence turning into inventive notions that are positive for firms.

Corporate Social Responsibility

Corporate Social Responsibility is a controlling and directing theory implored by companies for incorporating communal and ecological tasks into their trade function and transactions with their stakeholders. The concept of Corporate Social Responsibility is comprehended as means by which a firm accomplishes equilibrium of commercial, ecological and communal necessities then equally dealing with the anticipations of the stakeholders and shareholders. The United Nations Industrial Development Organization formed its Corporate Social Responsibility initiative on the Triple Bottom Line method that has demonstrated to be an effective approach for the small and medium sized companies in growing countries to help them accomplish communal and ecological worth in the absence of negotiating their quality of being better than other competitors. Triple bottom method is utilized as a structure for gauging and recording the functionality of the company in opposition to commercial, communal and ecological functionality.

Corporate Social Responsibility is described in other terms and some companies use terms that include corporate ethics, corporate accountability, good corporate governance, corporate responsibility or corporate citizenship. Corporate Social Responsibility seems not to have a general name but it is commonly recognized as explicit company procedures concerning social standards, adherence with statutory principles and regards for commercial standards. This lack of general definition has made several organization to identify Corporate Social Responsibility as a true corporation of social conscience while others describe it as a novel corporation of tactical structure and some completely disperse it. Hopkins (2004) believes that using the terminology Corporate Responsibility in place of Corporate Social Responsibility alters the naming and essence of Corporate Social responsibility.

A satisfactorily executed Corporate Social Responsibility theory can result in a diversity of situation that places a firm in a positive or heightened trade placement, like inflated sales and gains, advanced output and status, proficient human resource position, advance potential users and buyer's dedication. The first time users of Corporate Social Responsibility approach were companies like Johnson & Johnson, the owner Robert Wood Johnson developed their aims in 1943 and it entails that the necessity of their customers are placed first. Milton Hershey owner of The Hershey Company established not only a company in Hershey, Milton developed a settlement and group of people with provisions, building complex and ethnic organization that is still improving till date.

There is no universal way for implementing Corporate Social Responsibility; its implementation is dependent on the requirements of the respective companies. Corporate Social Responsibility can be incorporated into a company's central process of decision-making, directing procedures, plans as well as program for an elongated time or methodically. Several business before now have principles concerning how to deal with clients, society and workers. The conventional perspective of company is to fundamentally bump up gains. Nevertheless, the conventional perspectives are no more embraced in modern-day company operations in that corporate business have accepted the notions of Corporate Social Responsibility that is in support of commercial, environmental and communal achievement.

Corporate Social Responsibility views communal and environmental courses as possibilities for advancement and accessing natural resources. Workers particularly the experts in high numbers desire to work for firms that are concerned about their needs and have notable standing in the community. Employing the skillful workers and having them greatly committed fuels advancement. Corporate Social Responsibility in the 21st century has gained recognitions from firm and stakeholders in the supply chain. Supply chain is the procedure where by some companies comprising vendors, buyers and strategic contributors function collectively to offer profitable collections of goods and aids to the clients. Lack of Corporate social responsibility in the supply chain has highly influenced the status of some firms, resulting in huge costs to settle issues. For example in the event of the 2013 Savar building slump that resulted in the death of more than 1000 persons, it moved firms to determine the effect of their services on the community. Conversely is the horse-meat issue of 2013 in the United Kingdom that affected several food business like TESCO the biggest business in United Kingdom, which resulted in the sack of the vendor. To this end, these circumstances have moved supply chain management to examine the Corporate Social Responsibility factors. Firms should incorporate social responsibility in their assessments of integral trademarks. Both emphasized the application of scientific knowledge in advancing prominence covering supply chain system.

Principles of Corporate Social Responsibility

There are three principles of Corporate of Social Responsibility to be discussed: Sustainability, Transparency and Accountability.

Sustainability

Sustainability means the events and activities of a corporation that is classically voluntary and displays the insertion of communal and ecological needs in company operations as they relate with stakeholders. The main notion to integrate the concept of sustainability into companies can be based on moral reliance to manage a productive corporation in a long run. The preeminence on sustainability has become a focal point for several applications of corporate social responsibility. Primarily, the idea of sustainability was considered in respect of maintaining global course. The process of sustainability motives people, politics, and organizations to create decisions for long lasting purposes. By so doing, the application of sustainability will comprise of the day-to-day structure of events over a period of years rather than monthly occurrence. This action determines the gains involved instead of the loss. Sustainability is liable for the influence that the corporation applies on it area, trades and environments. Responsive authority of the influence converts into minimal costs, advance outward associations and better-controlled threats. The consciousness that a corporation operates around a wider structure, during compounded correlations with several stakeholder teams, permits it to be prepared and utilize the portions connected with sustainability. Sustainability creates understanding that individual establishment is enclosed with stakeholders. Creating and maintaining reasonable associations with stakeholders on the grounds of involvement and communications is very relevant since it enhances growth.

Transparency

Transparency complements the notion of accountability and responsibility that are vital element for corporate social responsibility. Transparency causes it to be stress free for stakeholders to approach a corporation about its service therefore invigorating some form of responsibility and accountability in the corporation. The concept of transparency is relevant in establishing structures for influential organizational well-being and project creations as firms function in the direction of accomplishing sustainable objectives. From a regulatory point of view, corporate social responsibility is profoundly connected with transparency. A corporation with transparency gives instructions in a manner that stakeholders included can receive an ideal knowledge of the problems. The application of transparency in an organization makes it practicable for company's exceling in corporate social responsibility to be able to differentiate themselves from companies struggling with corporate social responsibility. The essence of honesty, dedication and openness that are inherent in corporate social responsibility are supported by transparency.

Accountability

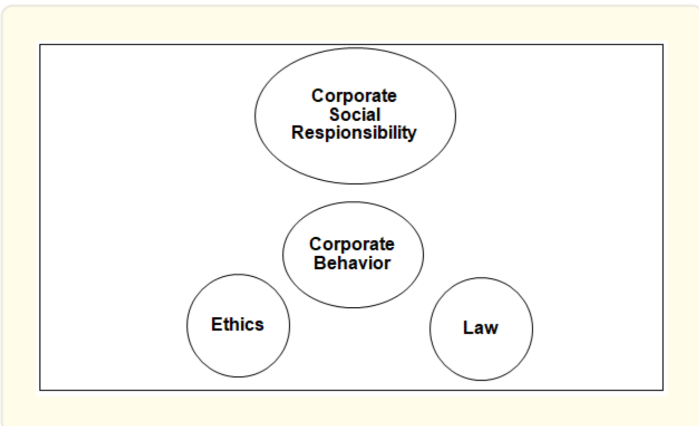
The term accountability recognizes the responsibility of corporations for their performances, commodities, principles and functionality. Accountability enables individuals that are impacted by the actions of an organization to hold the organization answerable for their actions. The approach of accountability requires basic transition of the legal structure of the organizations' mode of operation. This means putting ecological and communal tasks on the managers to enhance inherent tasks on monetary subjects and statutory entitlement for the society to delve for recompenses if they were impacted by the failure of the managers to discharge their tasks. In place of requesting organizations to willingly provide details or reports of their functionality and influence to advance their environmental and communal functions, the corporate accountability approach decides that an organization should be forced to give account of their functionality. This approach is more drastic than the corporate social responsibility approach. Information on accountability is usually provided by several organization to fulfill requirements from the society and stockholders, the information comes concurrent with the yearly monetary reports. A detail of the report needs to depend on the following features:

1. Straightforwardness to all the individuals involved,
2. Importance of the report to the people involved.
3. Dependability on the validity of the course, description of the influence and liberty from unfairness
4. Similarity that suggests stability, both extension and amidst diverse corporations.

Accountability acknowledges that corporation is included in a broader public social contacts and discharges obligation to the public instead of only the owners of the corporation.

Corporate Behavior

Corporate behavior is introduced as the principles of a firm or business that causes it to be distinct and worthy than the other firms or businesses. Displaying beneficial corporate behavior in a firm encourages solid trade name development; accordingly, trade name supports the relevance connected with corporate behavior. Additionally, corporate behavior includes rules of law, codes of moral conducts and rules of social responsibility. The term corporate behavior is keenly associated with Law, ethics and corporate social responsibility as depicted in the diagram below.



Corporate behavior is relevant for the progress of a firm or business in a monetarily way or in respect of partnership between corporate and trade gains. The influence of corporate behavior is not only reflected on stakeholders and shareholders but equally on the whole economy. Sustainability is acquired when an organization functions morally and communally trustworthy in its trade decisions and tactical arrangement. It has been observed that socially responsible corporate behavior is very important for the long lasting status of firms or businesses.

Corporate behavior and corporate social responsibility have all constituent parts linked, hence explaining corporate social responsibility as the social responsibility of companies that includes the ethical, economic, legal and permissive anticipations that community has of corporations within a period. The concept of corporate behavior in the direction of stakeholders is getting more relevant in operation and a vital aspect of corporate governance. The relevance of the concept of corporate behavior is that of ethical, legal and corporate responsibility for companies, stakeholder and the community at large. That is why to be a socially responsible corporation; the corporation is required to be more than legal and ethical in nature. Corporate social responsibility is not regularly a legal requisite, but progressively, it is a requirement. Nonetheless, a firm or business is required to be morally accountable despite the fact that it is not a statutory requirement, which is one of the most relevant qualities of corporate social responsibility. This premise offers the plan of action for which corporate social responsibility is created.

The gains received for being distinguished for possessing a good corporate behavior are numerous. The cardinal one is related to the point that it advances shareholder's worth; a solidified corporate behavior motivates assurance in investors, which sequentially results in a huge supply charge for a firm. A beneficial client knowledge of a firm amplifies the commodities of the firm. To the same extent, a solid corporate behavior is a predominant feature for establishing affiliations and tactical association since the associate firm has the tendency to advance its own status by coalition. In the same vein, a firm with a good status is more distinguished on law making and supervisory state decision- making matters. The self-esteem and dedication of workers are heightened at organizations with strong or good corporate behavior. During challenging moments, a good corporate behavior can defend the corporation from any faultfinding and present opinions explicitly well to customers or the community. For instance during the Pepsi Cola matter where it was noticed that the items on sale had substances inserted by hypodermic needles. Pepsi Cola Company handled the matter excellently well by alleviating the panic in the society with a societal crusade that outlined the uprightness of its producing system and corporate reputation.

Ethical Philosophies

Ethics is a process of moral rules also referred to as a moral or ethical philosophy that tries to apply logic in responding to different types of moral queries. It focuses on what is right for the people and the community. The approach originated from the Greek term ethos connoting tradition, norms or attitudes. Ethical philosophy is an aspect of philosophy that comprises articulation, upholding and suggesting postulations of good and bad actions. Ethics aims at solving inquires of human ethics by describing notions ,terms like good and bad, right and wrong or equity. It investigates the features of justice and assesses how individuals should live their lives in connection to others.

Additionally, people apply the following five ethical philosophies in justifying their moral actions in corporations: deontology ethics, teleological ethics, utilitarianism, ethical relativism and ethical objectivism.

Deontological Ethics

Deontological Ethics is an ethical perspective that concentrates on the right or wrong of an act instead of the right or wrong of the outcomes of the act. Deontology applies policies to differentiate bad actions from good actions. This theory is connected with theorist Immanuel Kant. Kant asserted that moral behaviors accompany general ethical rules like: do not rob, do not falsify anything, and do not trick any one. According to Immanuel Kant, 1998 (1781; 1785), the greatest good was the good act and ethically just conducts are those conducts performed as duty bound. The theory of Deontology is easy to implement as far as people abide by the rules and perform their obligations right. Deontology originated from the Greek "deon" connoting duty and "logos "connoting science.

A Deontologist believes that the only attitude that should be deemed moral is that which has right or good intentions. Hence, to a Deontologist, a condition is good or bad because the action that resulted to is right or wrong. The rightness of an action depends on its adherence to ethical rules, in other words, rightness supersedes goodness. As opposed to consequentialism theory that determines acts based on consequences, deontology theory is against examining the damages and gains of the condition. This prevents partiality and unpredictability since there are prescribed policies to use. In the face of its firmness, strictly adhering to these theories can bring about consequences that several individuals consider unfavorable. For instance, Mr. Gann's neighbor's fire alarm goes off, he is not in the house but his dog is locked in and the house could explode before his arrival or the arrival of fire service men. Mr. Gann could break into the house in order to save the dog but he does not have the permission of his neighbor to do so, he is unable to break in because it is not morally right to break in without permission from the owner of the house. On the contrarily, a consequentiality would suggest that the concluding part of the matter legitimizes the radical move while a virtue ethicist will focus on none of them but will determine whether Mr. Gann acted in line with notable virtues. The emphasis of this theory is that duty is not dependent on what is gratifying or advantageous but on the obligation. For example, an individual is compelled to always speak the truth even when his life is at stake.

Teleological Ethics

Teleological ethics are rooted on the premise that a resolution following a particular action must be formed on examining a specific consequence. Teleology is derived from the Greek term "telos" which is defined as 'an end'. Hence, a conduct will not be right or wrong but a result of the conduct of the people included will be either good or bad.

Teleological ethics are consequence-based perspective of ethics that was presented by Jeremy Bentham and formed by John Stuart referred to also as utilitarianism. In teleology, goodness or badness is ascertained by the outcomes that is capable of rationalizing a conduct as moral if it generates the highest good for the highest amount.

According to teleology, all justifiable conducts are neither good nor bad but the emphasis is on what occurs in the outcome of the conducts. In other words, it is the outcome of the conduct that declares the conduct good or bad. Ordinarily, the right outcomes are those that are greatly advantageous to the human race, they can raise excitement, comfort, fulfillment and usually the overall well-being of the humanity. Diverse processes of teleological ethics varies not just precisely, on what the right outcomes are but equally on how humans equalize the practicable outcomes.

Ultimately, minimal decisions are indisputably favorable, which means it is relevant to determine how to achieve the perfect equilibrium of right and wrong in any action.

Therefore, from a teleological perspective, with reference to the scenario given in deontological ethics, the act of breaking into the house to rescue the dog from been endangered in the event of a burning house will be justified because the outcome will be considered favorable. Stealing in this theory will be considered excusable if the outcome is to feed a starving fellow and prevent the fellow from dying of hunger.

Utilitarianism

Utilitarianism is an ethical philosophy that ascertains good from bad by concentrating on consequences. It belongs to the class of consequentialism ethical theory whereby conducts are elevated to increase excitements and welfare for the affected people. This ethic philosophy is prescriptive in nature and a custom that originated from the English theorists and business analyst Jeremy Bentham and John Stuart Mill in the late 18th -19th centuries. According to this philosophy, it is feasible for a good act to be performed from a bad rationale. Therefore, the Advocates of this theory will differentiate between the applicability of complementing or criticizing a person from whether the conduct was correct. Concerning outcomes, the utilitarian's involve all the right and wrong provided by the conduct, whether resulting after the conducts are executed or amidst the execution.

Utilitarian's are known for determining the following:

- The number of persons that will be affected badly, which is dolors and also those on the benefiting side which is hedons.
- The gravity of the impact.
- Equal measurements for all the existing choices.
- Select the conduct that yields the highest number of benefits.

Utilitarian Principles are

1. ***Consequentialism:*** This principle states that the goodness of any conduct is ascertained merely by the outcomes.
2. ***Hedonism:*** This principle states that comfort is fundamentally beneficial.
3. ***Maximalism:*** This principle states that the good conduct does not only have a right outcome but the highest number of right outcomes.

4. ***Universalism:*** This principle states that the outcomes to be determined are those for everybody.

A good example of utilitarian theory is during the serious outbreak of COVID-19 in Italy, medical preferential attention was given to the younger people over the very old ones. Treating the younger people and allowing the old ones to die instead was for the greatest good of the people.

Ethical Relativism

This theory states that there are no perfect ethics, meaning no action is either ethically good or bad. Rather the good and bad are rooted on communal standards. This is likened to Situational Ethics, which is a classification of ethical relativism. In other words, ethical relativism connotes that ethics has transformed over time and are not perfect. The benefit of this theory is that it accepts a diversification in customs and applications by permitting people to morally adjust as the customs, notions and scientific application transits in the community. The drawback of this theory is that facts, good and bad, and equity are all comparative in nature because the fact that some persons consider something good or bad does not cause it to be so. For example, the killing of twins was a custom and ethically embraced in Nigeria so many years ago but it is no longer so, due to the transition in social ethics.

From the ethical relativism point of view, even though good and bad are not perfect, it must be ascertained in the community by a mixture of examination, reasoning, communal choice and style, awareness, feelings and policies that appears to produce the greatest satisfactions. Ethic is the cement that joins a community collectively. Ethical relativism is that cement. There should be an agreement of good and bad for a community to operation effectively. It appears common in some customs that killing, robbery and swindling is bad as it is clear that when people commit such offences, they are sanctioned or jailed.

There are two major classes of ethical relativism: *cultural relativism and ethical subjectivism*.

Cultural Relativism often referred to as conventional ethical relativism states that all ethical rules are rationalized merely by their customary approval and are not mandatory for other customs.

Ethical Subjectivism states that ethical rules are rationalized merely by the person and does not essentially bind other people except the person who embraces them. Both Philosophies are similar and vary majorly in respect to their jurisdiction.

An example of ethical relativism is – what is good for Mr. Ben might not be good for Mr. Van.

Ethical Objectivism

This theory is of the view that some ethical values are objectively right and some demands are objectively correct. Ethical values are objective if they are binding to everybody, regardless of whether people accept that they do and even if following them do not fulfill anybody's wishes. The advocates of this theory believe that ethical standards are perfect facts and are not subject to transition. These standards are general, since they are binding to humanity globally at all times. It permits simple implementation of reasoning to ethical affirmations. It equally enhances the resolving of ethical conflicts since if there is opposition between two ethical norms, only one of them will be correct.

Stakeholder Theory

Any individual, corporation, social group or the entire community that has a stake or interest in a company is known as a stakeholder. Therefore, stakeholders can be internal or external in nature to the corporation. Diverse stakeholders that have diverse stakes business frequently deal with barters in attempting to satisfy them all. An essential percentage in a program or trade is referred to as a stake.

Stakeholder theory is a justification for directorial processes. The central request is that by offering more teams whose authorities can maintain their performance gain, stakeholder theory causes it to be simpler to partake in personal transactions and support it than if shareholder theory was the main impetus. In variation, there is a contention that authorities who are liable for only shareholders are more competent to evaluate their functionality and explicitly observe whether they have performed satisfactorily or not. Actually, it a justifiable fact for stakeholder theory to set up more responsibilities for directors, since they have various commitments and tasks of attention to the community.

The theory of stakeholder mainly focuses on issuing out monetary returns. This perspective presents stakeholder theory as mainly concerned on who gets the assets of the corporation, and presents a complete dispute between shareholder and other stakeholders as regards to who receives what. Stakeholders are entitled to opinions on how assets are distributed and their engagement influences how they see the allotment of assets. It is noted that stakeholders are usually willing to embrace field backs if they know the process has been equitable. Every stakeholder should receive similar treatment. Stakeholder theory necessitates altering the on-going law. There is a debate that the law needs to be altered to either conquer the thoughts that actions opposed to shareholder operations are illegitimate or stress free to implement stakeholder theory. To order certain changes in the law that pushes authorities to recognize stakeholders would be helpful, however the laws should not be replaced with the details that encompasses stakeholder theory or be viewed as relevant accomplishments to accepting the stakeholder theory. More so, the theory was established as a process of discretionary barter for people in an industrialist financial system. No doubt, it is therefore not a method of progressivism or designed communal rules to be enacted by the country. Another aspect of study that is connected with stakeholder theory is corporate social responsibility. Stakeholder theory was very relevant for assisting corporate social responsibility authors to recognize and highlight the communal duties of the corporations either by means of observation or by means of abstract notions. The issue of developing ethics and business is not placed in the purview of corporate social responsibility, except the method by which a firm develops ethics influences the community in an unfavorable way. Corporate social responsibility does not have many comments on how ethics are established since ethic is launched as an item added later to the ethic establishment procedures. By including corporate social responsibility to the inherent monetary duties of the corporation, the corporate social responsibility literally intensifies the issues of industrialism and principles.

Classification of stakeholders

Stakeholders can be classified as internal or external. Internal stakeholders are individuals whose dividends in a corporation occurs by way of immediate partnership like job, proprietorship or financing. An example of internal stakeholder are stockholders or shareholders, which are tremendously influenced by the result of a trade. For instance, if a monetary company puts $20 million into a textile trade for an interest of 15% value and paramount impact, the company is deemed an internal stakeholder of the trade. The company is deemed to have a stake because the interest of the company's input depends on the triumph and defeat of the trade.

External stakeholders are those individuals who do not work out rightly with the corporation notwithstanding are influenced somehow by the performances and results of the operations of the corporation. Examples of external stakeholders are contractors and dealers. It is a bit uneasy to recognize external stakeholders because they do not have that immediate or outright partnership with the firm. Rather, an external stakeholder is ideally an individual or establishment that is impacted by the activities of the trade. In an event where a firm's activity causes environmental hazard, the particular community where the firm is situated is deemed external stakeholder since it is impacted by the hazard caused. On the other hand, external stakeholders may often have immediate influence on a firm nonetheless out rightly connected to it. For instance, the government as an external stakeholder can enact rules about the environmental hazards and the rule can influence the services of other companies causing environmental hazards.

Voluntary and Involuntary stakeholders

A voluntary stakeholder can decide to not be a stakeholder to a corporation. For instance, a dealer can decide not to have transactions with a corporation and operate as a voluntary stakeholder. Stakeholders can pull out their stake in a transitory manner. Voluntary stakeholders are workers that can shift to another employment with a different hirer; clients that can purchase commodities form a different corporation and a stockholder that can vend their shares.

Conversely, involuntary stakeholders do not have the choice to decide not to be stakeholders; they become partaker due to series of motives. Examples of involuntary stakeholders are public societies, stakeholders that are affected by the outcome of the activities of firm in the community and hereafter years. Unlike the voluntary stakeholders, the involuntary stakeholders can pull out in a temporary to average manner.

Conclusion

Corporate behavior influences the accountability of commercial and organizational advancement as well as the community and universal profits of any organization. Hence, corporate behavior was described and asserted to have influence beyond the company as it affects the community and the company's partnership with the community. An organization's Ethical Philosophies, and their Stakeholder either Voluntary or Involuntary stakeholders reveal the organization in many ways than one. These elements affirms the organization's strengths, weaknesses, threats and ultimately the opportunities with a capacity to attract. The rationalization of ethical rules connected with the dynamics of any organization's cultural relativism patterns and elements through customary approvals, influences the way and method on the ''how and why'' most organizations operate. Even though the top management subjectively manages the ethical rules in most organizations, it does influences the entire operations of the broader part of management in their various jurisdiction. Although while this can be ethically relative, it illustrates the rational theories of a two-sided coin", what is good for Mr. John might not be good for Mr. Alex".

This seminar paper analytically aimed at explaining the concept of Corporate Social Responsibility, its Principles, Corporate Behavior and Ethical Philosophies through Stakeholder's strategic relation to theories and their classifications. It emphasized the impact of ethical egoism, ethical altruism, ethical utilitarianism and utilitarianism principles. More so on consequentialism how it affirms the goodness of ethical conducts inspired by beneficial and non-beneficial outcomes. The strategic functionality of the pragmatic doctrines of ethical relativism, cultural relativism and ethical subjectivism influences most organization's ethical values, norms and customs. These are fundamentally relevant in the assessment of how efficient and successful an organization could create a more insightful knowledge of organizational management, market leadership and product strength.

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