

## EVOLUTION OF THE CORPORATE SOCIAL RESPONSIBILITY CONCEPT: FROM ORIGINS TO THE SHARED VALUES ORIENTATION IN THE CONTEXT OF SUSTAINABILITY

*Iryna S. Shkura*, Alfred Nobel University, Dnipro (Ukraine).

E-mail: i.shkura@duan.edu.ua

*Hanna Ya. Mytrofanova*, Alfred Nobel University, Dnipro (Ukraine).

E-mail: gglukha@duan.edu.ua

**DOI 10.32342/2074-5362-2022-2-33-9**

**Keywords:** *corporate social responsibility, shared values, sustainability*

The role of business in society is extremely important. Business responds to urgent problems and falls under socio-political influence. As a result, conceptual approaches to corporate social responsibility are dynamic, lively and actively developed under the influence of many factors, including public expectations.

The article considers the development of corporate social responsibility concept in the period from the 1950s to the present. The theoretical analysis provided an opportunity to single out the differences in the target orientation of corporate social responsibility in the conceptual approaches of outstanding scientists to this issue. The study uses a chronological systematic approach to the evolution of conceptual approaches to corporate social responsibility.

Due to the dynamism of the corporate social responsibility concept, the study of its features at different stages is extremely relevant. The concept of corporate social responsibility is associated with a wide range of issues: motivation of companies to be socially responsible, groups of stakeholders on which companies are guided, incorporation of social responsibility into company strategies, performance of socially responsible initiatives, regulation of responsible behavior by society («soft») and by the state, etc.

The obtained results allow to make conclusion that the scope of social responsibility has expanded over time: from the overwhelming focus on the company's employees to a wider group of internal and external stakeholders and even the planet in general. Because global problems make the sufficient impact on the modern approach to the corporate social responsibility.

### *References*

1. A. Carnegie (1889). Wealth. *The North American Review*, Vol. 148, No. 391, P. 653-665. URL: [https://Carnegie, Andrew \(1835–1919\) | Oxford Dictionary of National Biography \(oxforddnb.com\)](https://Carnegie, Andrew (1835–1919) | Oxford Dictionary of National Biography (oxforddnb.com))
2. Crane, A. et al. (2008). *The Oxford Handbook of Corporate Social Responsibility*. Oxford University Press. Oxford. P. 19-46
3. Idowu, S. et al. (2013). *Encyclopedia of Corporate Social Responsibility*. ISBN 978-3-642-28036-8 (eBook)
4. Bowen, H. (1953). *Social Responsibilities of the Businessman*. Harper and Row, 1953. New York.
5. Davis, K. (1960). Can Business Afford to Ignore Social Responsibilities? *California Management Review*. Vol. 2. No. 3. PP. 70-76.
6. Friedman, M. (1962). *Capitalism and Freedom*. University of Chicago Press. Chicago.
7. Sethi, S. (1975). Dimensions of Corporate Social Performance: An Analytic Framework. *California Management Review*. No. 17. PP. 58-64
8. Ansoff, H. (1979). *The Changing Shape of the Strategic Problem*. Little, Brown and Company. Boston.

9. Freeman, R. E. (1984). *Strategic Management: A Stakeholder Approach*. Pitman. Boston.
10. Vogel, D. (2005). *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility*. Brookings Institution Press. Washington, D.C.
11. (2011). *The big idea. Creating shared value*. Harvard Business Review. January-February.
12. Silvova, H., Landau, T. *Sustainable investing. Beating the market with ESG*. Palgrave Macmillan. ISBN 978-3-030-71488-8 ISBN 978-3-030-71489-5 (eBook) URL: <https://doi.org/10.1007/978-3-030-71489-5>
13. Natsional'ni ekonomiky v hlobal'nomu sviti: monohrafiya [*National economies in the global world: monograph*] (2021). [Elektronne vydannya]. Dnipro: Alfred Nobel University, 297 p.
14. Czerwonka, M. (2013). *Inwestowanie społecznie odpowiedzialne, Difin*, Warszawa. P. 45.
15. Puaschunder, J. M. (2016). On the emergence, current state, and future perspectives of Socially Responsible Investment (SRI). *Consilience*. PP. 38–63
16. Sparkes, R. (2002). *Socially responsible investment: A global revolution*. New York: Wiley.
17. P. Velte. (2022). Which institutional investors drive corporate sustainability? A systematic literature review. *Business strategy and the environment*. URL: <https://doi.org/10.1002/bse.3117>
18. (2009). *Triple Bottom Line*. The Economist. November 17
19. WBCSD. URL: <https://Insider Perspective - WBCSD>
20. *SDG Impact*. URL: [https://SDG Impact|United Nations Development Programme \(UNDP\), Land Degradation Neutrality Fund|UNCCD, Home|GEF \(thegef.org\)](https://SDG Impact|United Nations Development Programme (UNDP), Land Degradation Neutrality Fund|UNCCD, Home|GEF (thegef.org))
21. Bénabou, R., Tirole, J. (2010). *Individual and Corporate Social Responsibility*. URL: *Individual and Corporate Social Responsibility*. BÉNABOU. *Economica*. Wiley Online Library.
22. Meier, S. (2007). A survey of economic theories and field evidence on pro-social behavior. In B. S. Frey & A. Stutzer (Eds.), *Economics and psychology: A promising new cross-disciplinary field* (pp. 51–87). MIT Press.

*Одержано 7.11.2022.*