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

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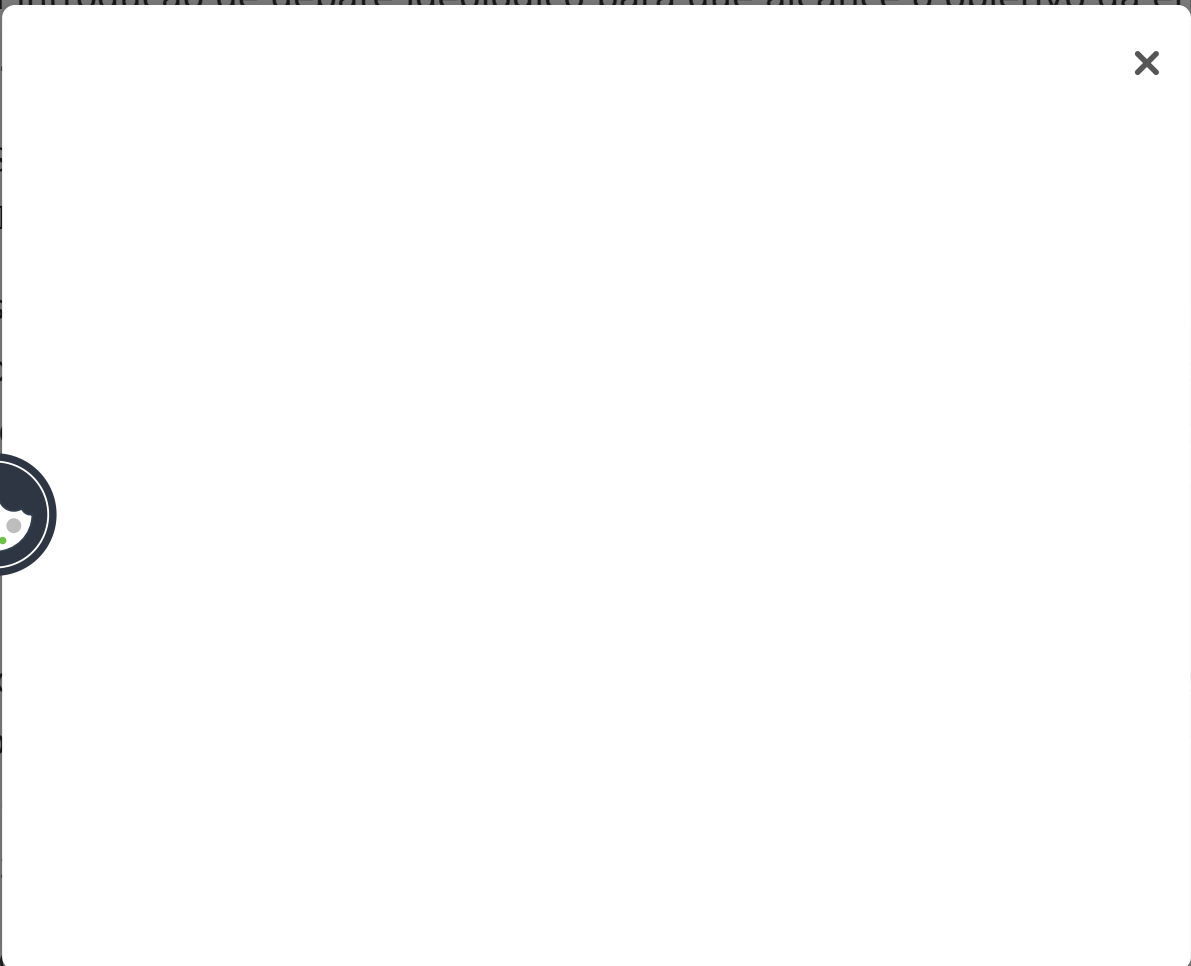
Cet article se concentre sur l'une des suppositions de la responsabilité sociétale des entreprises (RSE), à savoir son utilité comme outil d'éradication de la pauvreté. Les affirmations selon lesquelles les entreprises et les stratégies de RSE peuvent être efficaces dans la lutte contre la pauvreté se 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.

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Additional information

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