

The Relational Approach under the Angle of the CSR

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Abstract : CSR in the relational approach is imposed today as a matter of concerns lighthouses in the academic environment and managerial. This study presents the issues of the CSR dimension in the field of relationship marketing. This exploratory research was conducted with two groups of Moroccan enterprises having the label of the CSR /CGEM. It presents a better understanding of the approaches taken by the companies interviewed in a CSR and contributed to understand the reasons that lead them to adopt the process of CSR and also allows explaining how these enterprises maintain their relationship with the most important customers in a context of CSR.

Keywords : relationship marketing, CSR, stakeholders, business

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