Corporate Social Responsibility and Firm Performance: A Configurational Analysis of Strengths and Concerns among U.S. Firms

By

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All interested are welcome
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**ABSTRACT**

Firms in many countries are responding to global pressures to adopt more socially and environmentally responsible practices. Supporters of corporate social responsibility (CSR) programs often claim that voluntary adoption of these practices is not only more ethical, but will also deliver enhanced business performance. The proposed research has two main objectives. First, we examine how firms combine CSR activities in different patterns from a configurational perspective. This approach contrasts to most studies focused on the overall ‘degree’ of adoption. Second, we will integrate both strategic CSR as ‘strengths’ and responsive CSR related to ‘concerns’ over corporate practices, and examine their influence on both positive and negative corporate performance. Our approach will draw on an innovative alternative methodology based on recent innovations in set-theoretic analysis and fs/QCA techniques (Fiss, 2007; Ragin, 2008; Rihoux and Ragin, 2008).