

COMPANY'S SOCIAL RESPONSIBILITY - A CHALLENGE FOR CONTEMPORARY WORLD

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Abstract

This paper is an essay, a challenge to reflection and debate about the concept of company's, or corporation's social responsibility concept (CSR). The fundamental resorts constituting the background of promoting this concept are investigated through critical analyses. As well as the (economic, legal, moral and philanthropic manifestation forms of CSR, and its (reactive, defensive, adjustment and pro-active) typology, the (positive and negative) motivations that determine companies to adopt a more and more responsible and coherent attitude with respect to the internal dimension, and the external one of CSR. It is estimated that CSR's viability could be proven only to the extent it will gain a planetary size, so as to assist not only to economies globalisation, but also to a "social justice globalisation".

Key words: *social responsibility, economies globalisation*

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