

# Leadership Strategies for Promoting Social Responsibility in Higher Education

Innovations in Higher Education Teaching and Learning

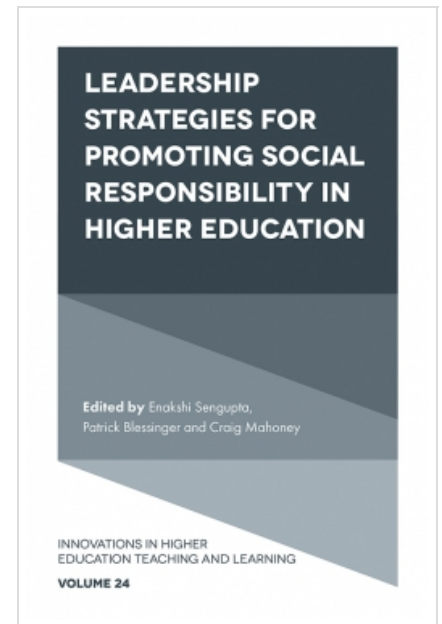
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## About the Book

In keeping with the phenomena of globalization and privatization of education institutions and the ever-growing competition in the higher education industry, many higher education institutions are adopting a corporate approach in the changing face of the industry. Institutions are discovering the importance of corporate image, identity, and reputation and the use of corporate social responsibility as a reputation and an advantage building strategy. These strategies are helping the university to move beyond the classroom and to establish deeper relationships with society and to work collaboratively on local issues. Higher education leaders are crucial to these developments, and guide the strategy for institutions adopting this more corporate approach. This book explores the theoretical underpinnings and interventions of CSR practiced by universities across the globe and the role their leadership plays in promoting this. It provides international examples from the US, Africa, Europe and Asia, with implications and insights for university leadership, staff, and students.



**Format:** Hardback

**Pagination:** 244

**Price:** £75.00 \$105.00 €90.00

**Publication Date:** 3rd Aug 2020

**ISBN:** 9781839094279