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Abstract. In this review, the primary subject is the ' business case ' for corporate social responsibility (CSR). The business case refers to the underlying arguments or rationales supporting or documenting why the business community should accept and advance the CSR ' cause ' .

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The business case for corporate social responsibility can be made. While it is valuable for a company to engage in CSR for altruistic and ethical justifications, the highly competitive business world in which we live requires that, in allocating resources to socially responsible initiatives, firms continue to consider their own business needs.

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The business case is a key input to the project management plan and is usually owned and created by the project sponsor. Following project close or completion a post-project evaluation (PPE) will usually be held—usually some months after project completion — to measure the project ’ s benefits against those set out in the business case. Business Case Composition Most organisations will have a standard approach to a composing a business case.

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Making the Business Case for Corporate Philanthropy

Using a theoretical approach a multi-step measurement model is developed that allows managers to evaluate their company-specific business case for CSR. A case example illustrates the use of the model in practice.

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A business case is developed during the early stages of a project and outlines the why, what, how, and who necessary to decide if it is worthwhile continuing a project. One of the first things you need to know when starting a new project are the benefits of the proposed business change and how to communicate those benefits to the business.

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In business practitioner terms, a ' business case ' is a pitch for investment in a project or initiative that promises to yield a suitably significant return to justify the expenditure. In what has become known as the ' business case for Corporate Social Responsibility (CSR) ' the pitch is that a company can ' do well by doing good ' :

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Jaime Gonz á lez-Masip, Corporate Sustainability, Business Sustainability, or Corporate Social Responsibility, Knowledge Management for Corporate Social Responsibility, 10.4018/978-1-7998-4833-2.ch003, (45-62), (2021).

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