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Volume 21, 2011 - Issue 2

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The potential of Corporate Social Responsibility to eradicate poverty: an ongoing debate

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Pages 157-167 | Published online: 20 Apr 2011

Cite this article https://doi.org/10.1080/09614524.2011.546005

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Abstract

This article focuses on one of the assumptions of corporate social responsibility (CSR), namely its usefulness as a tool for eradicating poverty. The claims that business and CSR strategies can be effective in fighting poverty face major challenges, in particular the wide divergence of understandings about the notion and implementation of CSR, and the absence of clear understanding of underlying ideological bases concerning business and poverty. The authors find that, although usually considered as ideologically neutral, the CSR discourse requires the introduction of ideological debate if it is to meet the goal of poverty eradication.

Le potentiel de la responsabilité sociétale des entreprises au moment d’éradiquer la pauvreté: le débat se poursuit

Cet article se concentre sur l'une des suppositions de la responsabilité sociétale des entreprises (RSE), à savoir son utilité comme outil d’éradication de la pauvreté. Les affirmations selon lesquelles les entreprises et les stratégies de RSE peuvent être efficaces dans la lutte contre la pauvreté se heurtent à des défis de taille, en particulier la divergence importante des manières de comprendre l'idée et la mise en œuvre de la RSE, et l'absence sous-jacente de bases idéologiques claires concernant les entreprises et la pauvreté. Les auteurs constatent que, bien qu'il soit généralement considéré comme neutre sur le plan idéologique, le discours relatif à la RSE requiert l'introduction d'un débat idéologique s'il veut atteindre le but de l’éradication de la pauvreté.

O potencial da Responsabilidade Social Corporativa para erradicar a pobreza: um debate contínuo

Este artigo focaliza um dos pressupostos da Responsabilidade Social Corporativa (CSR), especificamente a sua utilidade enquanto ferramenta para erradicar a pobreza. As alegações de que as estratégias de negócios e da CSR podem ser efetivas na luta contra a pobreza enfrentam grandes desafios, em particular a grande divergência de entendimento sobre a noção e implementação da CSR, e a ausência de bases ideológicas claras em relação ao setor empresarial e à pobreza. Os autores constatam que, embora normalmente considerado ideologicamente neutro, o discurso da CSR requer a introdução de debate ideológico para que alcance o objetivo da erradicação da pobreza.

La Responsabilidad Social Corporativa y su potencial para erradicar la pobreza: un debate continuo

Este ensayo se centra en una suposición sobre la que se fundamenta la responsabilidad social corporativa (RSC): su utilidad como herramienta para erradicar la pobreza. La afirmación de que las empresas privadas y las estrategias de RSC pueden contribuir a la lucha contra la pobreza tendrá que enfrentar varios cuestionamientos, en particular algunos relacionados con la amplia diversidad de opiniones sobre lo que se entiende por RSC y sobre su puesta en práctica, pero también con la falta de un sustento ideológico sobre la relación entre empresa privada y pobreza. Las autoras encontraron que, si bien el discurso sobre RSC suele concebirse como ideológicamente neutro, el debate ideológico tendrá que afrontarse si se pretende alcanzar el objetivo de erradicar la pobreza.

Keywords:

Civil society Globalisation Rights

Additional information

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