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This weeks’ reading led me to looking at corporate social responsibility and corporate citizenship. Many firms both public and private, medium and large try to practice corporate social responsibility. According to Davis (1960) social responsibility refers to “businessmen’s decisions and actions taken for reasons at least partially beyond the firm’s direct economic or technical interest” (p. 70). Social responsibility also refers to how well an organization serves the interests of society as well as its own (Daft, 2008). Daft (2008) further states that social responsibility is also seen as an important indicator in the performance of the organization alongside, profitability, market share, growth and product quality.

Business owners view social responsibility as to include employees, suppliers, customers, the community, and within the broader conceptualization of sustainability, the planet itself (Ivanevich, Konopaske, & Matteson, 2014). For instance between 2005 and 2011 Heinz reduced greenhouse gases (that are harmful to the atmosphere) by 13.2 %, solid landfill waste by 45.6 %, energy consumption by 15.1%, and water consumption by 21.8% (Ivanevich et al., 2014).. This implies that engaging in social responsibility activities are believed to be positive on the societies and the organizations undertaking them, and some organizational leaders view the expenditure involved as an investment and the activities as strategic.

**References**

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Ivanevich, J. M., Konopaske, R., & Matteson, M. T. (2014). *Organizational Behavior and Management* (10th Ed.). New York: McGraw-Hill Irwin.