A literature review of the History and Evolution of Corporate Social Responsibility

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Abstract

The concept of Corporate Social Responsibility has been around for a very long time and has undergone many transformations since its inception (CSR). However, there is not a historical review that depicts the development of the academic field that can be found in the academic literature. comprehension of the idea in conjunction with national and international happenings that had an impact on the social expectations in regard to proper conduct in the workplace. The purpose of this paper is to offer a unique historical perspective on the perspective on the evolution of CSR as a conceptual paradigm by reviewing the most relevant factors that its understanding and definition have been shaped by a number of factors, including academic contributions, international policies, and important happenings in both the social and political spheres. A comprehensive literature review is the method that is used to accomplish this goal. examines the academic contributions and public events that have had the most significant impact on the evolutionary process.   procedure for CSR and the manner in which they have carried it out. The findings demonstrate that there has been an increase in the understanding of corporate responsibility. evolved from being restricted to the production of profits only to include a wider range of responsibilities to the most recent belief system. that the creation of shared value should be the primary responsibility of companies. The findings also suggest that in light of the fact that Along with the shifting social expectations of how businesses should behave, the concept of Corporate Social Responsibility also evolved. The results obtained imply that corporate social responsibility (CSR) maintains its importance within the context of the academic literature and that it is likely to continue to play a role

literature review….

in business vocabulary at least in the short term, and as a consequence, the authors present a plausible future for CSR that takes into account these shifts in terminology. taking into account its development throughout its history. In conclusion, this study paves the way for additional academic research in the future to investigate how CSR works. can assist in meeting the most recent social expectations that a primary business objective should be the creation of shared value, which in turn can may have tangible effects if corporate social responsibility initiatives are carried out keeping this in mind.

Keywords: Corporate social responsibility, CSR evolution, Sustainable development, Generation of shared value, social responsibility.

Introduction

The current belief that corporations have a social responsibility is not new. Indeed, the business' concern for society can be traced back several centuries (Carroll 2008). However, it was not until the 1930s and 1940s that the role of executives and corporate social performance began to appear in the literature (Carroll 1999), and authors began to discuss what the specific social responsibilities of companies were. In the decades that followed, social expectations of corporate behaviour shifted, as did the concept of Corporate Social Responsibility (CSR). The purpose of this article is to determine which factors and/or events have influenced the evolution of CSR and how they have shaped the concept's understanding. This will allow us to recognise CSR as a concept that reflects the social expectations of each decade and investigate whether it will continue to be relevant in the near future. his review focuses on the most important academic publications and historical events that have had an impact on the evolution of CSR as a conceptual paradigm. The review begins with the historical roots of social responsibility and then explores the early stages of formal and academic writing about corporations' social responsibilities,

progressing to the most recent understanding of CSR. Given the long and varied history of CSR, it is important to note that this article focuses on publications that have provided an original perspective and understanding of the concept of CSR, as well as the most significant papers in this field to the evolution of corporate social expectations.

This article takes a look back at some of the most significant historical moments that contributed to the development of CSR. In particular, the paper focuses on occurrences that played a role, however small, in the decision of corporations to take on larger degrees of social responsibility. This article focuses on the relevant inputs to the definitional construct of the concept, the majority of which are of Anglo-American character. However, it also considers that the growing attention on CSR has been influenced by specific calls for better business practises, such as the European CSR Strategy. Accordingly, this article focuses on the relevant inputs to the definitional construct of the concept. As a result of this, the literature on the subject is not presented in its entirety in this paper; rather, the focus is placed on the primary elements that were responsible for the development of CSR. As a result, the authors provide a synopsis of the development of the idea in the form of a chronological timeline. This enables the reader to follow the history of CSR by pointing out the most significant events that played a role in shaping it as a conceptual paradigm. In addition, the authors highlight the most relevant academic contributions that were made over the course of its development.

The most important thing that this article brings to the table is a well-organized historical review that is supplemented by a chronological timeline detailing the development of CSR. As a result, the article makes a contribution to the existing body of research by investigating how the societal expectations of corporate behaviour in each era have affected both the understanding of CSR and its definitional construct. In addition, this article makes a contribution to the existing body of research on corporate social responsibility (CSR) by presenting a fresh

literature review….

analysis of the development of the concept and contextualising its progression by drawing a connection to the broader shifts that occurred during each era. This paper also makes a contribution to the current understanding of CSR by including a review of the development of CSR in the early twenty-first century. This time period is one that has not been reviewed as much as earlier time periods in the development of the concept, so this review fills in a gap in the knowledge.

Research method

Formal publications and literature on corporate social responsibility were first produced in the 1930s and continue to be relevant today in academic journals, business magazines, books, and reports produced by international bodies in addition to those produced by non-governmental organisations and associations. This indicates that there is a large body of research available on the topic, making it necessary to employ a particular methodology in order to conduct a comprehensive review. Okoli and Schabram (2010) built on from Fink's (2005) definition of a research literature review to define it as a method that is systematic, explicit, comprehensive, and reproducible. In light of these considerations, the research was conducted in accordance with a systematic literature review (SLR), as understood by Okoli and Schabram (2010). It is common practise to use an SLR to summarise existing literature and identify gaps, to describe the available body of knowledge to guide professional practise, to identify effective research and development methods, to identify experts within a given field, and to identify unpublished sources of information (Finn 2005; Okoli and Schabram 2010). This is the motivation for following an SLR.

Due to the extensive nature of the CSR literature, the scope of the research had to be restricted to thematic areas that are directly related to the development and history of the concept. Additionally, the research was restricted to publications with an academic or institutional character due to the fact that these publications

have already been subjected to a rigorous peer review, which indicates that they are of a suitable quality for this SLR. The first step was to look for previously published journal articles by using the terms "corporate social responsibility," "history of CSR," and "evolution of CSR" as search terms in the online databases Science Direct, ProQuest, and Web of Science in addition to the Google Scholar search engine. The searches were performed within the search windows of the websites of each database within the titles, abstracts, and bodies of the articles, and the results were provided in the order of relevance. The titles of the publications were the only criteria used for the first round of selection, which was then followed by a review of the keywords and abstracts of the articles that were most favourable. It was necessary to review the introductions and scopes of some of the articles in order to determine whether or not they were appropriate. The next step in the selection of articles focused on the quality and relevance of the pieces, which was determined by reviewing the level of impact factor of the journal of publication as well as the amount of citations the article had received, specifically looking for a high impact factor for each individual piece of paper. After that, each article was analysed to determine whether or not it was pertinent to the research. A few of the articles provided additional references that were not included in the initial search scope. These references were then looked up online for their evaluation.

An exploration of the historical origins of social responsibility

According to Chaffee (2017), the social component of corporate behaviour can be traced back to the ancient Roman Laws and can be seen in entities such as asylums, homes for the poor and old, hospitals, and orphanages. In addition, the origins of the social component in corporate behaviour can be found in the ancient Roman Laws. This idea of corporations functioning as social enterprises was maintained in English law throughout the Middle Ages, and it was also prevalent in academic, municipal, and religious institutions.

literature review....

Later, it expanded into the sixteenth and seventeenth centuries with the influence of the English Crown, which saw corporations as an instrument for social development and encouraged their growth during those centuries (Chaffee 2017). The English Crown brought its corporate law to its American colonies in the succeeding centuries, coinciding with the expansion of the English Empire and the conquest of new lands. In these colonies, corporations served a social function to some extent1 (Chaffee 2017).

During the eighteenth and nineteenth centuries, the Christian religious philosophy and approach to the abiding social context were seen as a response to the moral failure of society, which was visible in terms of poverty of the overall population in the English Empire and in some parts of Europe. This failure was visible in terms of the fact that people were unable to escape the cycle of poverty (Harrison 1966). This religious approach paved the way for social reforms and for the Victorian philanthropy movement, which perceived a series of social problems revolving around poverty and ignorance as well as child and female labour (Carroll 2008; Harrison 1966). In the late 1800s, philanthropic efforts focused on the working class and the creation of welfare schemes, with examples that could be seen in practise both in Europe as well as in the United States of America (USA). The religious roots of the Victorian social conscience gave Victorian Philanthropists a high level of idealism and humanism. This was due to the fact that the Victorian social conscience had its roots in religious traditions (Carroll 2008; Harrison 1966). An obvious example of this is the formation of the Young Men's Christian Association (YMCA), which was a movement that started in London in 1844 with the intention of applying Christian values to the commercial activities that were prevalent at the time. This idea quickly spread to the United States (see: Heald 1970).

During the late 1800s and early 1900s, the development of welfare programmes followed a paternalistic approach that was intended to protect and retain employees, and some businesses even looked into improving the quality of life of their workers (Carroll 2008; Heald 1970). According to Heald (1970), there were clear examples that reflected the social sensitivity of businessmen. These examples included the case of Macy's in the United States, which in 1875 contributed funds to an orphan asylum and by 1887 labelled their charity donations as Miscellaneous Expenses within their accounting books, and the case of Pullman Palace Car Company, which created a model industrial community in 1893 with the aim of improving the quality of life of its employees. Both of these examples can be found

In addition, during this time period, there was an increase in urbanisation and industrialization, which was characterised by production on a large scale. This resulted in new challenges for farmers and small corporations to keep up with the new interdependent economy, the formation of unions by workers looking for better working conditions, and a middle class worried about the loss of religious and family values in the new industrial society. These new challenges and concerns were brought about as a result of the new interdependence of the economy (Heald 1970). In response to these new challenges, and with the intention of achieving harmony between the working force and the industry as a whole, some leaders in business have established organisations for the purpose of promoting values and improving working conditions. Such was the situation with the Civic Federation of Chicago, which was established as an organisation to advocate for improved working conditions. Within this group, religious ideals and economic goals were brought together, along with a sense of civic pride (Heald 1970).

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literature review….

maintenance of an equilibrium with the demands of their customers, their labour force, and the community. This was a responsibility that was passed down from generation to generation (Carroll 2008). Because of this, managers came to be seen as trustees for the various sets of external relations that the company had, which ultimately resulted in corporations taking on social and economic responsibilities (Carroll 2008; Heald 1970).

After that, with the growth of business during World War II and the 1940s, companies began to be seen as institutions with social responsibilities, and a wider discussion of such responsibilities began to take place (Heald 1970). This was the beginning of the modern era of corporate social responsibility. The Functions of the Executive by Barnard (1938) and the Social Control of Business by Clark are two early examples of the debate regarding the social responsibilities of corporations. Both of these works were published in the same year (1939).

Conclusion

An exploration of the historical origins of social responsibility, according to Chaffee (2017), the social component of corporate behaviour can be traced back to the ancient Roman Laws and can be seen in entities such as asylums, homes for the poor and old, hospitals, and orphanages. In addition, the origins of the social component in corporate behaviour can be found in the ancient Roman Laws. This idea of corporations functioning as social enterprises was maintained in English law throughout the Middle Ages, and it was also prevalent in academic, municipal, and religious institutions. Later, it expanded into the sixteenth and seventeenth centuries with the influence of the English Crown, which saw corporations as an instrument for social development and encouraged their growth during those centuries (Chaffee 2017). The English Crown brought its corporate law to its American colonies in the succeeding centuries, coinciding with the

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literature review....

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