



Corporate Social Responsibility. a Way Forward for Business?

Clement Bourcart

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Bachelor Thesis from the year 2014 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 19/20, , language: English, abstract: Throughout this thesis, the links between CSR (Corporate Social Responsibility) and the performance of the firm are investigated, mainly looking at four dimensions of corporate performance: Supply Chain, Marketing, Human Capital, and Financial. Thanks to the rise of new, sustainable organizational cultures built around social and environmental responsibility, companies can move away from compliance with basic underlying CSR principles as an obligation, to Corporate Social Opportunity, going from simply fulfilling their obligations towards society to actually turning social and environmental involvement into real business opportunities - that is, good business sense.

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