

# **Corporate Responsibility Research Conference 2010**

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## Abstract

### **Corporate Social Responsibility and Innovation Is CSR a Catalyst for Competitiveness in High-Tech Industries? Focus on the Pharmaceutical sector**

The pharmaceutical industry is pushed to constantly innovate in order to remain competitive as it evolves in a risky and uncertain environment. Because of the ever-growing rise of interest in health(care) by the society, the way it operates is constantly scrutinized from an ethical viewpoint. And yet corporate social responsibility (CSR) in the pharmaceutical industry has often been questioned, the firms being accused of making a profit out of a public good, a fundamental right: health.

Although extensive references have been made in the literature about the importance of CSR adoption for the sustainability strategy of the company, not much has been said about the links and possible interactions between innovation and CSR.

Can CSR be a source of innovation and competitiveness for firms? What are the dimensions and factors leading to such a relationship? The research aims at analyzing this fit within high-tech industries in order to construct a typology of innovative behaviours linked to CSR and relying on a stakeholders approach.

Starting from a review of the literature, we carry out an exploratory research within several EU pharmaceutical companies. The first phase of the research consists in identifying various proxies that can be used to measure the level of integration of innovation and CSR in the organization and strategy of those firms, to construct a database. The aim is to see if some links can already be made between CSR and innovation.

Responsibility and activity reports of the companies will also be analysed through textual analysis software (Weft QDA).

In a second step, our research should face the conclusions of those analyses with the on-site reality, through actors' interviews (R&D and CSR managers, researchers and external stakeholders) and action research in some firms. This should help us to determine how to integrate corporate social innovations in the business model of the organizations via new strategic visions.