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address based on the internal expertise that it has within the company. Organizations with well thought out CSR will be able to harness the knowledge that it and combine it with suppliers and vendors where applicable so that it can have the greatest impact on society. The base of CSR is not merely making a financial contribution to a social cause, but contributing knowledge and expertise.

In determining which causes to support an organisation can consider general social issues, causes that impact an organisation's course of business, and lines of a competitive nature. The social problems will fall into different categories based on the industry of the organisation and may involve collaboration with other organisations within the industry. Exercising good corporate citizenship can enhance its overall goodwill.

Consumers increasingly want assurance that products ethically sourced including fair treatment of workers as well as respect for natural resources. In such cases, the term 'responsible consumerism' may be more appropriate than the use of 'ethical consumerism'. The use of time responsibility solidifies expectations of ethics in society not necessarily in statutory laws or community codes of conduct.

Ethical failures could be the result of lack of transparency. The Board of Directors is responsible for the moral actions of the organisation, and moral values may be beyond the codified law. Increasingly organisations will need to identify the challenges and obstacles that faced; as a result, organisations action might be due to the lack of clear and unambiguous information. As well an institution's strategic goal or vested interest may make analysing a situation without bias difficult.

Some organisations have taken to understand better outcomes of their activities including examining and learning from previous mistakes. Organizations may consider the use outside consultants to undertake an ethics assessment and determine vulnerabilities that

may exist. The extension of social responsibility as part of the ethical framework but is not defined as it extends beyond codified laws and statutes.

Additional effort will be required to ensure that the moral dilemma an organisation faces can be managed as it builds upon the strategic value of long-term connections with customers, employees, vendors, and distributors. An organisation can build upon the strategic value of its corporate responsibility by building upon cooperation that may also extend to its competitors. A CSR that considers the ethical dilemma can strategically be beneficial to an organisation in the long term.

About the author:

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