

THE MID-MONTH

Magazine

September 2022



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CSR

For decades, most huge corporations were nearly entirely driven by a single goal: profit. Profit maximization was the driving motive of every activity or initiative undertaken.



However, in recent decades, many corporate leaders have understood that they must do more than simply maximize profits for shareholders and executives. Rather, they have a social responsibility to do what is best for people, the earth, and the whole society, not just their companies. Profit, People, and Planet: are now the new three driving forces for corporations rather than profit alone!

Corporate Social Responsibility (CSR) is the concept that a company should play a positive role in the community, taking into account the environmental and social impact of business decisions. CRS might be incorporated in two main ways:

1. Sponsorships and donations

Corporates can contribute time or money or both to causes that are important to the company itself, employees, and the community.

2. Operational initiatives

Operational CSR initiatives are frequently focused on increasing business efficiency or performance while also having a positive social or environmental impact on the larger community.



Corporate social responsibility works on multiple fronts. Let's explain further:

Environmental Responsibility

This may be expressed by reducing your carbon footprint for the sake of the environment, & enhancing energy efficiency, reducing waste, water consumption, and emissions.

Recycling goods and materials throughout its processes, as well as promoting re-use practices with its customers, are all part of its mission. In addition, choosing methods of distribution that have the least impact on emissions & pollution as well.

Neutralizing negative impacts by replenishing natural resources or donating to causes can help compensate for the company's impact. A manufacturer, for example, that deforests trees may commit to planting the same amount or more.

Social Responsibility

Working with a wide range of diverse, local, and socially responsible employees and partners. Consult with community stakeholders before making business decisions, and support community initiatives.

Ethical Responsibility

Ethical responsibility is a cornerstone of corporate social responsibility that is based on fair and ethical behavior. Customers of all ages, races, and cultures should be treated fairly.

This includes providing equal work opportunities to all individuals, regardless of personal characteristics.

CSR implies that a company operates in a way that benefit society and environment rather than harming them in the ordinary course of business. It contributes to both the improvement of various aspects of society and the promotion of a positive brand image for businesses. These programs play an excellent role in boosting employee morale.

As vital as CSR is for the community, it is also beneficial to businesses. CSR initiatives can assist employees and organizations to form better bonds, enhance morale, and make both employees and employers feel more connected to the world around them. Here are some other reasons why firms embrace corporate social responsibility:

Brand Awareness

According to a study published in the Journal of Consumer Psychology, consumers are more likely to favor a company that has moved to benefit its customers over organizations that have shown an ability to produce quality products.

Relations with Investors

According to a Boston Consulting Group study, companies that are thought to be leaders in environmental, social, or governance issues have an 11% valuation premium over their competitors.

Implementing a CSR strategy tends to positively affect how investors feel about an organization and how they see the company's value for organizations trying to gain an advantage and outperform the market.

Employee Involvement

Another study conducted by researchers from Texas A&M, Temple, and the University of Minnesota discovered that CSR-related values improve employee retention.

Workers are more likely to stay with a company they trust. This decreases staff turnover, angry employees, and the total cost of hiring a new employee.

In the end, although an initial investment may include profit sharing, which might sound risky, CRS creates a better company image, which has a positive impact on profitability and even productivity.

Reference

<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>



Breast Cancer
is the world's most
prevalent cancer



Breast cancer is the first leading cause of cancer death among women.

12% of all new annual cancer cases worldwide are Breast cancers



With early detection, the five-year survival rate for breast cancer is nearly **100%**.



About **1** in **8** women will develop invasive breast cancer over the course of her lifetime.



1% of breast cancer cases occur in men.

Mammograms are proven to reduce the rate of death from breast cancer.

1 screening mammogram annually for women starting at age **40** is recommended.

Reference

<https://www.who.int/news-room/fact-sheets/detail/>

<https://www.wcrf.org/cancer-trends/breast-cancer-statistics/>



BB insights

Pharmacists day!



We at **Business Box Middle East** are celebrating this day for multiple reasons!

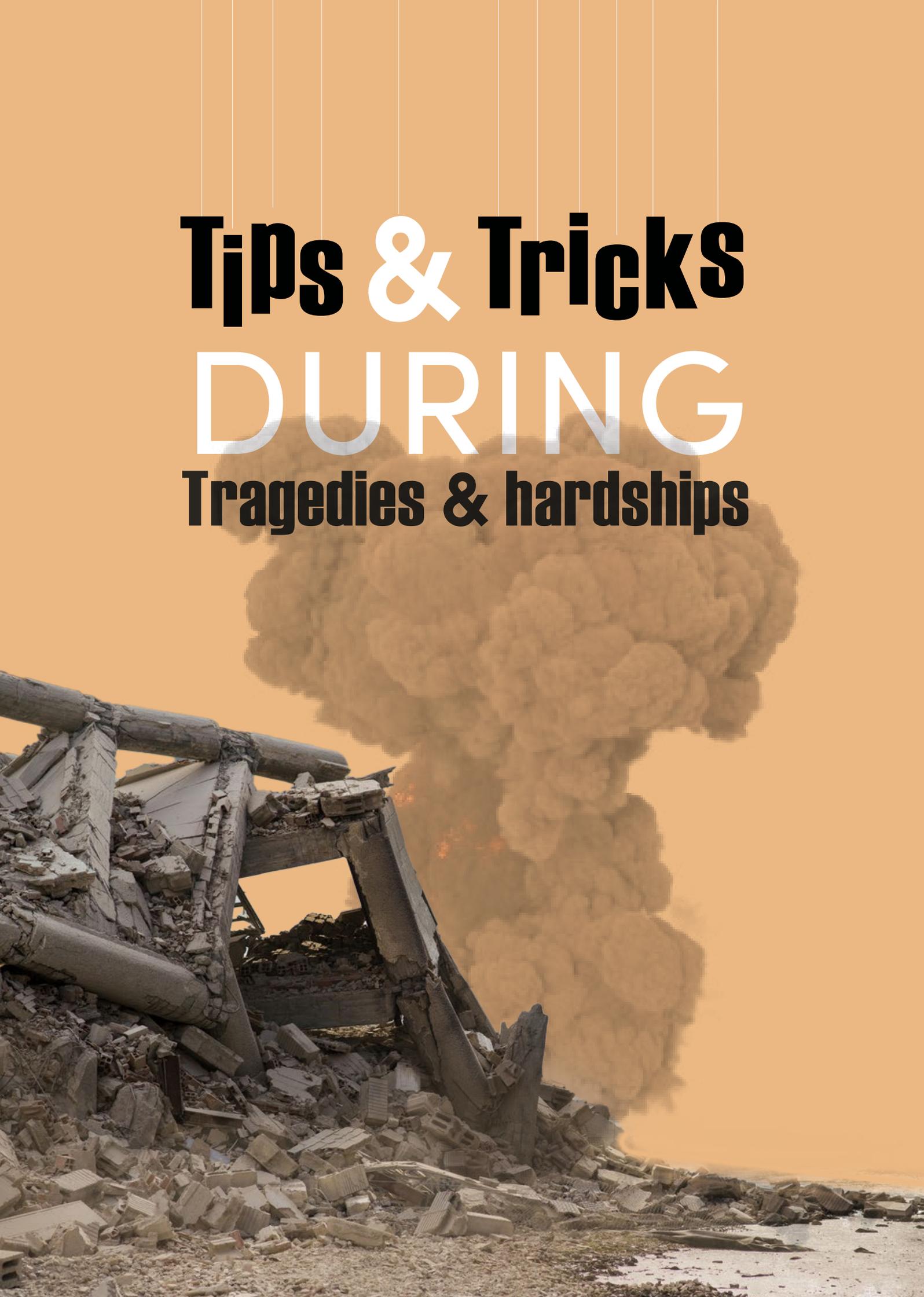
Our Founder and CEO, Our Operation Manager, Three of our copywriters, our Business Development manager, and one of our designers are originally Pharmacists!

And definitely, many of our beloved clients are pharmacists whether they are working in multinational pharmaceutical companies, drug stores, chain pharmacies, and community pharmacies.

Being Pharmacists has helped us understand the healthcare sector deeply, enhancing our impact in this field. On the other hand, the pharmacist is everybody's neighbor, giving us direct touch with the audience.

Happy pharmacists' day everyone!





Tips & Tricks
DURING
Tragedies & hardships

During Tragedies and hardships there are three main tips to consider:

1

Pause, it is preferable to pause a little before making decisions or taking actions until everything is clear enough.

2

Continue to be kind and respectful. It's not a good idea to use jokes or act salsey in such occasions.

3

Offer support. Think if there's anything you can do to help community around.

Top Trends





Jordan

#VMAs
#QueenElizabeth
#AppleEvent



KSA

#VMAs
#QueenElizabeth
#AppleEvent



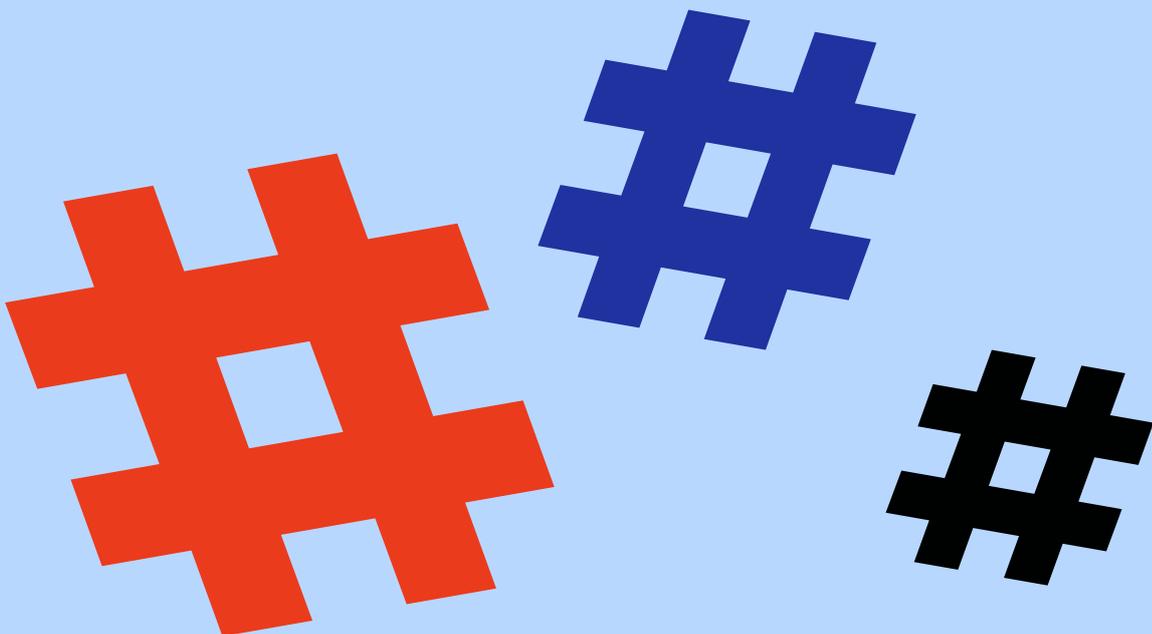
UAE

#VMAs
#QueenElizabeth
#AppleEvent



QATAR

#QueenElizabeth
#AppleEvent
#HouseOfTheDragon



15 August

Calendar

15 September

SEP

15 Sep

International Day of Democracy

21 Sep

World Alzheimer's Day

23 Sep

Za'atar Day

30 Sep

International Translation Day

OCT

Dyslexia Awareness Week 3-9 / 10

Breast Cancer Awareness Month

ADHD Awareness Month 2022

1 Oct

International Coffee Day

3 Oct

World Architecture Day

5 Oct

World Teachers Day

7 Oct

World Smile Day

10 Oct

World Mental Health Day



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