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A Bibliometric Analysis of 30 Years of Research and Theory on Corporate Social Responsibility and Corporate Social Performance

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Social responsibilities of businesses and their managers have been discussed since the 1950s. Yet no consensus about progress has been achieved in the corporate social responsibility/corporate social performance literature. In this article, we seek to analyze three views on this literature. One view is that development occurred from conceptual vagueness, through clarification of central constructs and their relationships, to the testing of theory—a process supported by increased sophistication in research methods. In contrast, other authors claim that hardly any progress is to be expected because of the inherently normative character of the literature. A final view is that progress in the literature on the social responsibilities of business is obscured or even hampered by the continuing introduction of new constructs. This article explores which of these three views better describes the evolution of the literature during a period of 30 years and suggests implications for further research.

Keywords: *corporate social responsibility; corporate social performance; bibliometry; theory development*

Although the social responsibilities of business, firms, and their managers have been discussed in the academic literature since the 1950s at least, there appears to be no consensus about the question of whether any progress has been made in the academic literature on these responsibilities. Certainly, corporate social responsibility (CSR), which McWilliams and Siegel (2001) define broadly as "actions that appear to further some social

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good, beyond the interests of the firm and that which is required by law"
(p. 117) has gained a prominent position in general management literature
(cf. Carroll, 1999; Cochran & Wood, 1984; McGuire, Sundgren, &
Schneeweis, 1988; McWilliams & Siegel, 2001; Whetten, Rands, &
Godfrey, 2002; Windsor, 2001). But whereas the concept of CSR is fre-
quently applied and the literature is loaded with studies coining CSR,
there is strikingly little unanimity concerning the actual evolution of this
field. We want to explore this evolutionary process.

A similar situation is found in the closely related literature on corporate
social performance (CSP). To some, CSR is viewed as pertaining to prin-
ciples—corporate social responsiveness to the action taken by firms in
this respect—whereas CSP relates to the outcomes of such action (Freder-
ick, 1994). To others, including Wartick and Cochran (1985) and Wood
(1991), CSP is an overarching concept that includes responsibilities,
responsiveness, and policies and action in this domain. Given these
diverging definitional views of the central concepts, as well as the incon-
clusive evidence in research on the relationship between CSP and the
firms' financial performance (Griffin & Mahon, 1997; Margolis & Walsh,
2003; McWilliams & Siegel, 2001; Orlitzky, Schmidt, & Rynes, 2003;
Ruf, Muralidhar, & Paul, 1998), we consider it appropriate to broaden our
view from CSR to also include work on CSP.

Considering the question of whether any evolution occurred in the lit-
eratures on the concepts of CSR and CSP, we suggest that three views can
be distinguished. According to what we call the *progressive view*, the
CSR/CSP literature has developed from conceptual vagueness, through
clarification of central constructs and their relationships, to the testing of
theory. This process was aided by the application of increasingly sophisti-
cated research methods (Gerde & Wokutch, 1998; Rowley & Berman,
2000). The "variegational view" argues that the realization of progress in
the literature on the social responsibilities of business is obscured, or pos-
sibly even hampered, by the continuing introduction of new constructs
(Carroll, 1999; Mohan, 2003). Finally, according to the "normativist
view," hardly any progress has been made, or in fact can be made, because
of the inherently normative character of the literature (Matten, Crane, &
Chapple, 2003). In this article, we seek to analyze the CSR/CSP literature
in light of these three views, aiming to explore which view better describes
the evolution of this literature during a period of 30 years.

In this contribution, we present a bibliometric analysis of research and
theory development on CSR/CSP. Literature reviews may serve several
functions. They may contribute, for instance, to assess the influence of
different journals (Baumgartner & Pieters, 2003; Tahai & Meyer, 1999) to
consider scientific impact (Ingwersen, 2000; van Dalen & Henkens,

2001), to obtain an overall view of the intellectual structure of a field (Dobers, Strannegard, & Wolff, 2000; Hill & Carley, 1999; Locke & Perera, 2001), or to suggest how a field might move forward (Eisenhardt, 1989; Margolis & Walsh, 2003; Morrison & Bies, 1991). In our study, we partly follow Hill and Carley (1999) who described the structure and evolution of attention to organizational culture as the development of a community of scholars. The bibliometric methods we deploy to obtain an overview of the intellectual structure of the fields of CSR/CSP are directed at finding meaningful structures and patterns in, for instance, authors, journals, citation patterns, and epistemological orientations. We complement this with a text analysis of the paper titles (Callon, Law, & Rip, 1986; Hill & Carley, 1999). We want to describe how the concepts of CSR and CSP established throughout time in general management literature by looking for regularities.

This article is organized as follows: We aim to explore which of the three views discussed is more plausible, by analyzing the literature during a long period of time, focusing on its epistemological orientation and using bibliometric techniques as co-word analysis to identify shifts in content. Therefore, in the next section, we address three views on the question of how the CSR/CSP literature has evolved during the past decades. The Data Collection section describes the collection of our dataset. The Method section describes the methods we used to interpret our dataset; we discuss the main elements of our analysis and the methods we use. The Results and Analysis section contains an extensive analysis of these data through various bibliometric procedures. Finally, the Discussion section contains issues for discussion, recommendations for further research, and concluding remarks.

DIFFERENT VIEWS ON CSR/CSP

In the following statement, Carroll (1979) describes CSR: "The social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time" (p. 500). Nearly 25 years later, Whetten et al. (2002) defined CSR as "societal expectations of corporate behavior; a behavior that is alleged by a stakeholder to be expected by society or morally required and is therefore justifiably demanded of a business" (p. 374). In this definition, the broad term *society* has been narrowed down to *stakeholders*. Societal expectations are thus represented, translated, and delivered at the company's gates by stakeholders. Managers encounter a variety of expectations and demands of multiple stakeholders to devote resources to CSR

(McWilliams & Siegel, 2001). Although the concept of CSR thus seems to have become more tangible, one could wonder whether the different conceptualizations of CSR reflect academic progress or whether it merely represents a substitution of concepts. A number of authors have proposed how the CSR/CSP literature has evolved during the years (e.g., Carroll, 1999; Gerde & Wokutch, 1998; Rowley & Berman, 2000). By reflecting on their arguments, we can develop expectations about our empirical findings. Below, we will discuss three different accounts of evolution in the CSR/CSP literature: progression, variegation, and normativism. By reflecting on these different views, we develop expectations for our analysis of the literature.

Progression

One perspective on advances in CSR/CSP literature suggests a gradual rise of empirically grounded theory development and testing; this perspective is found in two recent review papers (Gerde & Wokutch, 1998; Rowley & Berman, 2000). In their 25-year analysis of the proceedings published by the Social Issues in Management Division (SIM) of the Academy of Management, Gerde and Wokutch (1998), building on Preston (1986), distinguish four phases: "gestation and innovation" in the 1960s, "development and expansion" in 1972-1979, "institutionalization" in 1980-1987, and "maturity" in 1988-1996 (p. 416). The purpose of research in the first of these four phases "was to describe the situation and perhaps to develop theories of the dimensions of corporate social responsibility or the specific relationship between business and society and between the firm and its employees" (Gerde & Wokutch, 1998, p. 419). Consequently, the expectation would be that very little conceptual, predictive, or instrumental research designs are found and that exploratory and descriptive research designs would dominate. However, Gerde and Wokutch (1998) note "the absence of empirical work in these early papers" (p. 421). Regarding the later periods, "one would expect that there would be more theory testing in the latter part of the 25 years because there are more developed theories to test and the methodology has improved (or become more refined)" (Gerde & Wokutch, 1998, p. 431). Their findings show an increasing number of "theory testing" papers among the SIM proceedings from 16% in Phases 2 and 3 to almost 30% in Phase 4, thus confirming the latter expectation and, by implication, supporting the progressive view on the evolution of the CSR/CSP literature. Of course, it remains to be seen what comes after 1996. Would there be a continuation of the theory-oriented "mature" phase? Or, as is inevitable in life-cycle models, would a period of decline have started?

Two caveats are in place when transposing Gerde and Wokutch's (1998) analysis to our dataset. First, their analysis is based on conference papers and abstracts, whereas our dataset is based on abstracts of papers published in peer-reviewed journals. Consequently, there may be some delay between the phasing they propose and the phasing we might find from our dataset. However, although the exact timing of the phases could vary somewhat, the overall trend should be similar. Second, it is quite likely that not all conference contributions end up being published in academic journals. Given the positivist format of many academic journals, contributions with a theoretical relevance are more likely to be published in comparison to descriptive and prescriptive contributions, possibly introducing an underrepresentation of descriptive and prescriptive contributions in our sample and causing divergence from the pattern that Gerde and Wokutch (1998) observed.

The analysis of Gerde and Wokutch (1998) can be supplemented by the work of Rowley and Berman (2000) on CSP, who suggest that the literature can be characterized in three distinct periods, although they do not clearly position these periods on a time line: (a) development and definition of the CSP construct; (b) operationalization of the CSP definition, notably focusing on the relationship between CSP and financial performance (FP), yet with "contradictory and ambiguous results"; and (c) explanation of the "disappointing" results of the CSP–FP relationship and solutions to direct future study. Yet in spite of this progressive perspective, Rowley and Berman (2000) point at some of the problems surrounding CSP, noting that "CSP research offers an eclectic array of studies that . . . complicates the process of identifying the boundary conditions of the construct" (p. 398). Their recommendations for future research therefore include more "theoretically grounded research . . . within narrowly defined organizational contexts" (p. 415) and more focus on understanding underlying phenomena rather than CSP–FP relationships as such. Still, they also see a gradual, yet difficult, progression in the CSR/CSP literature.

What consequences does a progressive view have for our expectations about how the literature evolves? The overall expectation is that specific changes in the composition of the dataset should be found. At first instance, conceptual and descriptive papers would be expected to dominate. This would reflect the development and definition of a few central constructs, as well as attempts to gain academic legitimacy for the study of business–society relationships. Next, the operationalization of the central construct and the focus on its correlation with financial performance lead one to expect the emergence of exploratory and predictive studies. Finally, the possible disappointment regarding the results of such studies (cf.
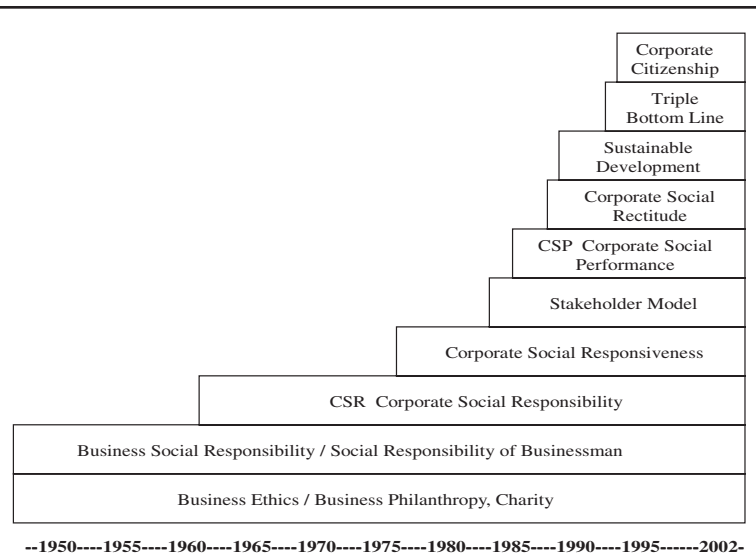
				Corporate Citizenship
			Triple Bottom Line	
		Sustainable Development		
		Corporate Social Rectitude		
	CSP Corporate Social Performance			
	Stakeholder Model			
Corporate Social Responsiveness				
CSR Corporate Social Responsibility				
Business Social Responsibility / Social Responsibility of Businessman				
Business Ethics / Business Philanthropy, Charity				

--1950----1955----1960----1965----1970----1975----1980----1985----1990----1995------2002-

Figure 1. Developments in CSR-Related Concepts
Source: Mohan, 2003, p. 74.
Note: CSR = corporate social responsibility.

Rowley & Berman, 2000) would lead one to expect a reemergence of conceptual papers. Following this progressive view, we would expect to find few instrumental, normative, and descriptive papers in our dataset.

Variegation

A second view includes categorizations of the literature that emphasize the variegated properties of CSR/CSP literature. For instance, Mohan (2003) views CSR as an empirical concept that refers to one or a few of the many incarnations of the business–society relationship. The meaning of the concept varies in time and place. Furthermore, it is a concept that relates to, but sometimes also competes[1] with other concepts such as business ethics, sustainable development, corporate philanthropy, organizational citizenship, or social accountability. The pattern as depicted in Figure 1 suggests how, across time, a number of concepts were added to a continuing debate that builds on notions of the social responsibilities of business, firms, and their managers.

In a similar vein, Carroll (1999) analyzed the evolution of the concept and definition of CSR. He traces the origins of the modern era of CSR in

the 1950s and observes definitional activities in the 1960s and their proliferation in the 1970s. According to Carroll (1999),

> In the 1980s, there were fewer new definitions, more empirical research, and alternative themes began to mature. These alternative themes included CSP, stakeholder theory and business ethics theory. In the 1990s, CSR continues to serve as a core construct but yields to or is transformed into alternative thematic frameworks." (p. 268)

If Carroll's suggestion is valid, we would expect (a) an inverted U-curve on CSR and (b) the emergence of keywords coding for the alternative frames. Although the literature may have become dominated by theoretical research (the first part of the inverted U-curve), it may also have been the case that subsequent variegation of terms and concepts from the early 1990s onwards obscures or even diverts the literature from further progression on the earlier constructs (second part of the curve). It thus may be expected that similar patterns of proliferation of definitions will continue to dominate the literature.

How current academic research on CSR/CSP could be interpreted from this view is not entirely clear. If academic research precedes (influences, shapes) the societal debate about the social responsibilities of business, or if it is largely independent from it, the CSR/CSP literature is a relatively distinct field, in which the regularities in the progression from concept development, via theory specification, to theory testing could indeed be observed (Carroll, 1999; Gerde & Wokutch, 1998; Rowley & Berman, 2000). It could also be the case, however, that academic research tries to follow and capture trends in the broader societal debate about business' social responsibilities. If that were the case, the emergence of terms and concepts becomes a myriad that reflects a complex pattern of overlap and distinction. In that situation, it may well be the case that the question of whether CSR/CSP is used to classify a particular piece of research, or any other of the terms and concepts available, is at least partly a matter of chance. In this scenario, any progress from concept to theory testing might well be obscured by the continuing interjection of new concepts that sometimes are also classified as CSR/CSP, but in other instances are not, and that require further conceptualization before theory can be developed and tested. The result would be some sort of unproductive confusion of tongues (cf. Collins, 2000). Thus, in comparison to the progressive view, more normative papers are to be found because in a normative field such CSR/CSP is, new concepts substitute for existing concepts if they not only demonstrate improved explanatory power but also are more effective than

the established concepts in providing a moral justification for why firms should attend to their social responsibilities.

Normativism[2]

Jones and Wicks (1999) identified an overt normative stance in recent work on social issues in management. A third view hence stresses the inherently normative character of the literature on CSR/CSP and related topics. Matten et al. (2003) argued that CSR is one of the central building blocks of modern business and society literature. On CSR, these authors note that "much of the seminal work was largely normative in nature with the main focus being on the definition of the boundaries of responsibility of business. More recently, certain strains of literature have attempted to address more pragmatic concerns" (Matten et al., 2003, p. 110). They identify CSP literature as an example of these pragmatic approaches, as it "attempts to model and measure social responsibility in terms of performance" (Matten et al., 2003, p. 110). In discussing the concept of corporate citizenship (CC), which is sometimes presented as a successor to CSR, they note that "there seems to be nothing in the CC literature which is significantly different from the traditional CSR stance, except that it lacks any explicit normative aspect" (Matten et al., 2003, p. 113). This comment implies that CSR literature has an explicit normative feature to it, thus relating to some ethical, moral, or religious point of view.

What would be the implications for our expectations about progress in the fields of CSR/CSP? The normativist view suggests that a lot of prescriptive work can be found in the field of CSR, in both its normative and instrumental connotations. From that suggestion, it inherently follows that only limited progress has been made, or even can be made, in the field of CSR/CSP. Because of the prescriptive character of the literature, few studies will enter discussions about theoretical constructs, let alone exploring or testing these constructs.

DATA COLLECTION

To chart the actual developments in the CSR/CSP field, we searched the ISI Web of Science Social Science Citation Index (WoS/SSCI) and ABI/Inform Archive Complete, Global, and Trade & Industry (ABI/Inform) databases for the entire period for which these databases provide online coverage. Roughly, this covers a period of 35 years, because the oldest paper in our dataset was published in 1969. However, not all journals have been included in these databases all this time, and both data-

bases continue to expand their back catalogues. We used the following five search terms: *CSR*, *corporate social responsib**, *corporate social responsive**, *corporate social performance*, and *CSP*. With these terms, we searched the databases on the following categories: title, keywords, and abstract. We limited our search to CSR and CSP because these two concepts are central to the discussion of CSR.

Although searches for alternative terms yielded extra "hits," a closer examination revealed that alternative themes often were grounded in separate theoretical debates—for instance, on issue(s) management, corporate citizenship, and corporate philantropy. Therefore, to avoid conceptual unclarity, we decided not to use any of these search terms.[3] Neither did we use results from searches on terms relating to the stakeholder concept. Of course, there are clear parallels between the rise in attention for CSR/CSP and stakeholder management (Whetten et al., 2002). Stakeholders are important in the process of representing, translating, and delivering their expectations to the firm. Different stakeholders will emphasize different aspects of CSR, and although they play an important role in the CSR/CSP debate, their angle is slightly different, as they want to further their specific interests and their view of what CSR is or should be. Debates in the stakeholder literature also touch on issues of CSR but are mainly concerned with the advancement of stakeholder theory as such. Furthermore, the term *stakeholder* nowadays is applied so broadly that it becomes quite complex to determine whether a paper retrieved by using this search term in fact still addresses issues of CSR, only touches on CSR slightly, or does not do so at all. Many studies consider some aspects of CSR—for example, focusing on health care management (cf. Zinkhan & Balazs, 2004) or other policy-related issues such as education (Macpherson, 1998)—even though their main contribution is in another field than business and society research. In cases like these, it is hard to draw a line on what involves CSR/CSP and what does not. For these reasons, we did not conduct a separate search on search terms relating to the stakeholder concept.[4]

Finally, searches on terms such as *corporate responsi**—that is, without the word *social*—resulted in datasets with minimal overlap to the search results obtained by the application of our initial search terms. Closer examination of the resulting publications suggested that they focus on the responsibilities and responsiveness of corporations to specific issues, such as sustainability and obligations toward employees. Because we searched both within titles and within abstract and keywords, we suggest that adding or deleting the word *social* would result in entering different literatures. We therefore decided not to include these papers in our dataset, even if it has been suggested that the literature would benefit from

focus on the responsibilities of firms in particular areas, rather than on the broader, less well-defined concept of their social responsibilities (Rowley & Berman, 2000).

We recombined the various searches and manually examined all the entries to clean up the raw dataset. Book reviews, dissertation abstracts, and publications that had no apparent relationship to the topic at hand were deleted. Introductions to special issues were kept in the dataset, because they make a substantial contribution to the literature, if only for their justification of why the special issue should be relevant or of interest. Furthermore, we checked the resulting datasets for missing papers by comparing them with the references listed in a number of recent literature reviews by Gerde and Wokutch (1998), Griffin and Mahon (1997), Rowley and Berman (2000), Orlitzky et al. (2003), and Carroll (1999). We thus identified six papers that were not present in our dataset but that needed to be added because they met the search criteria we applied. Most of these papers were published in *Business Horizons*, which apparently is not well covered in WoS/SSCI and ABI/Inform.

The final step was to delimit the dataset in time. Although the WoS/ SSCI and ABI/Inform databases go back beyond the 1950s, our search resulted in only one paper published in 1969 and no papers published in 1970 and 1971. This set a natural limit to the analysis. At the other end of the time line, we chose the year 2002 as the final year of analysis, because we observed an unexpected trend downward in the number of published papers in 2003. This we attribute to the time lag by which publications are integrated into the databases; we believe that it is likely that at the time of data collection (May 2004), not all journal papers from 2003 onwards were included in these databases.

Through these procedures, we obtained three datasets—CSR, CSP, and the combined CSRCSP dataset, which was constructed by combining the two other datasets and removing double entries. The CSP dataset contains 155 entries; the CSR dataset 505 entries; and the combined CSRCSP contains 549 entries. Apparently, more than two thirds of the CSP dataset is also covered by the CSR dataset, which suggests that the CSR and CSP literatures basically cover the same domain. Figure 2 suggests that the CSP and CSR literatures completely overlap until the early 1990s; only from that moment onwards, a limited number of CSP papers is published that can be distinguished from the CSR literature. This finding reinforces the validity of our ex-ante decision to consider both CSR and CSP publications. Our analysis thus focuses on the 30-year period between the early 1970s and 2002.

We analyzed the resulting datasets in various ways. To analyze the literature and provide input for our research question, we approached these
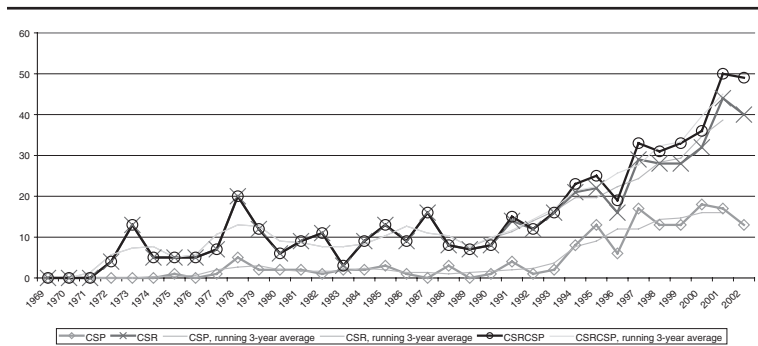
Figure 2.   Number of Publications Per Year, CSR, CSP, and CSRCSP
Note: CSR = corporate social responsibility; CSP = corporate social performance; CSRCSP = combined CSR and CSP.

datasets with two sets of questions. The first set is about the journals in which research on CSR and on CSP has been published, on who published these papers, and on which papers and journals have been cited most often? Addressing these questions illustrates how representative our datasets are and thus supports our further findings. The second set of questions provides us with information about developments in the field of CSR/CSP and thus enables us to examine which of the three views outlined before is most pertinent: How have publication and citation patterns evolved throughout the years? How has the epistemological orientation of the papers evolved throughout the years? What are the main differences between the CSR and CSP datasets? In the subsequent section, we will discuss the methods we used to address these questions.

METHOD

We applied various methods to analyze our datasets. Several of the above questions can be answered by straightforward counting numbers of papers, authors, or journals. However, the question regarding the epistemological orientation of the papers in the dataset requires further methodological explanation, as do the methods we applied in our text analysis.

Determining the Epistemological Orientation

Our interest in the possible evolution of the epistemological orientation throughout time stems from the discrepancy between observations that the CSR/CSP literature is predominantly normative in nature (Matten et al., 2003) and the suggestion of the evolution of the literature's content

Table 1
Classification Scheme for Epistemological Orientation of Papers

Theoretical	
Conceptual	Major focus is on developing propositions, hypotheses, or (cor)relations between theoretical constructs, based on a discussion of state-of-the-art literature; no new empirical material has been collected for this work.
Exploratory	Major focus is on developing propositions, hypotheses, and (cor)relations between theoretical constructs, based on the examination of extensive, new empirical data.
Predictive	Major focus is on testing (refutation, confirmation) of propositions, hypotheses, or (cor)relations between theoretical constructs, based on the examination of extensive, new empirical data.
Prescriptive	
Instrumental	Major focus is on providing prescription (means, ideas, recipes for action) to practitioners and professionals, that are instrumental in the realization of some desired end, such as improved performance along some dimension.
Normative	Major focus is on providing prescription (means, ideas, recipes for action) to practitioners and professionals, that are valuable in themselves when considered from some ethical, moral, or religious point of view.
Descriptive	
Descriptive	Major focus is on reporting fact or opinion; no intention of a theoretical or prescriptive contribution.

throughout time, such as from the development of concepts to more prescriptive and/or theoretical contributions (Carroll, 1999; Gerde & Wokutch, 1998; Rowley & Berman, 2000). In this respect, at the most general level, papers can be considered to have a theoretical, prescriptive, or descriptive orientation (Barley, Meyer, & Gash, 1988). However, a further distinction between these orientations is possible and useful. We suggest that identifying the papers with the terms in Table 1 is helpful.[5] Papers have a theoretical contribution if they enhance the systematic understanding of some phenomenon at an abstract level. A theoretical contribution may or may not involve the collection of new empirical data. *Conceptual* papers do not rely on empirical data, but predictive and explorative papers do. *Predictive* papers make use of data to confirm or refute hypotheses, whereas *exploratory* papers develop expectations about relationships between constructs. Conceptual papers also include such expectations, but they do so by building on established theoretical insights. Papers make a prescriptive contribution if they provide prescription to professionals and practitioners about how to realize some desired end. Prescriptive contributions may be based on either an *instrumental* or a *normative* logic.

Finally, papers may aim to report data or opinion, as these might be interesting in themselves, without the author making a noticeable attempt to contribute to either theory or practice. We call these papers *descriptive.*

We proceeded as follows. All the abstracts in the CSR and CSP datasets were reviewed to establish their epistemological orientation. To this end, we used the typology as represented in Table 1. During this process, two of the authors of this article independently categorized the papers based on a close reading of the abstracts. In classifying papers, the author's own ambition was a significant indication ("this paper aims to") in addition to our own judgment. If in doubt or otherwise deemed necessary, we tried to obtain the full paper because the epistemological orientation can often better be established on the basis of a full paper than on the basis of an abstract. We were able to find abstracts or copies for 151 out of the 155 entries (97, 4% of the sample) in the CSP dataset; for the CSR dataset, we could retrieve an abstract or copy for 471 out of 505 entries (93, 3% of the sample). Two thirds of the "missing values" are entries from the 1970s, accounting for a quarter of the number of entries we identified in this period. We nevertheless believe that our analysis is representative of the entire dataset, especially from the 1980s onward.

After the first round of abstract-based classification, there was agreement on the classification of 385 of the 471 CSR papers (81, 7% of the sample) and on 117 out of the 151 CSP papers (77, 5% of the sample). Most disagreement was about the classification of abstracts as descriptive as opposed to notably exploratory or instrumental; disagreement was mainly on the question of whether a theoretical or prescriptive contribution was made beyond the mere presentation of opinion or facts in the publication (34 out of 75 cases of disagreement, 45%). We ascribe this disagreement to the significant differences that can be observed in the length and clarity of how the abstracts are written. The papers on which the coders disagreed were recoded but now based on the full papers, as far as these could be retrieved. All remaining entries could be classified unequivocally. After the subsequent discussion of the methods of text analysis we applied, we will present the outcomes of our analyses of the CSR/CSP literature.

Method of Text Analysis

The patterns we observed from counting, categorizing, and determining the epistemological orientations of the papers are supplemented by text analysis to provide an additional view on our datasets. The field of text analysis is rather diverse, and a variety of methods are available (Popping, 1999; Roberts, 1997). In this research, we used titles as text inputs to

perform a semi-automated text analysis directed at creating maps of the CSR and CSP databases. We applied a method developed by Carley (1997), which is supported by Automap, an automated text analysis program (Carley, 1997; Hill & Carley, 1999).[6] Title entries from papers in our datasets were converted to a text file, and the text was analyzed using Automap. With this computer program, concepts in a text can be extracted and linked into statements based on their proximity in the text and then into networks of statements within the entire text (Lewis, Diesner, & Carley, 2003). In this way, combinations of words can be mapped and traced across time to demonstrate developments in the field of investigation.

A list of word frequencies was generated to compare the use of title words in different time periods. To enable a meaningful analysis, a reduction in the number of words in the list is necessary. First, as a start, we did not consider title words that appeared only in a low frequency. We chose to take as a cutoff point a frequency of six, which means that only words that appeared in the text six times or more were included in our analysis. Second, we manually removed redundant words, such as prepositions. In preparing the word lists for analysis, a balance must be struck between an extensive reduction of words and the significance of possible generalizations. In our case, directed at comparisons throughout years and between different datasets, maintaining a basic enough set of words without too much generalization led us to delete unique concepts. In fact, we applied an extensive delete list for both the CSR and CSP database, based on the relevant frequencies; words occurring less than the number of periods studied therefore were deleted. To check whether unique words characterize a certain period, the absolute frequency of words was checked for each of the periods before applying this delete list. To generalize the results, a limited number of words were combined via a thesaurus operation: *Firm* and *firms*, for instance, were recoded to *firm*. In an iterative process, the results were checked. We decided to combine the words *corporate* and *social* within the text files because, in our quite specific datasets, *corporate social* can be regarded as one single construct. After this generalization, word frequencies were determined for both the CSR and CSP dataset.

The difference between both datasets was analyzed by windowing the title words. Windowing is the analyst's choice to determine the proximity-based association of words. It is in this analytical step that an influential choice is made on how to approach the association, or network, of concepts. Window size determines what is considered a meaningful combination of terms. After extensive delete and generalization operations, for sentences, a choice can be made to use either direct proximity—where

words are drawn together after reduction—or a reduction where the place in the original sentence is maintained. In the first case, a limited window size is useful; in the latter case, complete sentences are usually coded. In this article, we used the latter approach and applied a window size of three. Windowing delivers the map of concepts used in a text that is analyzed in the form of a frequency of associations between a given pair of words.

As an additional step to this text analysis, the outcomes of the mapping have been analyzed and presented as maps of related title words. This graphic clustering of words was obtained by applying UCINET network software and Netdraw (Borgatti, Everett, & Freeman, 2002).[7] Some of these clusters will be discussed in the next section.

RESULTS AND ANALYSIS

Having discussed the methods we applied in our study, it is now time to provide answers to the questions raised in the Data Collection section. Below, we discuss the number of papers that appeared across time, the journals in which these papers were published, the most prominent authors and their epistemological orientations, and which papers are most often cited in subsequent publications. The results are supplemented with the findings from the text analysis procedure.

Number of papers. Figure 2 shows the number of papers in our three datasets. It is evident that, on average, the number of papers remains fairly constant until about 1990. After that year, a steady increase in the number of publications can be observed. This could either reflect increased interest in the topic (i.e., real change) or could also be an effect of our data selection if WoS/SSCI and ABI/Inform are more comprehensive for the 1990s than before. Because both databases continue to add volumes of journals back in time, a replication of our findings within some distant future could provide evidence about this issue. If our findings represent real change, then it is noteworthy that the CSR and the CSRCSP datasets completely overlap until 1990. This suggests that, up to that moment in time, the CSP dataset is a subset of the CSR dataset. Only after 1990, the two datasets start to differentiate. This finding has two implications. First, because of the difference in size of the CSR and CSP datasets, the combined CSRCSP dataset will be dominated by CSR data. Second, it raises the question whether, in the years after 1990, the composition of the CSP dataset is distinct from the CSR dataset. Although seeking explanations for possible changes observed in our dataset is beyond our objectives, one might tentatively suggest that this change took place around the 1990s

because of a growing attention for globalization and a related shift in the locus of corporate control: away from national authorities (e.g., Beck, 2000; Strange, 1996).

Journals. A comparison of the journals in which the papers in our CSR and CSP datasets have appeared can also be made. The CSR papers have appeared in 132 different journals and CSP papers in 42. The CSP papers were published in 10 journals in which no CSR papers appeared. Nevertheless, there is a considerable overlap in the main outlets for CSR and CSP papers (Table 2). The specialist journals *Business & Society* and *Journal of Business Ethics* have published the largest number of publications. However, the former journal dominates the CSP literature, whereas the latter dominates the CSR literature. *Business Ethics Quarterly* is hardly represented with less than 2% of the papers published. The Academy of Management journals rank high in both datasets, but in the CSR dataset also, journals such as *Business and Society Review* and *California Management Review* are prominently represented. The CSP field appears to be more concentrated than the CSR field as four journals contain more than 59% of all CSP papers; in the CSR database, eight journals contain more than 56% of the CSR papers.

Authors. The 155 papers in the CSP dataset were written by 189 different authors (1.2 author per paper), whereas 621 authors wrote the 505 CSR papers (1.2 author per paper). The combination of WoS/SSCI and ABI/Inform yields some insights concerning the most productive authors; in both databases, one author was included who published 10 papers. In the CSP database, this was Roy Simerly, and in the CSR database, this was Archie Carroll.

Epistemological orientation. The papers in the CSRCSP dataset appear to be largely of a theoretical (48.7% of CSRCSP) or descriptive (37.0% of CSRCSP) nature (Table 3). The CSP dataset is considerably more theoretical in orientation; almost two thirds of the entries have a theoretical orientation, and less than 10% have a prescriptive orientation. There was an unexpected low number of normatively oriented papers (2.9% of CSRCSP, less than 1% of CSP), given the complaints about the inherently normative nature of the literature (Matten et al., 2003). Half of the theoretical papers are of an exploratory nature; the other half is almost equally portioned between a conceptual and a predictive orientation.

The question is how the epistemological orientation develops throughout time. Figures 3 to 6 show for the CSR and CSP datasets how the frequency by which the different types of papers were published change per

Table 2
Main Publication Sources of CSR and CSP

	CSR				CSP		
Journal	*Number of Articles*[a]	*% of Total*	*Cumulative %*	*Journal*	*Number of Articles*[b]	*% of Total*	*Cumulative %*
Journal of Business Ethics	98	19.4	19.4	*Business & Society*	38	24.5	24.5
Business & Society	46	9.1	28.5	*Journal of Business Ethics*	32	20.7	45.2
Business and Society Review[c]	43	8.5	37.0	*Academy of Management Review*	13	8.4	53.6
California Management Review	29	5.7	42.8	*Academy of Management Journal*	9	5.8	59.4
Academy of Management Review	25	5.0	47.7				
Academy of Management Journal	18	3.6	51.3				
Journal of Contemporary Business	14	2.8	54.1				
Accounting, Organizations and Society	12	2.4	56.4				

Note: CSR = corporate social responsibility; CSP = corporate social performance.
a. The next journal in the ranking has seven papers.
b. The next journal in the ranking has five papers.
c. This includes volumes of *Business and Society Review/Innovation.*

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Table 3
Overall Epistemological Orientation, CSR, CSP, CSRCSP, Expressed as Percentage of Total

		Theoretical				Prescriptive		
	Descriptive	*Conceptual*	*Exploratory*	*Predictive*	*Total*	*Instrumental*	*Normative*	*Total*
CSP	25.2	17.9	32.5	15.2	65.6	8.6	0.7	9.3
CSR	38.9	12.7	23.8	10.6	47.1	10.8	3.2	14.0
CSRCSP	37.0	13.5	25.0	10.2	48.7	11.4	2.9	14.3

period of time, both in absolute numbers (Figures 5 and 6) and in percent-age of the total number per year (Figures 3 and 4). As the CSRCSP dataset has so much overlap with the CSR dataset, we chose to focus our analyses at the CSR dataset to maximize the contrast with the CSP dataset.

Several observations can be made. First, in the CSR dataset (Figure 6), descriptive papers dominate over theoretical and prescriptive papers until the mid-1980s. After that period, theoretical papers started to dominate. This occurs about half a decade before the strong increase in total numbers of publications is observed. This pattern is less pronounced for the CSP dataset (Figure 5), as already in the 1970s theoretical papers dominate this dataset. However, because most of the missing papers in the CSR dataset are from the 1970s, this finding might need adjustment if the missing papers could be added to the analysis. Second, the increase in the absolute number of prescriptive papers is observed to occur in the mid-1990s, only after the overall rise in the number of papers. This holds for both the CSR and CSP datasets (Figures 5 and 6). Third, these observations are even more pronounced if not the absolute number but the relative number of papers is considered (Figures 3 and 4). In the CSR dataset, the share of theoretical papers increases steadily to almost 60% in 2000 to 2002. This is particularly caused by a steady increase in the share of exploratory and predictive papers; the portion of conceptual papers remains more or less constant across time. This increase is paralleled by a steady decrease in the percentage of descriptive papers and, to a lesser extent, by a relative decrease in the percentage of prescriptive papers (Figure 4), despite an increase in their absolute numbers (Figure 6). In the CSP dataset, the rela-tive increase in the number of theoretical papers needs to be ascribed to the emergence of predictive papers in the late 1980s (Figure 3).

Citations. Citation patterns are relevant to see which publications, and what type of research, has been influential on the literature. It should be noted that information about the number of times a paper has been cited in later publications is available only in WoS/SSCI and not in ABI/Inform.

Figure 3. Epistemological Orientation—CSP, % of Total 3-Year Periods
Note: CSP = corporate social performance.
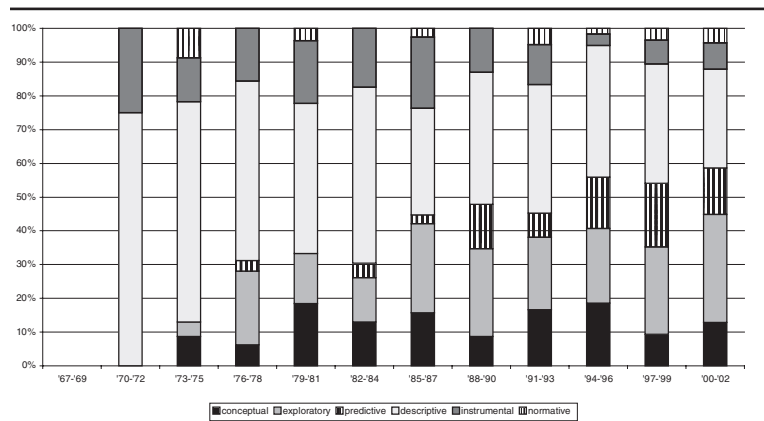
Figure 4. Epistemological Orientation—CSR, % of Total 3-Year Periods
Note: CSR = corporate social responsibility.

We were able to obtain citation data for 76 (49.0%) entries out of the CSP dataset, and for 225 (44.6%) out of the CSR dataset. Table 4 indicates which papers are cited most often. We arbitrarily chose a cutoff point at 50% of the total number of citations to each dataset, resulting in this core set of 20 papers. The papers are predominantly published in Academy of Management journals (12 out of 20), whereas the dominance of one specialist journal—*Journal of Business Ethics*—in the number of publications is not reflected in the number of citations. It should be noted, how-
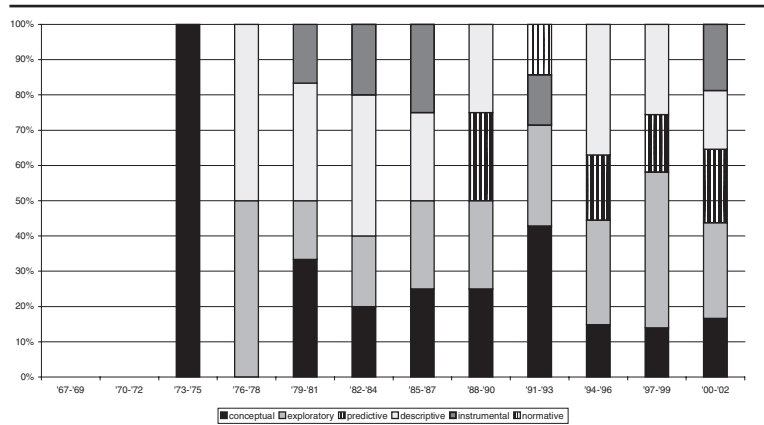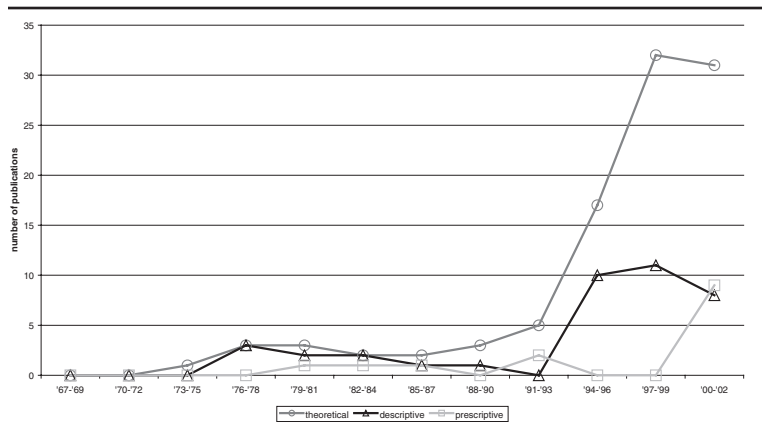
Figure 5.   Epistemological Orientation, Aggregated—CSP, 3-Year Periods
Note: CSP = corporate social performance.
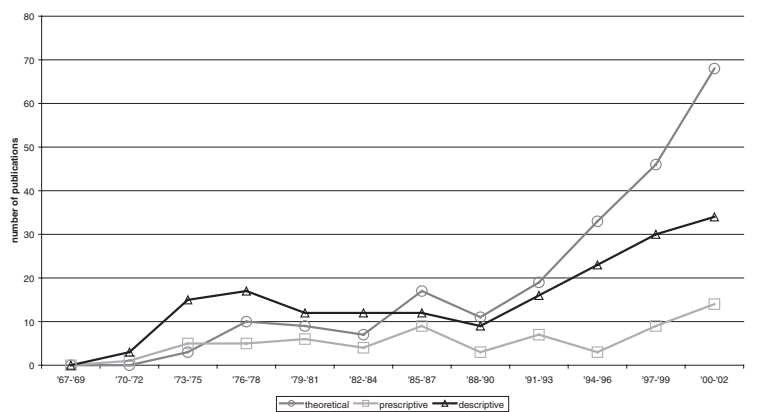
Figure 6.   Epistemological Orientation, Aggregated—CSR, 3-Year Periods
Note: CSR = corporate social responsibility.

ever, that *Business & Society*, the other specialist journal, is not indexed by WoS/SSCI. It is therefore underrepresented in our citation analysis: Although citations within *Business & Society* are not covered, citations by papers in indexed journals to papers in *Business & Society* are covered. In terms of their epistemological orientation, all 20 papers are theoretical (6 conceptual, 9 exploratory, and 5 predictive).

Title word analysis. We extracted frequently used, relevant words from the titles of the papers in our datasets; then identified the most frequently

Table 4
Most Cited Articles in CSR, CSP and CSRCSP Datasets[a]

Dataset	Reference	Number of Citations[b]
CSP	Jones (1995)	119
CSRCSP	Wood (1991)	117
CSP	Mitchell, Agle, and Wood (1997)	107
CSR	Aupperle, Carroll, and Hatfield (1985)	96
CSR	McGuire, Sundgren, and Schneeweis (1988)	91
CSRCSP	Clarkson (1995)	72
CSR	Cochran and Wood (1984)	64
CSRCSP	Wartick and Cochran (1985)	63
CSR	Klassen and McLaughlin (1996)	61
CSRCSP	Waddock and Graves (1997)	48
CSR	Bowman and Haire (1975)	46
CSR	Alexander and Buchholz (1978)	45
CSR	Abbott and Monsen (1979)	44
CSR	Arlow (1991)	40
CSR	Robertson (1993)	37
CSR	Greening and Gray (1994)	36
CSR	Brown and Dacin (1997)	35
CSR	Sturdivant and Ginter (1977)	34
CSR	Turban and Greening (1997)	34
CSR	Spicer (1978)	33

Source: Collected online from WoS/SSCI on May 13 to 14, 2004.
Note: CSR = corporate social responsibility; CSP = corporate social performance. The full references are listed in the References section.
a. Table is only indicative because ABI/Inform does not provide information of citation patterns.

applied word pairs; and finally, using Automap software, visualized the linkages between word pairs in two maps that represent two periods of time. As an illustration, we mainly focus on the text analysis of the CSP dataset (Table 5) because for the CSR, the same patterns apply (Table 6). As title word frequencies from the CSP dataset show (Table 5), there is an increase in theory-related terminology across time. Furthermore, this table shows that an increasing number of issues is being addressed. New concepts are increasingly linked to CSP. This could be interpreted as a broadening of the literature. The CSR word frequencies presented in Table 6 show a similar pattern.

Co-word analysis. Table 7 provides a representation of frequently used word pairs that were retrieved from paper titles in the CSP dataset. It is an additional illustration of the evolution of central concepts in the field of CSP. From this table, it can be seen that in each period of time, several

clusters are applied frequently. Although these clusters certainly have some clear mutual relationships, such as corporate-social-reporting and corporate-social-financial-performance, some variety among the different word pairs can be observed. Furthermore, it can be seen that the number of word pairs appearing twice or more in the dataset is expanding across time. New pairs focus on stakeholders, business ethics, and quality management, whereas the selection of CSP-related terms also increases. In the 1990s, the word pair *empirical examination* is fairly prominent.

In Figures 7 and 8, two concept maps are shown that draw on the CSR dataset. These maps have been developed from the list on which Table 6 was based. These two maps provide a comparison between the situation in the 1980s and in the 1990s, not only showing the increased number of concepts that are included in the titles but also indicating the increasing linkages between the different concepts. A remarkable feature that is demonstrated by these maps is the solid connection between CSR and CSP mediated through financial performance. Also, the two different sides of the map seem to indicate that CSP is more concerned with institutional embeddedness (e.g., through concepts such as disclosure and measuring) and CSR more with stakeholder dialogue and interaction with social groups (e.g., through concepts such as response, relations, and debate). Apart from the centrality of a performance-related cluster, also a cluster around business and ethics can be observed in both figures. The period 1994 to 1999 is characterized by more linkages and clusters. Obviously, these findings are affected by the number of publications in each of these periods (38 in the first period, 87 in the second one).

DISCUSSION

Where do our results lead to? We started this article by indicating that there was not much clarity about the actual level of progress that has been made in the field of CSR/CSP. Our exploration was motivated by two observations: first, that the social responsibilities of business, firms, and managers have remained a much debated topic in the academic literature during the past years and, second, that different views can be distinguished on whether and how this academic literature has evolved throughout time. We distinguished three views: progression, variegation, and normativism. To explore which view better describes the evolution, if any, of the CSR/CSP literature during a period of 30 years, we applied a variety of methods.

An important limitation of our study is in these methods: We mainly used abstracts and titles, rather than full papers. The epistemological

Table 5
Word Frequencies CSP

1976-1981		1982-1987		1988-1993		1994-1999		2000-2002	
CSP	7	CSP	3					CSP	17
social	4	social	4	social	10	social	8	social	3
corporate	3	corporate	2	corporate	8	corporate	10	corporate	9
		performance	3	performance	10	performance	15	performance	9
reporting	2								
accounting	2								
		CSR	3						
		accountability	2						
conceptual	2			theory	2	theory	4	theory	3
				study	2				
				empirical	2	empirical	6		
						examination	7		
						research	4		
						model	3	model	3
						implications	3		
								measuring	3
								measurement	3
								case	3
issues	2			issues	3				
		economic	2						
				management	2	management	6		
						stakeholder	12	stakeholder	4
						financial	10	financial	6
						relationship	4	relationship	4
						institutional	5		
						organizational	5		
						fortune	4		
						ethics	3	ethics	4
								attractiveness	3
								environmental	3
								CS	3
								citizenship	3
								business	5
								organizational	4
								firms	4
								firm	3

Note: CSP = corporate social performance; CSR = corporate social responsibility; CS = corporate social.

classification was based on a close reading of abstracts and only in case of disagreement between the two coders, the full paper was examined. It might be the case that upon reading the entire paper, some of the judgments would be different. We discuss this later in this section. For the word frequency and co-word analyses, we relied on the titles, because these were available electronically. Extending these procedures for text analysis to also include abstracts will certainly reveal additional concepts

Table 6
Word Frequencies CSR

1976-1981		1982-1987		1988-1993		1994-1999		2000-2002	
CS	43	CS	16	CS	9	CS	14	CS	14
corporate	7	corporate	13	corporate	9	corporate	21	corporate	17
social	16	social	13	social	9	social	12	social	6
performance	5	performance	6	performance	5	performance	15	performance	8
responsibility	37	responsibility	14	responsibility	9	responsibility	7	responsibility	5
management	7	management	5	management	5	management	11	management	7
business	8	business	9	business	7	business	15	business	8
		CSR	21	CSR	23	CSR	31	CSR	40
CSP	7			CSP	8	CSP	27	CSP	18
attitudes	5	attitudes	4						
				ethical	3	ethical	5	ethical	7
		ethics	4	ethics	8	ethics	8	ethics	8
accounting	6	accounting	4						
		accountability	3						
disclosure	3							disclosure	4
reporting	6	reporting	3					reporting	7
responsiveness	3					responsiveness	7		
response	3	response	3						
survey	3			theory	3			theory	8
model	3	empirical	3	empirical	3	empirical	4	empirical	6
		analysis	3			examination	9		
		debate	4					case	5
								framework	4
						financial	12	financial	9
				issues	4	issues	4		
								relationship	6
				stakeholder		stakeholder	7	stakeholder	5
				environment	3	environment	13	environmental	5
market	3			marketing	4				
public	3	public	3			consumer	4		
		process	4	policy	3			community	5
						orientation	5	orientation	4
						relationship	5		
						impact	4		
						determinants	4		
						implications	4		
						fortune	4		
						role	4		
								responsible	6
								perspective	6
								socially	4
								investment	4
enterprise	3			multinational	3			firm	8
corporation	3			corporation	3	corporation	5		
						organizational	8	organizational	4
						industry	4		
						institutional	5		

Note: CSR = corporate social responsibility; CS = corporate social; CSP = corporate social performance.

and frequencies. Still, several observations can be drawn from our current analysis.

We observe that *corporate social responsibility* has increasingly been drawn together in title words and replaced by the abbreviation CSR. This

Table 7
Word Pair Frequencies CSP

1976 to 1981			1982 to 1987			1988 to 1993			1994 to 1999			2000 to 2002		
2	accounting	CSP	3	social	economic	10	social	performance	4	corporate	performance	6	financial	performance
2	corporate	reporting	2	economic	performance	8	corporate	performance	2	corporate	financial	2	CS	financial
2	corporate	social	2	social	performance	8	corporate	social	4	social	performance	2	CS	performance
2	social	reporting	2	social	disclosure	2	effectiveness	performance	2	social	financial	2	CSP	financial
						2	issues	management	10	financial	performance	2	CSP	performance
									2	firms	financial	3	CSP	attractiveness
									2	firms	performance	3	relationship	CSP
									2	performance	empirical	2	business	ethics
									2	quality	management	2	corporate	citizenship
									2	relationship	financial	2	corporate	social
									5	empirical	examination	2	measurement	CSP
									2	social	issues	2	measuring	corporate
									2	stakeholder	relations	2	measuring	performance
									2	stakeholder	salience	2	corporate	performance
									2	stakeholder	theory	2	stakeholder	theory
												2	CSP	firm

Note: CSP = corporate social performance; CS = corporate social. The highlighted sections are most prominent word pairs per period. In most instances, these are combinations of three related terms (in 1976 to 1981, for instance, *corporate*, *reporting*, and *social*). The main exception is in 1994 to 1999 where *empirical* and *examination* is a sole word pair.
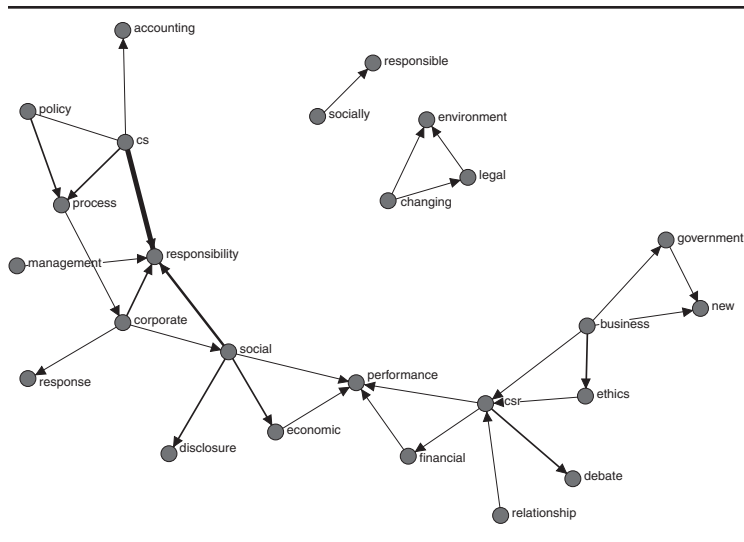
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Figure 7. Word Pairs CSR, 1982 to 1987
Note: CSR = corporate social responsibility.

same phenomenon can be observed for CSP. In the growth of the CSR/
CSP literature, there is an increasing integration with regular business and
management studies as the publications in mainstream management jour-
nals show. Combined with the increased number of publications in the
1990s, this suggests that the fields of CSR and CSP have become well
established. However, based on our results, it is difficult to retrieve the dis-
tinct periods that Gerde and Wokutch (1998) found. In the periods they
characterized as "development and expansion" and "institutionalization,"
they observed a significant increase in the number of theory-testing
papers. However, in our set of papers, these two periods cannot be distin-
guished, neither in the number of publications nor in their epistemological
orientation.

We further observe that many of the papers that discuss the CSP–FP
link are in the descriptive category. These papers often involve reexamina-
tions of previous findings, comparisons between different measures of
CSP, or applications of CSP–FP links in yet another setting (different
countries, different industries). We labeled these studies as *descriptive*
because they do not move on to providing a theoretical contribution.
These papers seem to be stuck in a repetitive mode—an observation Col-
lins (2000) also made concerning progress in the field of business ethics—
as they do not so much build on each other's work but mainly repeat or cri-
tique it without providing underlying causal relationships. It can be

Figure 8.   Word Pairs CSR, 1994 to 1999
Note: CSR = corporate social responsibility.

suggested that such studies are done to increase legitimacy for the field of business and society; if a positive CSP–FP link was to be found, then pragmatic reasons—increased performance—would be added to the moral arguments as to why firms should attend to their social responsibilities (Rowley & Berman, 2000).

So which of the three views provides a better description of developments in the CSR/CSP field? What is clear is that the normativist view is not substantiated by our analysis. Papers that have been characterized as being prescriptive make up only a small portion of the total number of papers in our datasets, and relatively few words from our text analyses point at normative issues. Yet some normative work might be "hidden" in other papers, especially in the descriptive ones, which, according to our definitions, focus on reporting facts or opinions without any intention of providing a theoretical or prescriptive contribution. If this were the case, we would have fallen victim to a sort of inversed naturalistic fallacy; the paper abstract was written in a descriptive fashion, or we understood it to be descriptive, whereas the author's real intention was to suggest how things should be. Another possibility might be that normative and instrumental tendencies are hidden in predictive papers.[8] If such cases would have been found, however, we would probably maintain that these papers should still be classified as predictive. In such instances, the prescriptive preferences of the author have been transformed into a prediction as to

whether the prescription is effective. The central point of the paper therefore would be theory testing. Of course, the author would be sincere if he or she acknowledged that his or her preferences for increased levels of CSR/CSP are the reason for being interested in exploring the relationship in the first place, but then the discussion would turn to a general argument regarding the normative underpinnings of any type of research (see Note 2).

Our data provide support for both progression and variegation. The increasing dominance of CSR/CSP as central concepts, and the association of new terms can be regarded as an indication that the field is vibrant and developing. In combination with the number of often cited key papers in high-ranking journals, it seems that CSR has truly arrived as a managerial and strategic specialty. Support for this progressive view is found in the increase of theoretical papers in both datasets and especially in the increase of the subset of predictive papers. Also, the prominence of CSR/CSP papers in the Academy of Management journals and the number of citations these papers attract indicate progression. However, there is also an increasing number of differentiated concepts that are associated with the central concepts of CSR and CSP, and descriptive work maintains a strong position in both datasets, next to the strong presence of theoretical papers. These findings lend support to the variegational view. The association of other concepts with the CSR/CSP core then may reflect changing priorities in society, rather than a refinement and further operationalization of the general central concepts in more specific fields, as was suggested by Carroll (1999).

It is difficult to draw any strong conclusions concerning which of the latter two views provides a better description of the actual developments in this field. This question could be addressed in various ways. A first and obvious way would be to make a more in-depth analysis of the papers' contents, as was done in a recent review on corporate political action (Lamberg, Skippari, Eloranta, & Makinen, 2004). Another way of moving forward would be to analyze citations to core papers in the CSR/CSP field as identified in Table 4. In a progressive field, authors would supplement each others' findings, test one another's propositions, propose alternative explanations, and so forth. Progression would be more likely if citations to core papers in the CSR/CSP field were for their actual content and not for some socially constructed interpretation thereof (cf. Mizruchi & Fein, 1999) or as "token" references to show social connectedness to the CSR/CSP field (Liu, 1993). Such research profiling could reveal topical relationships and research trends (Porter, Kongthon, & Lu, 2002) and investigate coherence in a certain field.

Variegation or progression might also be revealed by studying co-citation patterns within the different fields to which the CSR/CSP literature yielded (Carroll, 1999). Our own exploration (see Note 3) suggests that authors are selective in how to position their paper: Fields such as issues management, corporate citizenship, corporate philantropy, and social accountability seem to have emerged as distinct literatures, but Carroll's suggestion is that such fields have a common ancestor in the field of CSR/CSP. Yet how different they are is unclear. This question could be addressed by analyzing what previous papers these new fields build on and how they are used. If high levels of similarity in co-citation patterns were found both within and across these fields, then support for variegation would be stronger. In the scenario of high degrees of co-citation within each distinct new field, but little overlap across fields, then progression would be the more likely explanation. This progression need not be within the CSR/CSP field itself but might be on the basis of its refinement and specialization into specific and relatively independent subfields. In a sense, the emergence of CSP as a separate stream of literature from the CSR mainstream could then also be considered an early example of progression into a specific subfield. Such subfield progression need not be paralleled by progression within the CSR mainstream; indeed, variegation in the CSR literature might fulfill a very important role as a nursery room out of which every now and then specific subfields of inquiry emerge, eventually losing touch with their ancestors.

Further suggestions for how the field might advance are beyond the confines of our exploration. Having taken stock of the current CSR/CSP literature and considering how variegation and progression might be related, we can, however, suggest ways how to address the literature's current limitations (Rowley & Berman, 2000; Walsh, Weber & Margolis, 2003). The following ideas to study sidestreams from the current mainstream have both theoretical and practical implications. For example, to investigate how companies become more responsible (e.g., under pressure from investors, consumers, nongovernmental organizations, or activist groups; cf. Bartley, 2003; Brinkmann, 2004; Guay, Doh, & Sinclair, 2004) might be more productive than focusing on the financial performance related to alleged CSR/CSP practices. Furthermore, rather than focusing on traits of different populations of current or future decision makers (such as managers and business students) as predictors of their propensities to endorse CSR principles and practices, it might be more productive to study the consequences of such principles and practices to employees and other stakeholders, as well as conditions for these stakeholders' continued support to the decision makers' firm (cf. Klein, Smith, & John, 2004; Sobczak, 2003). Finally, it might be more productive to

investigate how instruments for measuring CSR (such as codes of conduct, standards and international norms) develop institutional weight (cf. Déjean, Gond, & Leca, 2004) and how they might contribute to regulating the global firm (cf. Gendron, Lapointe, & Turcotte, 2004) rather than focusing on the similarities and differences among such standards, or on their moral justification.

We conclude our exploration by restating the contribution of this article. Although earlier studies already have taken stock of the state of the art in the CSR/CSP literature (cf. Carroll, 1999; Gerde & Wokutch, 1998; Griffin & Mahon, 1997; Rowley & Berman, 2000), our analysis extends and complements these findings by using bibliometric methods and by visualizing changes in the epistemological orientation of papers on CSR/CSP. The views that stress progression and variegation can find some support in our analysis. It seems that in CSR/CSP research, two processes are occurring simultaneously: There is a tendency to build on each other's work, to develop propositions, and to test theories. But at the same time, new constructs and new linkages are continually being proposed, as shown in the diverging number of issues found in the title word analysis. In this article, we have shown that the field of CSR/CSP has become firmly embedded in the management sciences. Each of the indicators we applied can be interpreted as a sign of growth of this field of research that has potentially more to offer than it currently does.

NOTES

1. As one reviewer noted, *compete* here might sound more fiendish than actually is the case, as most people working in the field of social issues in management would not care much for what the work is called. Although that will be true for many researchers, there seems to be some definitional struggle in this area as well. For example, Matten, Crane, and Chapple (2003) made an effort to indicate why the term *corporate social responsibility*, in their view, would not suffice (and why *corporate citizenship* might be a better catch-all phrase). Such different insights on definitions might be regarded as a competition of ideas.

2. In a sense, all management research is normative, as it tends to uncritically accept certain things as a given. For example, researchers using business financial performance as a dependent variable show an (implicit) preference as to that increased financial performance is a good thing; agency theorists accept that there are principles and agents and that agents are to act in their principles' interests; researchers on competitiveness tend to accept that increased competitiveness is a good thing. From this understanding, theories on social issues in management such as corporate social responsibility/corporate social performance, corporate citizenship, and stakeholder theory are normative in a dual sense. First, and parallel to the examples cited above, theorists in these fields tend to accept that firms have social obligations and multiple stakeholders that need to be attended to. Second, they feel obliged to defend or justify the relative unorthodoxy of this position (or they are challenged to do so) and

consequently substantiate their preferences by a recourse to ethical arguments. It is this second meaning of normativism that distinguishes the social issues, stakeholder, and related literatures from more traditional management research.

3. In August 2003, we did additional searches in WoS combined SCI-EXPANDED/ SSCI/A&HCI, all years, as appearing in article title, keywords, or abstract. One dataset was based on searches into *corporate philanthropy*, *business philanthropy*, and *corpor* contribution**, containing 57 entrees. Another was based on *corporate* accountability* and *social accountability*, containing 34 papers. A third was on *corporate citizen** and *business citizen**, containing 46 papers. A fourth on *issue* management*, containing 47 papers after deleting papers with punctuation marks between *issue** and *management*. A combi dataset was created on the basis of these four sets with 186 references, including 5 duplicates. We then checked for overlap between the combi set and the CSRCSP dataset we used for our analyses. There was less than 10% overlap: 15 papers from this combi dataset (181 entrees) also appeared in the combined CSRCSP dataset (549 entrees) we used. We consider this sufficient justification to conclude that these are separate literatures.

4. Following a reviewer's remark, we searched the WoS SSCI database for *stakeholder** on February 22, 2005. This resulted in 3.308 hits; this large amount provides an additional reason not to include stakeholder-related search terms in our analysis.

5. Conceptually, Table 1 is based on a positivist stance toward research, not because we believe that academic research is actually, or solely should be, conducted according to the norms of methodological positivism and not because we think that alternative stances to research are not viable or valuable, but because most of the social science and business journals demand from their authors to frame their contributions in a positivist format.

6. Full steps for these procedures can be found in the *Automap User's Guide* (Carely & Diesner, 2005).

7. Included in UCINET and available on http://www.analytictech.com.

8. We thank an anonymous reviewer for having made this suggestion.

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