

## L6 TEX EXPLO

السياسات هي تعليمات موجهة Policies are controlling instructions/guidelines or principles  
أو مراقبة

**Vital : very important**

the organization's 'success model' : نموذج نجاح المنظمة

**practices or ways of doing things** : ممارسات وطرق لفعل أو القيام بالأشياء أو الأعمال

**,frequently long established:**

Indispensable : لا يمكن الاستغناء عليها، ضرورية جدا

company's formula : قانون الشركة

for achieving a sustainable competitive advantage : لتحقيق ميزة تنافسية مستدامة

Marks and Spencer

Morrison

Prime market: is one of the very cheap market

**Marks and Spencer** has long practised the policy of unquestioningly accepting returned goods and refunding customers' money

To change your mind : يغير رأيه

refunding customers' money: تعويض نقود العملاء أو ارجاعها

market share: حصة السوق

Returned goods : البضائع المعادة من طرف المستهلكين

credit cards: بطاقات الائتمان والتي من أمثلتها البطاقات التي تستعمل في استخراج النقود من الموزعات الآلية للنقود

a contributory factor in the company's loss of market share in recent years: عامل مساهم في خسارة الشركة لحصتها السوقية في السنوات الأخيرة

عامل مساهم في خسارة الشركة لحصتها السوقية في السنوات الأخيرة

This policy can contribute in the maximization of its market share

### Phrasal verbs

**Shareholder=stockholder: المساهم**

**Stakeholder : صاحب المصلحة:**

**Stakeholder can be : shareholder,or supplier(vendor)= whole sellers ,customer, unions , the state , dealers, employee,**

To miss out some key elements فقد بعض المفاهيم الأساسية

Articulating(formal): to express an idea or your feeling in words

Eg. Many people are opposed to the new law, but have had no opportunity to articulate their opposition.

**hub** /hVb/ noun [C]

eg.the central or main part of something where there is most activity:

The City of London is the hub of Britain's financial world.

spoke (WHEEL PART) /sp@Uk/ /spoUk/ noun [C]

any of the rods that join the edge of a wheel to its centre, so giving the wheel its strength:

a bicycle spoke

**Succinct** /s@k"sINkt/ adjective APPROVING

said in a clear and short way; expressing what needs to be said without unnecessary words:

Keep your letter succinct and to the point.

**Philanthropic Responsibility** :philanthropic adjective FORMAL: helping poor people, especially by giving them money

**Radiate (PRODUCE HEAT/LIGHT)** /"reI.di.eIt/ verb [I or T]

to produce heat and/or light, or (of heat or light) to be produced:

The planet Jupiter radiates twice as much heat from inside as it receives from the Sun.

A single beam of light radiated from the lighthouse.

The policies must radiate from and reflect the hub(goals):

يجب أن تشع السياسات من المحور (الأهداف) وتعكسه

Broader societal expectations التوقعات المجتمعية الأوسع

Personal values of the key implementers القيم الشخصية للمنفذين الرئيسيين

fig I.2 illustrates that at the broadest level formulating competitive strategy involves the consideration of four key factors:

يوضح الشكل أنه على المستوى الأوسع ، تتضمن صياغة الإستراتيجية التنافسية مراعاة أربعة عوامل رئيسية

personal values of the key implementers: القيم الشخصية للمنفذين الرئيسيين

Posture (POSITION OF BODY) **posture: position, stance** / BrE ; AmE / [ U , C ] ( rather formal )

the position in which you hold your body when standing or sitting

*Try to maintain an upright posture and keep your voice low and clear. ◇ Back pains can be the result of bad posture.*

**Profile:** description • picture • representation • portrait • depiction :These are all words for sth such as a piece of writing or a picture that describes or shows sb/sth.  
Ref: *Oxford Learner's Thesaurus* © Oxford University Press, 2008.

**Mores** noun plural (formal)UK /'mɔːreɪz/:the [traditional practices](#) and [moral values](#) of a [particular society](#) or [group](#) of [people](#)

**Synonyms and related words:**[Customs and traditions](#),[custom](#),[tradition](#)  
[practice](#)

ref: <https://www.macmillandictionary.com/dictionary/british/mores>

with its attendant risks and potential rewards: مع أخطارها المنتظرة ومكافاتها المحتملة أو الكامنة

**Posture:** the way in which someone usually holds their shoulders, neck and back, or a particular position in which someone stands, sits, etc:

She's got very good/bad posture.

He always adopts/assumes (= moves into) the same posture for the cameras.

.examples of **Economic and non-economic objectives of firms**

15 July 2019 by [Tejvan Pettinger](#)

The main objectives of firms are:

1. Profit maximisation
2. Sales maximisation
3. Increased market share/market dominance

Social/environmental concerns: eg. **Philanthropic Responsibility** :philanthropic adjective FORMAL: helping poor people, especially by giving them money

## **Types of Corporate Social Responsibility**

In general, there are four main types of corporate social responsibility. A company may choose to engage in any of these separately, and lack of involvement in one area does not necessarily exclude a company from being socially responsible.

### **Environmental Responsibility**

Environmental responsibility is the pillar of corporate social responsibility rooted in preserving mother nature. Through optimal operations and support of related causes, a company can ensure it leaves natural resources better than before its operations.

Companies often pursue environmental stewardship through:

- Reducing pollution, waste, natural resource consumption, and emissions through its manufacturing process.
- Recycling goods and materials throughout its processes including promoting re-use practices with its customers.
- Offsetting negative impacts by replenishing natural resources or supporting causes that can help neutralize the company's impact. For example, a [manufacturer](#) that deforests trees may commit to planting the same amount or more.
- Distributing goods consciously by choosing methods that have the least impact on emissions and pollution.
- Creating product lines that enhance these values. For example, a company that offers a gas lawnmower may design an electric lawnmower.

### **Ethical Responsibility**

Ethical responsibility is the pillar of corporate social responsibility rooted in acting in a fair, ethical manner. Companies often set their own standards, though external forces or demands by clients may shape ethical goals. Instances of ethical responsibility include:

- Fair treatment across all types of [customers](#) regardless of age, race, culture, or sexual orientation.
- Positive treatment of all employees including favorable pay and benefits in excess of mandated minimums. This includes fair employment consideration for all individuals regardless of personal differences.
- Expansion of [vendor](#) use to utilize different suppliers of different races, genders, Veteran statuses, or economic statuses.
- Honest disclosure of operating concerns to investors in a timely and respectful manner. Though not always mandated, a company may choose to manage its relationship with external stakeholders beyond what is legally required.

Philanthropic responsibility is the pillar of corporate social responsibility that challenges how a company acts and how it contributes to society. In its simplest form, philanthropic responsibility refers to how a company spends its resources to make the world a better place. This includes:

- Whether a company donates profit to charities or causes it believes in.
- Whether a company only enters into [transactions](#) with suppliers or vendors that align with the company philanthropically.
- Whether a company supports employee philanthropic endeavors through time off or matching contributions.
- Whether a company sponsors fundraising events or has a presence in the community for related events.