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## CRS IN THE TEXTILE AND CLOTHING INDUSTRY

**Purpose.** Corporate social responsibility is becoming a concept whose various aspects are increasingly explored in the textile and clothing industry. The paper focuses on the key features of the concept, its main components and considers some problems of applying the concept in the textile industry of developing countries as well as in the developed part of the world. This text proposes the use of a qualitative methodology that limits the available definitions through an analysis determined by their frequency of use in Google Scholar.

**Keywords:** corporate social responsibility (CSR), textile industry, clothing industry, dimensions of corporate responsibility

**Objectives.** The capacities of the textile industry of the world's large corporations are increasingly being displaced from the once traditional industrial areas of the developed part of the world. Given that the production of textiles and clothing is a very labor-intensive activity of the world's leading corporations in this field, in search of sources of cheap labor, they relocate production processes to areas with a high population density (primarily, in China and India) characterized by a surplus of labor strength and lack of work and, therefore, significantly less earnings. A large number of people from marginalized social groups (especially women) would find it difficult to find work without investing in the textile industry of rural areas in these countries. CSR is a process by which companies-in close cooperation with their stakeholders-integrate social, economic, environmental, ethical issues, customer issues and human rights into their operations and core strategy.

**Methodology.** Numerous researches of CSR in the textile industry of developed and developing countries were conducted starting from different theoretical-methodological approaches in an effort to describe and explain the aspects of socially responsible action that are relevant for textile corporations. Most empirical research on CSR in the textile and clothing industry has been conducted in China [1], India, Bangladesh and Turkey. In recent years, research into the CSR process has increased significantly. In this research, a qualitative method was used, which sought to identify which concepts make a significant contribution to defining the current processes of corporate social responsibility in

the context of the textile sector. The method was based on counting the number of times a certain definition of CSR, used by a randomly selected group of authors, was used in academic or specialized literature in the period from 1979 to 2023. A random selection was used in Google Scholar, and the tables list the sources of definitions of the CSR process, the concepts are shown for each author by the number of dimensions of each concept and the dimension to which each reference belongs.

**Research results.** Contemporary processes of socially responsible business in the textile industry are fundamentally categorized into the triple economic-social-ethical domain, while the contribution of the ecological dimension is of a residual character, and the labor category is not represented at all. Table 1 shows the three definitions of CSR with the greatest weight and, therefore, the greatest conceptual representation.

Table 1 – Definitions of KDO with the highest weight

SOURCE	CONCEPT	$f_i$	DIMENSIONS
(Ricoh, 2021)	Ultimately, social responsibility implies the attitude of the public towards the economic and human resources of society	377	Economic Social Ethical
(Banerjee, S.B., 2008)	Companies should do good deeds through a philanthropic connection.	330	
(Dahlsrud, A., 2006)	The basic idea of corporate social responsibility is that business and society are intertwined	296	

**Conclusion.** Based on the analysis of the concept of CSR from the point of view of the textile sector, it can be concluded that responsibility moves between two opposite orientations - economic responsibility, on the one hand, and ethical and social responsibility, on the other hand.

### References

1. Yin, J. (2017). Institutional drivers for corporate social responsibility in an emerging economy: A mixed-method study of Chinese business executives. *Business & society*, 56(5), 672-704.