



Die Entwicklung des Corporate-Social-Responsibility-Konzeptes (CSR) (German Edition)

Eva Koscher

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,3, Universität Augsburg, Sprache: Deutsch, Abstract: Rund um das Thema „Verantwortung von Unternehmen“ gibt es eine Vielzahl verschiedener Begriffe. Der Terminus Corporate Social Responsibility (CSR) findet zwar in zunehmendem Maße Verwendung, jedoch bleibt bei näherer Betrachtung häufig unklar, was genau unter der gesellschaftlichen Verantwortung von Unternehmen verstanden wird (vgl. Loew et al. 2004, S. 18). Zurückzuführen ist dies vor allem darauf, dass der Begriff CSR noch nicht abschließend definiert wurde und es daher in Praxis und Wissenschaft sowie auch innerhalb dieser Bereiche selbst sehr unterschiedliche, zum Teil divergente Auffassungen und Definitionen von CSR gibt (vgl. Loew et al. 2004, S. 18; Dresewski et al. 2001, S. 2).

Um Missverständnissen und Fehlinterpretationen vorzubeugen, die nicht in der Sache begründet, sondern rein sprachlichen Ursprungs sind, vermittelt diese Arbeit daher einen Überblick über die historische Entwicklung des CSR-Konzeptes, bevor der Begriff Corporate Social Responsibility anschließend definiert und von anderen in diesem Kontext oft auftauchenden Begriffen wie z.B. Corporate Social Performance, Corporate Citizenship, Nachhaltigkeit oder Corporate Governance abgegrenzt wird.

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