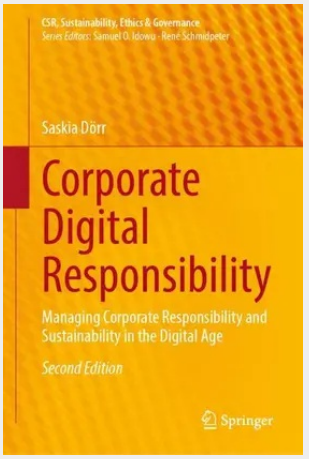
Dörr

Corporate Digital Responsibility

Managing Corporate Responsibility and Sustainability in the Digital Age

This book provides a thorough description of how corporate responsibility is changing in the age of Big Data and Artificial Intelligence, and how Corporate Digital Responsibility (CDR) can lead to a sustainable competitive advantage for companies in the digital transformation. It offers company leaders a comprehensive guide on how to professionally implement the innovative aspects in practice and enables them to shape corporate success in a socially responsible manner in the course of digitalization. The revised and expanded 2nd edition includes new content on the practical implementation of CDR, responsible digital leadership, and responsible handling of Artificial Intelligence. It provides a comprehensive overview of current CDR frameworks and initiatives, as well as new insights into CDR measurement, reporting, and benchmarking.

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