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Putting the Business Intelligence into Corporate Social Responsibility

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CSR is no longer a movement just to ward off accusations of insidious third-world labor practices. In case you are not familiar with the CSR movement today, it basically involves a company's effort to minimize its impact on the environment, better engage employees and take care of them in ways going beyond a paycheck, as well as giving back to the community. Some say CSR is about helping people and the planet.

Business intelligence (BI) methodologies are natural partners with companies wanting to become better corporate citizens and leaders for corporate social responsibility.

To read the full article, go to <http://www.b-eye-network.com/view/7015>.