



Corporate Social Awareness and Financial Outcomes

Ahmed Riahi-Belkaoui

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Can corporate social awareness be translated into positive and predictable financial outcomes? Yes. Riahi-Belkaoui covers the two main components of corporate social awareness—corporate reputation or organizational effectiveness and socio-economic accounting information—and ties them directly to what happens on the corporation's bottom line. Presenting a thorough investigation of the models and results of the connection between desirable corporate behavior and economic performance, he shows not only that the outcomes are positive but that they are also predictable. A provocative and assuring study, this is intended for corporate management concerned with finance and accounting, and their colleagues with similar interests in the academic community.

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