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Drivers of corporate social responsibility: a comparative analysis

Understanding corporate social responsibility (CSR)

- Corporate social responsibility is a fast growing concept in management with a focus on the contemporary role of business in society.
- Almost five decades of scholarly debate on the role of business in the society:
  - Milton Freedman proposition (1962 & 1970): social responsibility of the business is to increase shareholder returns.
  - The triple bottom line framework (economic, social and environmental concerns) by Elkington (1997).

Objectives

- Investigate and compare the drivers of CSR agenda pursued by corporations in the United Kingdom, South Africa and Malawi.
- Examine the role of multi-stakeholder partnerships on CSR agenda by different corporations.
- Draw appropriate lessons and implications for public policy and practice in Malawi and South Africa.

Research Methodology

- Qualitative research utilising case study strategy.
- Semi structured interviews and primary and secondary data review.
- Analytical technique: pattern matching (Yin 2003).

Contribution to the world of knowledge

The study will provide:

- An increased understanding of the factors that account for different CSR agenda exhibited by corporations in different socio-political environments from their host countries.
- An increased understanding of the nature of CSR in one of the poorest countries in the World where no empirical studies have been conducted.
- An increased understanding of how colonial legacy influences the CSR model adopted by corporations operating in the former British colonies.
- A better understanding of the public policy and practical implications of CSR theories within the context of a developing country.

References: For detailed information E-mail: andzmzembe@yahoo.co.uk