

Management Organizations and Corporate Social Responsibility

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Abstract

Appreciation of the overall performance organizations cannot distinguish nor ignore the economic and social achievements. Performance is not an objective measure, an attribute of a phenomenon measured independently of observer, but is built by actors in relation to the type of activity and the targets. Appearing on the more supporters of our organizations and placing the responsibility admit such practices as a success in business. Unfortunately, the incipient condition because the concept of the state is incomplete and the right of a market economy, many of non-governmental organizations looking to fine companies that offer financial support, but the current activities harmful to society or nature. Future social responsibility may join in the three current perceptions thereof. A first version can be that the current campaigns stranding the recognition of benefits of this practice. A second version, in the near future most likely, is still the most current spread, and for dealing with social responsibility in a secondary objective and investing only in out to bring benefits. The latest version is for future social responsibility and creates a concept of social entrepreneurship and build on these bases for future companies to consider equally objectivescollar, with the environmental and social.

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