

West Side Informer

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Summer 2011

National Golf Month

Since 1994, August has been the PGA's National Golf Month. Perhaps the golfing industry has remained popular over the years with movies such as *Caddyshack* and *Happy Gilmore* or with players achieving celebrity status such as Tiger Woods.

No matter where golf's popularity comes from, money is being spent in the golfing industry. Consumers spent \$3.4 billion on golf equipment in 2010 with 61% spent on clubs, 26% on balls, 7% on bags, and 6% on shoes. There are approximately 41 million golf fans aged 16+ with 2.5 million having attended events in person.

For more on the golf industry or for data on other sports consumers, check out the Sports Business Research Network database.

August events. (n.d.) Retrieved from http://www.earthcalendar.net/_php/lookup.php?mode=datespan

PGA history. (n.d.) Retrieved from <http://www.pgaforum.com/pga-history.shtml>

Sports Business Research Network. (2011). *Market Research/Demographics – Golf*. Retrieved from the SBRnet database.



Bill Murray as Carl Spackler in *Caddyshack*

Welcome Back!

Welcome new students and welcome back to those returning. We have a couple new resources to share at the beginning of this school year:

Collaboration Stations in the Barclay Center – large tables that seat 7 with a PC and 6 “pucks” with which to connect laptops allow you to share content on one of 2 large flatscreen monitors

LibGuides – Check out our new subject and class guides with a web 2.0 feel to them. A great starting point for your research: <http://guides.library.tamu.edu/>

CSR Part 1: CSR “Defined”

There is increasing pressure on companies to be more socially responsible and ecologically sustainable, and managers must determine how they can meet these goals while remaining economically competitive (Orlitzky et al., 2011). There have been many debates about how to define and conceptualize corporate social responsibility (CSR) from focusing on the social good the company might do beyond its own interests to examining motivations. Environmental responsibility is generally agreed to play a large role in CSR, but community involvement and corporate governance and development issues are also part of the discussions.

For more on CSR, check out next month's issue of the West Side Informer.

Orlitzky, M., Siegel, D., & Waldman, D. (2011). Strategic corporate social responsibility and environmental sustainability. *Business & Society*, 50(1), 6-27. Retrieved from Sage Journals Online.



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