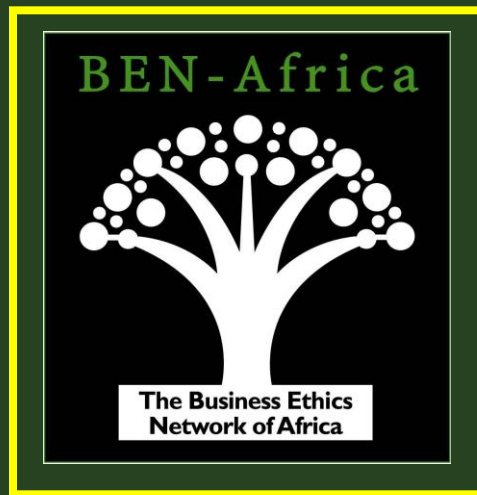


# Conceptual Housekeeping in the Corporate Social Responsibility Discourse



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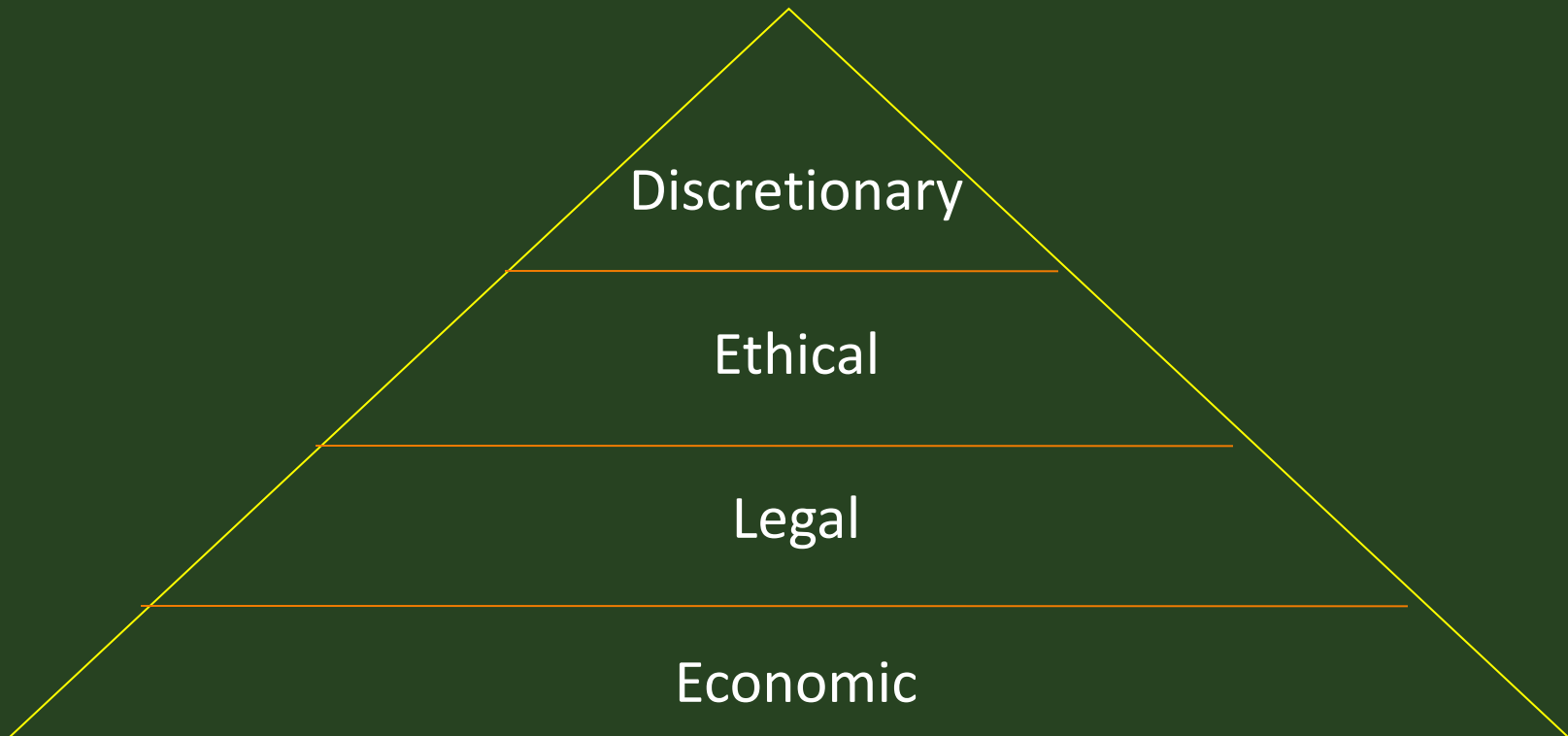
# Conceptual Confusion

- corporate social responsibility
- corporate citizenship
- corporate sustainability
- triple bottom line reporting
- corporate social investment
- corporate governance

# Causes of Confusion

- New field of study
- Role of practitioners
- Category confusion: Business vs. State

# Levels of responsibility

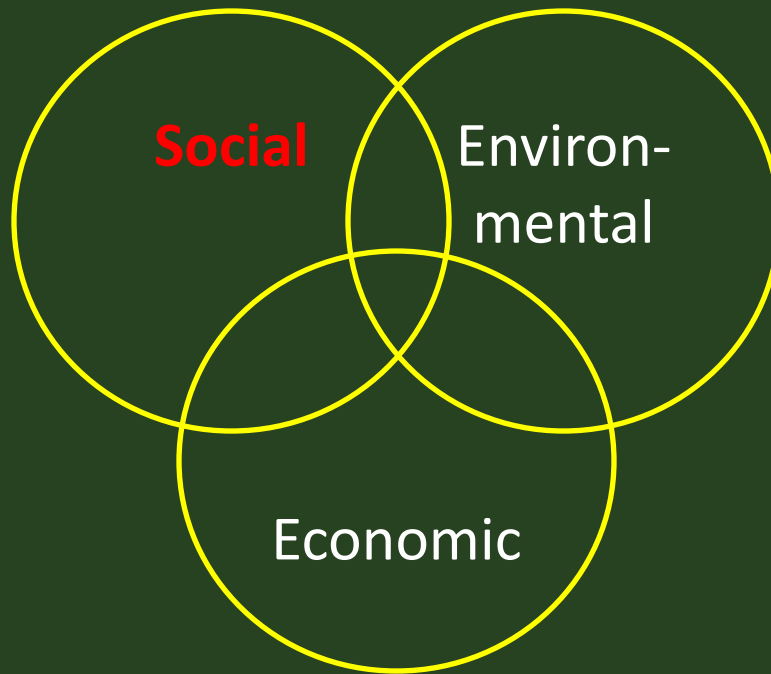


Most cited definition of CSR (Carroll, 1979): The social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organizations at a given point in time.”

# Problems with Carroll's definition

- Neglect of Environmental dimension
- Shifts in the relationship between Business and Society

# Types of Corporate Responsibilities



# Types of Social Responsibilities

- Formal Obligations
- Informal Standards
- Contribution
- Participation

PASSIVE



ACTIVE

# Formal Obligations

- Laws
- Regulations
- Listing requirements

# Informal Standards

- Social norms and standards
  - Instrumental
    - Legitimacy considerations
    - Strategic considerations
  - Intrinsic

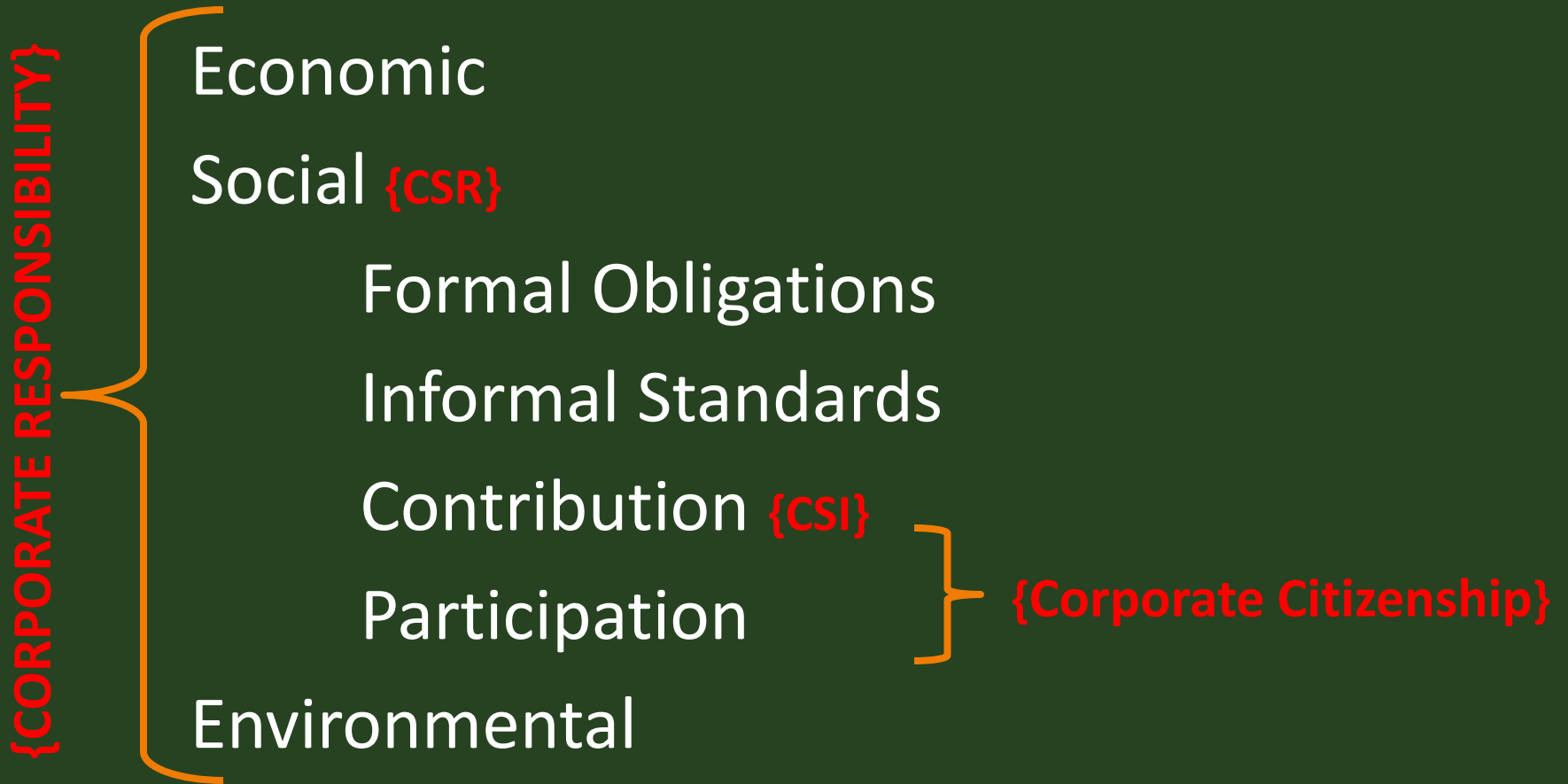
# Contributions

- Philanthropic donations
- Strategic investments
  - Poverty alleviation
  - Infrastructure
  - Human capital

# Participation

- Protection of civil liberties
- Public policy / advocacy

# Conceptual Map



# Different Perspectives

**Normative perspective**

Corporate Responsibility

**Descriptive perspective**

Sustainability

**Managerial & Governance perspective**

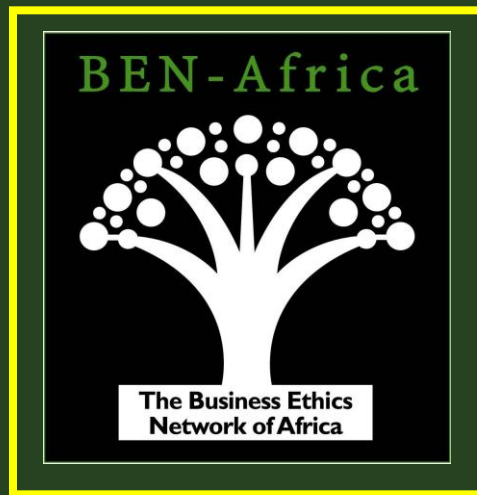
Triple Bottom-line Reporting

(Aspect of) Corporate Governance

# Why Conceptual Clarity?

- Politics of language: How we should and should not use concepts (Neron & Norman)
- Bring specific ethical dimensions into play
- Affect the way business conceive their role in society
  - e.g. Stakeholder terminology

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