

Determining factors and Performance of Corporate Social Responsibility Practices: CSR intersectoral comparison

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The study aims to compare the determining factors and performance of Corporate Social Responsibility (CSR) practices in at least for sectors of activity: the energy, chemical aeronautical and agro-food industries. These sectors are the core of the economy in South West France, and at least two of them, are paramount to UPPA's research concerns.

A model of determining factors per sector for CSR practices and their results will be developed, then tested and perfected using data extracted from databases accessible via cross-border (University of the Basque Country and University of Zaragoza) and Japanese (Yokohma National University project partners).

The different focuses for the study are:

- To begin with, research will be based on the fact that although CSR was initially a voluntary approach at the company's initiative, it is now an imposed requirement (obligation for companies to publish non-financial reports, modification of government contract code etc.).
- The second focus for the study concerns the actual impacts and even the risks engendered by the multi-dimensional nature of CSR.
- A third point is to factor in the varying levels of consumer sensitivity as regards the social and environmental quality of the goods they purchase.
- The final focus is the organizational aspect of CSR.

CDAPP

CREG - Center for Research and Studies in Management (UPPA-IAE)



UPV (University of the Basque Country)



UNIZAR (University of Zaragoza)



YNU (Yokohama National University)

36 months.