

Publication year: 2011

Source: European Management Journal, In Press, Corrected Proof, Available online 29 April 2011

Ian, Harwood , Stuart, Humby , Audrey, Harwood

Given that Corporate Social Responsibility (CSR), by definition, is a voluntary activity, there has been speculation as to how resilient such activities are, particularly in times of economic constraint. In 2008, Mallen Baker administered a simple online voting poll which resulted in the majority of respondents predicting either cutting back or stopping CSR activities in response to extended economic recession. This study now aims to garner detailed views across a range of UK organisations in order to assess the resilience of their CSR activities together with capturing the key drivers behind their intentions. A survey approach has been adopted, with responses...

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