

Strategic Management for Corporate Social Responsibility in Colombian Industries: A Typology of CSR

Authors : Iris Maria Velez Osorio

Abstract : There has been in the last decade a concern about the environment, particularly about clean and enough water for human consumption but, some enterprises had some trouble to understand the limited resources in the environment. This research tries to understand how some industries are better oriented to the preservation of the environment through investment for strategic management of scarce resources and try in the best way possible, the contaminants. It was made an industry classification since four different group of theories for Corporate Social Responsibility agree with variables of: investment in environmental care, water protection, and residues treatment finding different levels of commitment with CSR.

Keywords : corporate social responsibility, environment, strategic management, water

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