

CORPORATE SOCIAL RESPONSIBILITY AS PART OF THEORETICAL ASPECTS

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ABSTRACT

It is important that the CSR manager within the organization engage internal stakeholders to monitor and study the CSR actions (Werther & Chandler, 2005). By continuously receive information from internal stakeholders on how the company's CSR initiatives and commitment perceived, companies strive to improve and change this view (ibid.). In order to adjust CSR activities with regard to stakeholder views and thereby create value for the company for a long time, organizations should take the necessary measures to address stakeholder concerns (Maon et al., 2009). Such an important measure is to establish dialogues with internal stakeholders. A great deal of research has emphasized the strategic management of corporate social responsibility (CSR). However, gaps remain on how CSR can be effectively integrated with existing business processes. One key question remaining is how to design business processes so that they accommodate stakeholder requirements in an integrated manner. The purpose of this paper is to present a framework that can be used to integrate CSR into business processes. The framework highlights the concept of simultaneous 'top-down integration' and 'bottom-up community-related indicators development' approaches to CSR. These two approaches are elaborated with the help of two cases. The top-down approach focuses on building CSR into existing business initiatives through an integrated management systems (IMS) approach. This paper concludes that an IMS approach provides the infrastructure for the integration of CSR.