

## **Exploring the societal and environmental impacts of corporate social responsibility**

Robert Kudłak<sup>1</sup>, Ralf Barkemeyer<sup>2</sup>, Lutz Preuss<sup>2</sup> and Anna Heikkinen<sup>3</sup> (editors)

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### **Call for Book Chapters**

#### **Book Overview**

Corporate social responsibility (CSR) has enjoyed an enormous growth in interest among decision-makers in industry, government and the third sector. Yet as an academic subject, CSR has been researched largely at individual company level (as a unit of analysis), whereas other levels, such as the macro-level of the CSR impacts on the wider socio-economic system, have received less attention (cf. Aguinis and Glavas, 2012). This perspective is reflected, for example, by a long tradition of research exploring the business case for CSR, i.e. the argument that corporate responsible behavior can improve a company's economic performance and competitiveness (Orlitzky et al., 2003). In contrast, evidence of social and environmental impacts of CSR remains equivocal and scarce (Devinney, 2009; Walls et al., 2012; Kudłak, 2019). Some scholars go as far as to argue that CSR merely encompasses some symbolic activities of companies (Bansal and Clelland, 2004), offering very little benefit for society and even representing a case of "organized hypocrisy" (Lim and Tsutsui, 2012). Hence, exploring the societal case for CSR deserves more scholarly attention and constitutes the key motivation underlying the current call for chapters.

The purpose of this book is to identify and analyze the impacts that CSR has on society-at-large. We invite works that go beyond the perspective of an individual organization and explore the actual influence of corporate voluntary programs and activities at a wider societal level. For example, this could include research exploring the extent to which CSR helps improve working conditions, alleviate specific environmental challenges, spur sectoral and regional competitiveness and innovativeness, stimulate local economic development,

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<sup>1</sup> Adam Mickiewicz University, Poland

<sup>2</sup> Kedge Business School, France

<sup>3</sup> Tampere University, Finland

achieve the Sustainable Development Goals, etc. The collection of chapters in the book should examine whether and to what extent the voluntary, beyond-compliance activities of companies make any contribution to society.

Exploring the societal case for CSR seems especially important given the complexity of current societal and environmental challenges, often requiring responses that go beyond the influence of national regulators (e.g. labor conditions in international supply chains or climate change). Hence, there is a growing expectation that companies will use some of their power and wealth for the benefit of society-at-large.

### **Format of contributions and schedule**

Initial abstracts should be emailed to [rkudlak@amu.edu.pl](mailto:rkudlak@amu.edu.pl) by 30 June 2020. Files should be prepared in MS Word format, and the file name should be the first author's surname. Please include names, affiliations and contact details of all authors. Abstract length should be of 500-1,000 words and include purpose of the paper, theoretical framework, method applied, and findings.

Abstracts will be peer-reviewed and authors will be notified by the end of July 2020.

Full chapters should contain between 4,000 to 9,000 words and can be empirical, conceptual or theoretical.

### **Important Dates:**

- Deadline for abstract submission June 30, 2020.
- Notification of accepted abstracts August 31, 2020.
- Full chapter submission: December 31, 2020.
- Feedback to authors: February 28, 2021.
- Final chapter re-submission: April 30, 2021.

### **References:**

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