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Library Hi Tech News, Volume: 31 Issue: 3, 2014

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Albee Barbara, Chen Hsin-liang

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深度检索

The illusion of CSR: drawing the line between core and supplementary CSR

Author(s): Pablo Gomez-Carrasco (Department of Accounting, Universidad Autonoma de Madrid, Madrid, Spain)
...Show all authors

Abstract: Purpose

– The purpose of this paper is to contribute to the development of the theoretical framework for corporate social responsibility (CSR) and to provide a number of conceptual considerations which can be considered in the design of measures for corporate social performance (CSP).

Design/methodology/approach

– This study develops a theoretical framework of CSR and provides conceptual considerations to improve the measurement of CSP. The example of Spanish savings banks is used to illustrate the complexity of the concept of CSR, which includes different dimensions and relationships.

Article

1. Introduction

Despite the significant attention given to corporate social responsibility (CSR, henceforth) develop its conceptual framework (Langhelle, 2010; Matten and Moon, 2008; Aguilera *et al.*, 2006). In recent years, the debate around CSR has focused on the relationship between corporate social performance (CSP), as a way of making CSR applicable to practice (Maron presents inconclusive evidence (Van Beurden and Gössling, 2008; De Bakker *et al.*, 2005), lack of theoretical foundation and the need of a unifying framework (Garriga and Melé, 2003; Ruf *et al.*, 2001; Ullmann, 1985)[1]. Therefore, there is need for research that further develops the CSR

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