

The Real Meaning of Corporate Social Responsibility and Its Impact to a Business

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Abstract : The research paper analyzed the Corporate Social Responsibility (CSR) meaning and how the meaning of CSR evolved and changed during the last years. The paper suggests to expand CSR understanding in framework of Corporate Socially Responsible Behavior (CSR), CSR integration into business strategy and CSR effect with stakeholders engagement, when all the business is based on CSR. A business that is fully based on CSR may act in a more successful way and reach better business results in the long-term perspective. Strong business's commitment to CSR might also strengthen company's reputation and be one of significant element to achieve business sustainability.

Keywords : corporate social responsibility, corporate socially responsible behavior, strategy, stakeholders engagement, reputation

Conference Title : ICCSSR 2015 : International Conference on Corporate Strategy and Social Responsibility

Conference Location : Zurich, Switzerland

Conference Dates : July 29-30, 2015