

CORPORATIVE SOCIAL RESPONSIBILITY, PARTNER OR OPPONENT OF KNOWLEDGE MANAGEMENT?

Anca Maria HRISTEA

Ph.D., lecturer, Academy of Economic Studies from Bucharest
amhratea@yahoo.com

Abstract: It appeared as an initiative of the big transnational companies in their fight for the maintaining and the improvement of their competitive position, Corporative Social Responsibility imposes itself nowadays as an innovative concept, usually associated to “society based on knowledge” that has as a purpose the improvement of the organization’s relationship with the environment (internal and external) and also on gaining some important advantages in connection to the competition. On the other hand, Knowledge management became in the last few years one of the most recent and innovative ways of formation, certification and international cooperation in the field of global consulting, that has as a final target the creation of value and the generation of competitive advantages at an organizational level. The convergence of both concepts towards the final purpose of improving the competitive advantages leads to the conclusion that both Corporative Social Responsibility and Knowledge Management are challenging intercession, of maximum interest, that conditions the evolution of modern society, even if sometimes they merge together, most of the times they complete each other while other times they are in opposition because of the actual state of the research. The paper focuses mainly on the systematical analysis of the concept of Corporative social responsibility at the level of economic entity, because the content of the notion of Knowledge Management is better known within the Conference, and the participants can formulate their own pro and con opinions in the relationship Corporative social responsibility – Knowledge Management.

Keywords: corporate social responsibility, business ethics, knowledge management, stakeholders, commitment, performance, sustainability, competitive advantage.

Bibliography:

1. Aggeri, Frank., Acqueir, Aurelian. *La Théorie des Stakeholders Permet-elle de Rendre Compte des Pratiques d’Entreprise en Matière de RSE ?*, XIVème Conf. Int. de Management Stratégique, Pays de la Loire, Angers, 2005.
2. Batellier, Pierre., Rauffet, Emmanuel. *Responsabilite Sociale de l’Entreprise*, Montreal: Presses Internationales Polytechniques, 2008.
3. Beji-Becheur, Amina., Bensebaa, Faouzi. « *Responsabilité Sociale de l’Entreprise: les Apports Prometteurs du Pragmatisme* », XIVème Conf. Int. de Management Stratégique, Angers, 2005.
4. Bodet, Catherine., Lamarche, Thomas. *La Responsabilité Sociale des Entreprises comme Innovation Institutionnelle. Une lecture régulationniste*, *Revue de la régulation*, no. 1, juin, 2007.

5. Capron, Michelle., Quairel-Lanoizelle Françoise. Mythes et Réalités de l'Entreprise responsable, Paris: La Découverte, 2004
6. Crane, Andrew., Matten, Dirk., Spence, Laura. Corporate social responsibility: readings and Cases in a Global context., London: Routledge, 2008.
7. Crane, Andrew. et al. (eds) , The Oxford Handbook of Corporate Social Responsibility, London: Oxford University Press, 2008.
8. Kotler, Phillip. and Lee, Nancy, Corporate social responsibility: doing the most good for your company and your cause, London: Wiley, 2005.
9. Phillips, Robert. Stakeholder theory and organizational ethics, London: Berrett-Koehler, 2003.
10. Robert L. H., and Lan N. 2008, Corporate Social Responsibility, http://www.instituteforpr.org/essential_knowledge/detail/corporate_social_responsibility/htm, 2010
11. Ronald, R. Sims. Ethics and Corporate Social Responsibility: Why Giants Fall, New York: Praeger Publishers, 2003
12. Van Tulder, R. International business-society management: linking corporate responsibility and globalization. London: Routledge, 2006.
13. AFNOR, 2 oct. 2008, 1ers États Généraux de la Responsabilité Sociétale. Colloque «ISO26000: une révolution silencieuse?», Paris, <http://www.iso26000-forum.com/ISO26000.pdf>.
14. “Responsabilité Sociale des Entreprises: une contribution des entreprises au développement durable”
http://europa.eu/legislation_summaries/employment_and_social_policy/employment_rights_and_work_organisation/n26034_fr.htm.
15. Responsabilité Sociale des Entreprises: Guide de mise en oeuvre à l'intention des entreprises canadiennes, August 2010, <http://www.ic.gc.ca/eic/site/csr-rse.nsf/fra/rs00126.html>