

Chapter 6

Corporate Social Responsibility Definitions and Practice in Emerging Economies

Sorbarikor Lebura

 <https://orcid.org/0000-0002-4318-0000>
Rivers State University, Nigeria

Igazeuma Adikema Okoroba
University of Port Harcourt, Nigeria

ABSTRACT

This chapter looks at the concept of corporate social responsibility (CSR), specifically in terms of the diverse definitions and perspectives of it that currently exist within emerging economies. This is explored from its foundation and the interaction between business and society across different emerging economies. This discourse is linked to the interplay between corporate governance and corporate social responsibility across emerging economies. This is hinged on the influences of both the academia and industry, as the definitions of the former does contribute to the practical application of the concept by practitioners and vice versa. The chapter is divided into three sections, which are definitions, perspectives, and case studies, with each of these focusing on the issues as they affect the theme of the chapter.

DOI: 10.4018/978-1-7998-6669-5.ch006

INTRODUCTION

The ideological underpinnings of social responsibility and its relationship to emerging societies can be explored through a historical perspective. According to Spector (2008), the roots of the CSR movement trace back to the early years of the old war when companies were encouraged to show why private economic development produced better results than socialist alternatives. The movement was led by academics and executives who advocated on the Harvard Business Review. In defence of free-market capitalism, they advocated for expanded business social responsibility. The pace of advancement in CSR depends on factors such as the continent where business is domiciled, the philosophy of decision makers, government disposition towards business, national cultures and other factors. Due to the influence of globalization, countries review their stakeholder relations policies in the context of local realities. As a result of this, different interpretations of CSR have emerged, differentiating the Western style of CSR from those of developing countries. Frynas (2005) opines that CSR has fallen short mainly due to a synthesis of fundamentally flawed approaches, procedures and inadequate CSR packages often adopted by Multinational Corporations in developing countries. Such flawed approaches contrast with sound business ethics upheld and enforced conscientiously in the home countries of such corporations. Others argue that CSR is but the newest manifestation of business ethics (Blowfield and Frynas, 2005). According to this school of thought, CSR emerged as corporation's response to the increasing campaigns of environmental activists and local communities during the 1980s and 1990s. This new wave of CSR aimed to reduce the agitations from these quarters. These underline the differences that could exist both in the definition and practice of the concept across the globe, but this chapter focuses on the perspectives of the emerging economies.

This chapter aims to achieve the following objectives;

- to provide clarity on the foundations of CSR practice in the emerging economies.
- to contribute will contribute to better understanding what drives CSR in emerging economies by exploring the different perspectives using case studies within emerging economies.
- to stimulate scholars' interest in further research on the subject.

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/corporate-social-responsibility-definitions-and-practice-in-emerging-economies/266723

Related Content

The Effects of the Reformed C.A.P. to Cereal Crops

Theodoros Markopoulos, Sotirios Papadopoulos, Christos Karelakis, Konstantinos Galanopoulos and Konstadinos Mattas (2017). *International Journal of Food and Beverage Manufacturing and Business Models* (pp. 1-12).

www.irma-international.org/article/the-effects-of-the-reformed-cap-to-cereal-crops/196167

Measurement of Total Quality Management of Private Universities: A Quality Function Deployment Approach

Astri Ayu Purwati, Yusrizal, Teddy Chandra, Achmad Tavip Junaedi, Muhammad Luthfi, Hamzah and Stefani Chandra (2021). *International Journal of Applied Management Theory and Research* (pp. 73-85).

www.irma-international.org/article/measurement-of-total-quality-management-of-private-universities/268900

Global Income Inequality, Trickle-Down Economics, and Charity in Islamic Economics

Mohd Nayyer Rahman and Badar Alam. Iqbal (2021). *International Journal of Applied Management Theory and Research* (pp. 38-47).

www.irma-international.org/article/global-income-inequality-trickle-down-economics-and-charity-in-islamic-economics/279654

Workplace Discrimination: The Most Critical Issue in Managing Diversity

Shikha Sharma and Nimarta Mann (2018). *Management Techniques for a Diverse and Cross-Cultural Workforce* (pp. 206-223).

www.irma-international.org/chapter/workplace-discrimination/198232

Digital Competencies in the Global Curriculum Landscape: A Comprehensive Analysis of Countries' Educational Approaches in the Technology Era

Mustafa Öztürk Akcaolu and Burcu Karabulut Cokun (2024). *Educational Perspectives on Digital Technologies in Modeling and Management* (pp. 150-167).

www.irma-international.org/chapter/digital-competencies-in-the-global-curriculum-landscape/336516