

Corporate Responsibility in a Changing World

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ABSTRACT

Expansion of global markets and global economic integration have raised significant issues regarding social, environmental, and economic corporate responsibilities (CR) within societies and internationally. Across nations, heightened public interest in CR has increased pressures on businesses to proactively demonstrate high levels of ethical conduct, social responsibility, and environmental sustainability. Concomitantly, transnational initiatives for universal codes and standards of CR policies and practices (e.g., the Global Compact, Global Reporting Initiative, World Business Council on Sustainable Development) suggest widespread international support for a reconfiguration of business priorities. While increased implementation of specific CR policies and practices indicates growing acceptance of the notion of corporate responsibility, significant cross-national disparities in prevalence, form, and acceptance remain. Thus, is global convergence on the nature, objectives, and implementation of CR an unrealistic ideal? Which of the three corporate responsibilities—social, environmental, and economic—that comprise the ‘triple-bottom line’ of corporate performance (Elkington, 1997) have the most potential for global convergence? Do societal contexts and personal values affect managerial support for different types of CR?

These overarching questions motivated a multi-level study investigating the influence of societal culture, business context, and individual values on the corporate responsibility (CR) attitudes of 7,478 managers and professionals in 30 societies. This presentation reports the results of this study of macro- and micro-level antecedents of managerial perspectives on different types of corporate responsibilities. If time permits, preliminary results from a 20-country study of societal cultural and business context antecedents of corporate responsibility practices will also be presented.

BIO

Carolyn P. Egri is a Professor of Management & Organization Studies in the Faculty of Business at Simon Fraser University (Canada) as well as a Visiting Professor of Management at Xi’an Jiaotong University (China). Professor Egri has published extensively on the topics of international management, corporate environmental and social responsibility, leadership, and organization change. She is the co-editor of a special issue for the *Journal of International Management* (“The role of corporate social and environmental responsibility in international business”, Forthcoming). Professor Egri has been the Features Editor for the *Organization & Environment* journal, Assistant Editor of the *Journal of Management Education*, guest co-editor of special issues of the *Leadership Quarterly* (“Leadership for environmental and social change”,

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