

# The Construction of a Solution System in CSR

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## Summary

CSR does not stay at the dimension of responsibility for corporate scandals and illegal violations. It does not require the contribution something special to society apart from the corporate activities. CSR is the question of routine activities of management. Therefore, the first step is to understand what is required and expected, considering the fundamental change of the relationship between society and corporations. Furthermore, by the recent development of SRI which invests in socially responsible corporations, the value of corporation has been assessed and rated totally by its stance to society and environment as well as by its financial aspects. For corporations to become socially responsible, it is important to construct the reliable and supportable relationship with stakeholders. Corporations are able to enhance their total value by the trust of employees, shareholders, investors, consumers and customers, by recruiting talented persons, and by the support of community.

The important thing in Japan is to design the right place of corporate management and corporate society.

The thesis, on CSR which is the important management task in Japan, analyzes the current situation and trend, and points out the guiding principle for the future.