RISE OF SUSTAINABILITY CONCEPT WHILE GLOBALISATION AND CORPORATE SOCIAL RESPONSIBILITY CONCEPTS ARE DEVALUATED

Zeliha Oçak[1]

ABSTRACT

The emergence of new concepts is the inevitable consequence of the changing social relations. Social relations are in continuous change. Thus, new concepts are continuously generated to define the new social relations and guide the society. Continuous change demand of the society is addressed as the continuous crisis of the liberalism. As long the communication has been one of the fundamental instrument of this crisis management, the concepts by which the sovereign messages are let to societies are the interest of research area of the communication studies. Sustainability concept, which has been declared as the leading concept of the new millennium by Kofi Annan, attracts attentions in this term. With the rising popularity of sustainability concept, the globalisation and the corporate social responsibility (CSR) concepts, which were the tools of the defining the world of the previous century have started to be excluded. One of the most important reason of this consequence is the values of CRS and globalisation's conflicting with the represented values of the sustainability. In this study, historical evolvement process of these concepts will be examined in terms of their new emerging meanings and social relations. The facts of decrease of the CSR and the globalisations concepts in value while sustainability concept increase will be examined. In conclusion point of differences of the sustainability concept will be identified.

Keyword: sustainability; development history; crisis communication; corporate social responsibility

[1] Dr., Ph.D. Yeditepe University, Social Sciences Institude, Media Studies Departmant, Email: ocak.zeliha@gmail.com Linkedin: https://www.linkedin.com/in/zeliha-ocak-5378b52a/ ORCIDs: https://orcid.org/0000-0001-6753-0055

INTRODUCTION

Liberalism is the system of managing oppositions and conflicts. The conflict is the main dynamic of the system (Coser, 2007, p.14). The progress can be maintained through the harmonisation of the opposite forces (Cohen, 1994, p.19). So, the progress in liberal means is the progress of relations of relationships. The conflict solving concepts and their discourses continuously rebuild the relations and the progress of system is maintained.

In the time between the start of the industrial revolution (1800s) and the use of globalisation concept (1980s), societies struggled with shock waves of capital motion (Jong, 2011,p. 13). For a long time, the development notion was equivalent to the industrialisation and the capital accumulation. The idea of today's development is a view that converges disciplines and includes the economic, political and social transformation. Development is a concept that has always been in the stage of history as a notion, although it has recently been used as globalisation concept. The progress of the capital –development- have two main obstacles which are economic crisis and social disorders causing the legitimization problem of the liberal system. The worldwide globalisation crisis has always been the reason of questioning the theology the liberal economy. The future shock, disorder, unemployment, poverty and environmental problems have risen the fear instead of prosperity of societies (Bauman, 2013). In 2000, there has been a structural reform with the Millennium Development Goals (MDGs) which is defined as Sustainable Development Goals (SDGs) as well. It has been demonstrated as a social contract (Pin, 2004, p.35). The motivation of the strategy is to save the future for future generations by countering globalization's consequences (UN, 2000). The sustainability concept has been institutionalized with the MDGs. The concept became popular worldwide and so, surveys on sustainability in academia have about 30 percent more cites than other researches (Pin, 2004, p.35).

The scientist who are concerned with human behaviours are interested in the meanings of the events and the objects within the general framework. The meaning of the signs can be figured out by evaluating them within the general framework of the culture which come into existence by values and conventions (Culler, 1986, p. 16). Ferdinand de Saussure (2006), founder of a modern linguistics, defines the language as a system of signs. According to him "every sort of linguistic unit represents a relationship and a phenomenon too is a relationship". This system is about relations of relationships. All the unites are created by thought. So,

the relational thinking is a process of differentiation. "It is all a matter of differences that brought into play in opposition to each other, and being in opposition confers value" (pp. xiii-xiv). Thus, the meanings are created. In this relational thinking process, human actions or inactions are generated. Actions or inactions are conscious or subconscious results of the thinking process (Freud, 2018, p.25). Human behaviours are generated by the meanings.

Concepts are holistic ideas which indicate collaboration of particulars. They are holistic disciplines or doctrines (dictionary.com, 2018). The concepts, which are the signs of multi-meanings, are in order. They are the tool of defining the meaning and reality of the world. Through the concepts, messages are delivered to society so, the social behaviours are directed or controlled in this context. Grasmci pays a special attention to culture in terms of establishment of the hegemony (Connell & Messerschmidt, 2005, p. 831). He approaches to culture and language, which is part of the culture, as a tool which leads the sovereign messages to society. By means of these tools a historical block against the ruling class is formatted. These sovereign messages meet with society through civil society (Connell, 1977, p. 207).

In this power conflict, the concepts, which will appeal the society, are used with an effective method, so the historical block is created. According to the interests of the possessor of the concept, the purpose of the concepts is determined. New concepts come up with the changing conditions of the society. The concepts and the discourses which will create the consent to the new emerging sovereign power type are generated. When the fact that the meanings which are loaded in the concept are determined according to the certain circumstances and the interests, the sustainability concept is opened to debate. The sustainability concept was first used in 1987, in the Brundtland report as 'the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs' (WCED, 1987, p. 20). Its popularity has been risen with the declaration of Millennium Development Goals in 2000.

As the sustainability concept excludes the globalisation concept in terms of its action and meaning, it excludes the previous meaning and sort of actions of the CSR as well. As institutions keep repeating the sustainability concept as a future saving discipline, most of researcher critique the discourses and actions of globalisations and CSR. As the concepts are the tools of defining the world's realty

and controlling the behaviours of masses, the reason of devaluation of globalisation and CSR concepts are remarkable. These concepts have shaped the social, economic and the political life of decades. The reason which lies behind the emergence of the sustainability concept will be investigated in the devaluation process of the globalisation and CRS concepts. The meanings are created by differentiation as Sassure states. The meaning of the sustainability will be sought out in the devaluation process of the globalisation and CSR concepts. The findings will be compared with the emergence process of the sustainability concept and so, the differential values of the sustainability concept will be opened to debate.

Rise of Sustainability Concept as Globalisation Falls

United Nations Global Compact (UNGC), which is initiative of United Nations (UN), has declared Millennium Development Goals and emphasized on the importance of sustainability to save the future for future generations. Sustainability became a worldwide strategy which counters the negative consequences of globalisation with this declaration. It has been presented as the strategy which compensate the side effects of globalisation (UN, 2000). In this context, sustainability has found a meaning as reverse process of globalisation. However, sustainability is mostly perceived as acts of ecological and environmental conscious (dictionary.cambridge.org, 2017). Although this view is broadly accepted, sustainability concepts is a notion and strategy refers to conscious and balanced development.

The history of development is the history of new concepts as well. Today's notion of development has been defined as globalisation since 1980s. However, the notion and signs of development have been gradually improved and associated with the term. The wealth and the prosperity are the main facts which are pointed as the main indicators of development. These facts and their impact on the society can't be detached from the globalisation process. Wealth and prosperity must be evaluated within the general framework of globalisation. The globalisation progress has been maintained through the concepts which promise prosperity to societies. During the fail periods of the liberalism, the emergence of new concepts is clearly observed in the progress of globalisation. The sustainability concept is one of them which attracts attention due to its similarity to globalisation in terms of notion and discourses.

The 1800s, which passed with the classic economic policies and the process of colonization, the development was approached as industrialization and resource

management (Pieterse, 2010, p.7). Industrialization was the sign of the development. Since then, industrialization, which is the arbiter of wealth, was associated with the development. The nations, which are deprived of these development signs, found themselves in the category of underdeveloped and developing countries (Kumar, 2009, p.108). This relation between wealth and poverty has determined the new concepts. The concepts of developing, underdeveloped and developed countries emerged. The categorization process of countries has started with the industrial revolution. As the mass production of industry rises, globalisation has been risen, and the fall of nations has started. During the fall process of nations, the prosperity and the peace facts became significant in terms of legitimacy of sovereign acts.

The imperialism concept, which is the primitive globalisation approach, has started to be devaluated due to its significant harms towards societies. The raw material and the resource need of industrialization is pointed as the reason of the out brake of the World War I (Hardach, 1981, p.58). It was the war of rival capitalists in context of colonization. The progress will of the capital which changed the borders of the nation states was defined as imperialism during that period. Imperialism is "a system in which a country rules other countries, sometimes having forces to get power over them" (dictionary.cambridge.org, 2018). So, it is a method of governing and exploiting the other countries, which is far from democracy and peace. Most of the researchers agree that globalisation concept is the modern definition of imperialism. They point the capitalist globalisation as the "imperialism without colonies" (Smith , 2016, p. 1). The fundamental need of differentiating the globalisation concept of imperialism is because that the imperialism concept has become disreputable due to its injustice consequences towards societies (Polat , 2012, p.13). Thus the purpose of changing the discourses in context of globalisation, which is associated with prosperity, freedom and democracy, was to legitimize the sovereign acts with a new concept. Therefore, imperialism is one of the concepts which has pushed out of game during the globalisation-development- process in alignment with the changing social relations.

The difference between imperialism and globalisation is the manipulation power in terms of discourses. During the wealth and poverty relations in 1800s, the imperialism was the concept which admits its own interests, and demonstrates its actions towards these interests. However, its sovereign actions were not manipulative enough and so its legitimacy was questioned. Balancing wealth and poverty relations, which will not demolish the system again as it did in World War I and

II, became the main issue of the liberalism. So, the development approach has continued its progress through balancing wealth and poverty relations which is the guarantee of the sustainability of the system. Therefore, the sustainability notion of the development has shaped decades as globalisation concept did. The globalisation concept was officially in charge to cover up the personal interests of the system by the declaration of MGGs in 2000. As globalisation concept became disreputable like imperialism, the emergence of the sustainability has started.

By the end of the 1950s, the development was equated with the economic growth. The World which has experienced the social disasters with the World War I and II have started to seek for a more balanced economy to sustain itself. It was known that the capital accumulation wish was the reason of the war. After World War II (1945), the concepts of the democracy and the peace have influenced the developmental approaches. In 1950's developmental approach was under the influence of the modernization theory. Development has started to be defined as growth, political and social modernization (Pieterse, 2010, p.7). The globalisation concept was first used in 4th of April, 1954, in one of the edition of The Economist (Aktel 2001, p.195). In 1950's, the poverty of underdeveloped and developing countries' has started to be defined as being less poor, then developed countries which is a relativist approach. In 1960's, during Keynesian economic policies, development was national and centric capital accumulation. In the 1970s, human factors began to articulate in the framework of the globalisation concept. The "prosperity" factor was incorporated into the theory of development seeking alternative development approaches that equated economic growth and prosperity (Pieterse, 2010, p.7).

The Globalisation concept became operative with Theodore Levitt's use of the term as 'Globalization of Markets' in 1983 (Levitt, 1983). In the 1980s, when neoliberal economy policies were introduced, the development discourses such as 'freedom' and 'expansion of options' were articulated in to the globalisation concept. In the 1980s, several reforms such as deregulation, privatization, and liberalization were equated with economic growth. In the 1990s, development policies were revised, and social injuries of globalization were taken in account due to high impact of social reactions. In the 1990s, the system was pushed into a new "authority engineering" in the face of capitalist disasters. The MDGs that the United Nations has been holding under the name of sustainability policies in the 2000s have been a structural reform of the system in the face of the experiences the process has brought about (Pieterse, 2010, p.7). In the framework of the sustainability strategy, gender equality, environmental problems, corruption, child

labour, poverty and any type of inequalities are defined as the human rights problems.

The development process of the globalisation is the development of the meanings at the same time. Indeed, the globalisation concept's its own is the outcome of the globalisation process. The globalisation can be defined as the progress of the capital on the global scale. Although the use of the globalisation concept has started in the short history, the traces of its notion has shaped the centuries. The meanings were articulated to the developmental approach in the process are designed to create consent to changing social conditions. Levent Yaylagül (2010, p.118) states that globalisation is a type of crisis management indeed. It is the management of conflicts in terms of political, social and economic. So, it can be said that the globalisation concept was the holistic management doctrine of the world for decades. However, the system was not humanized enough which was as an obstacle to correspond the needs and expectations of the society.

For a long time of period, the individualistic approach which was emphasizing on prioritization of own interest was pointed as a way went to the wealth and prosperity. Adam Smith (2007), who is the founder of the modern economy, was more concerned about the wealth of nations. His approach was individualistic. According to him, if everybody would struggle for the sake of his own interest, a common social good would be created. In liberal sense prosperity and wealth was pointed as personal interests. Even though the globalisation has tried to democratize this notion of capital, it was not humanized enough as the consequences of globalisation demonstrate.

The sustainability which is defined as a structural reform is a kind of new social contract which commits of new prosperity discourses. This discourse is generated by exclusion of globalisation concept. As it is seen at the historical development process, the globalisation couldn't obey its prosperity commitment and so has become disreputable. The globalisation is not a concept which places trust among society. It is a concept which has been pushed out of game as imperialism. The meaning of creation of sustainability has been generated by the conflicts. The wealth indicators' demolishing consequences over society have brought the human centric development approach for the legitimization of the liberalism. From 1800s to 2000s, the human rights approach has been articulated to development. With the MDGs, the globalisation has begun to be devaluated because its harmful actions towards society, and sustainability has started to be pointed to the counter side effects of globalisation. In 2000s, the development has started to be presented

more like a human centric approach within the sustainability framework. Most criticized action of the globalisation was its social consequences. Liberalism's confessing the indebtedness to the World with MDGs has given new kind of prosperity and wealth commitments with sustainability concept. In this context, the sustainability is the new strategy of worldwide conflict management which has been developed in the faces of fails of globalisation.

Devaluation of CSR Concept as A Sustainability Concepts Rises

Whereas the sustainability has been presented as a reverse process of globalisation, a convergence between CSR and the sustainability has happened. Some researchers define CSR as 'an umbrella term under which sustainability is one aspect, and others argue that CSR is one of the three-pronged 'p's' in people, planet and profit (Fauzi , Svensson , & Rahman , 2010, p. 1345). In addition, some approaches define CSR concept as an old-fashioned method by which companies lied to society for decades. These approaches find sustainability concept transparent and concerns the society and advocate it instead of CSR (Türkman, 2017). In context of achieving the sustainability goals, three main working areas, environment, social and governance (ESG) are determined by UNGC. CSR and social working area of the sustainability is getting close in this term. However, it is not possible to say that CSR is a given strategy. It is a strategy which has been redefined and innovated under the sustainability umbrella. On the other hand, it is clear that previous meaning of the CSR has lost its value and, on its new definition among sustainability is paid attention by the institutions and the society. For instance, according to Norma Schönherr, Florian Findler and André Martinuzzi's (2017, p.34) work, 323 of the Fortune 500 companies have set the sustainability-related management targets on which they report regularly.

Although CSR is presented as a social concerned approach, the development process of the concept and actions towards it, leads the researches evaluate the concept sceptically. In 1970's a new type of capitalist group has started to get organized. They called themselves the new globalists (Blutstein, 2015, p.100). They called the UN in action to organize the transnational corporations (TNCs) to take responsibility towards society. They called their actions as the corporate social responsibility (Jacoby, 1973, p.100). Although it was a monolog contract, they have agreed that TNCs have responsibilities towards societies in principle. This was the first step of the globalisation by concerning the society.

With the internalisation of the business, TNCs' actions have been resulted with devastating results such as environmental damage, poor labour standards, discrimination and child labour (Voiculescu, 2011, p.11). In this context, the definition of CSR is a controversial in terms of society. CSR is mostly defined as the social conscious and the ethical actions of business. For a long time of period, it has been defined as a philanthropic approach. Since the rise of the globalisation's harm over society, the business has been struggling to articulate the human rights and ethical facts to development (Voiculescu & Yanacopulos, 2011, pp.2-3). The market is based on the basic principle of the supply and the demand. The social reactions, which increase in the face of malicious behaviour of companies, affect the profitability of companies. (Voiculescu & Yanacopulos, 2011, p.1)

Armand Mattelart (1994, pp.vii-viii) states that, at the end of the 19th century, the communication was consecrated as the agent of the civilisation due to its proven track record. A new type of international labour division was created by the networks covering the whole world. The crisis communication has become the new type of organization. While the technology provides modern type of organisation facilities to companies, societies have taken advantage of these facilities as well. The communication has brought with a new type of consumer which reacts against the harmful actions of companies. So, companies have started to develop dialog with society while giving up monolog communication. In this context CSR definition within sustainability framework is the companies' dialog with society which is a try of meeting their expectations.

From 1970s to 2000s, as the business has been internationalized, social problems such as environment and human rights have been internationalized as well. As well as the market becomes depended each other, TNCs has started to act like a stakeholder. According to this changed social relations, CSR can be basically defined as business ethics which strengthen the company's corporate profile in terms of its relations with investors and consumers (Williams, 2013, p.vii). Human rights approach has been gradually articulated to the development. However, with the fall of the globalisation, the CRS, which is associated as the social development agent of the globalisation, failed as well. During this time of period, the globalisation was imposed as prosperity, equality, freedom and democracy. By the 1990s the social concerns about the damage of the globalisation have peaked (Lloyd 2001, pp.9-10). All the discourses and concepts that advocate and legitimize the globalisation have become disreputable. So, it is possible to say that there is direct correlation between prosperity and liberal concepts. In case of social

welfare falls, the concepts, which are revealed that they do not represent the values that they promise, fall as well. Thus, new concepts that will cover the imbalance of prosperity and wealth are sought.

What was found out during the fall of globalisation is that the CRS concepts was not concerned about societies indeed. Zygmund Bauman (2013) was strongly criticising the social consequences of globalisation. Such that, even the liberal theorists were not able to avoid to admit the negative consequences of globalisation in time. With the progress of communication technologies social relations have changed and the CRS's monolog communication approach was pushed out of the game. The system got in need of a comprehensive social communication. So, the sustainability concept became the holistic approach of this need.

With the UNGC, which is a bridge between business, human rights, labour, environment and anti-corruption, has been tried to build a consensus (Voiculescu & Yanacopulos 2011, p.5). To achieve the Sustainable Development Goals (SDGs), 'international accountability standards and sustainability reporting has become a common practice, enhancing disclosure and transparency related to these activities'. (Schönherr, Findler, & Martinuzzi 2017, p.34). Since then, CSR has been started to be defined within the sustainability concept.

The new definition of CSR within the sustainability framework is advocating the dialog and focusing on human rights. The previous notion of CSR, which has fallen with globalisation concept, was more like Milton Friedman's approach. According to Friedman (2009, s.113), the business world has one and only one social responsibility: to use its resources and engage in activities designed to increase its profits as long as it stays within the rules of the game, which is to say, engages in an open and free competition without deception and fraud. Friedman (2009) takes social responsibility as a work that must be ultimately profitable. The UN's notion was alike to Friedman's for decades. In 1974, the UN has established a research centre that will investigate the potential interest conflicts of companies and host countries. This research's centre was found to figure out the problems which may occur due to the internalisation of the business which might be an obstacle to the progress of globalisation (Mattelart, 2016, p.81). Therefore, the aim of concerning society was to maintain the progress of the capital. In result, it is possible to say that new definition of the CSR within the sustainability is more about democratisation and humanisation of capitalism. New definition has differentiated itself in terms of conscious actions towards society.

CONCLUSION

For a long time of period, liberal theorist has preferred to equal the wealth to poverty. So, poverty has found its meaning through wealth. In this differentiation process by which the meaning of poverty is created, the wealth was the determining indicator of the poverty. The economic theology has been established on the view of defending personal interest by which prosperity goal would be achieved. However, consequence of the globalisation, which caused world disorder, demonstrated that the globalisation is not able to bring prosperity with. This has caused the demolishment of entire liberal economy theology and questioning. The sustainability of the system became the main issue of the liberalism.

The sustainability is the name of the new concept which was created in response to fail of liberalism of managing the wealth and poverty relations. For a long time of period, this conflicting interest relation was managed with globalisation concept which has been devaluated with the imbalanced progress of the liberalism due to imbalanced capital motion. The sustainability is a pool of discourses which make society feel in safe in face of disturbing experiences of globalisation. The sustainability is the new generation prosperity and wealth commitment which is presented as the liberalism has given up personal interest which caused globalisation disasters. It is the strategy of the humanisation struggle of capitalism while the poverty and the wealth relation is kept in a bearable level. Sustainability is the new crisis management concept of the liberalism in the new millennium.

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