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Short annotation

Corporate Social Responsibility considers operations within the framework of commercial activities, i.e., interactions with the Company's customers. It also believes in the Company's governance through the governing body and the shareholders, particularly in making balanced decisions to monitor the Company's development to avoid or reduce its adverse effects and impacts on the Company.

CSR aims to protect the Company's stakeholders in particular and the entire community in general by taking into account the legal and ethical aspects of the life of the Company.

Keywords: Law, social, ethics, company; strategy; community, human resources

Research question:

(i) What is Corporate Social Responsibility?

(ii) Why is corporate social responsibility necessary for a company?

(iii)How to implement corporate social responsibility?

Corporate Social Responsibility

Origin and History of CSR

Origin of the concept

Several reasons justify the need for CSR. To do this, two have been advanced, Dempsey and David. The first reason is that men in communities need communities that work well to develop. The second reason put forward is that companies manage essential resources and can participate in the development of society and the well-being of individuals and the community. This justifies the argument that with corporate power always comes social responsibility. For David, companies must prioritize social responsibility. To justify his position, he advances the following reasons: (i)The company must be required to be efficient, (i)The organization of marketing must also take consumer protection into account, (iii) The company must respect its environment to provide the community with a healthy living environment.

Over the years, considerable efforts have been made in terms of corporate social responsibility, mainly on the following aspects: social responsibility as a principle, corporate social responsiveness as a process and the management of social problems as a policy.

History of CSR

The need to consider social and environmental demands in the field of business appeared in the world simultaneously with the advent of the company itself and commerce. For Archie B. Carroll, CSR appeared in the 20th century, particularly in the 1900s.

Meaning of CSR

It is said that CSR is effective when it allows the company to achieve its objectives while respecting its values, considering the protection of its customers, the community, and the environment, and complying with the provisions and regulations. This allows the company to plan its actions effectively. In terms of CSR, several concepts are highlighted. These include ethics, citizenship, sustainability, responsibility, and respect for the environment.

Definition and Principles of corporate social responsibility

Definition

According to David and Guler (2010), the broadest definition of Corporate Social Responsibility (CSR) is concerned with what is - or should be – the relationship between global corporations, governments of countries, and individual citizens. Despite the importance of CSR in developing the individual, the community, and the preservation of the environment, its complexity and the absence of a universally adopted definition are worth noting. This situation limits its conceptual understanding. According to World Business Committee for Sustainable Development (1998): CSR is the continued commitment of companies to behave ethically and contribute to economic development while improving the quality of life of workers and their families as well as the local community and society in general.

For the International Labor Organization (ILO, 2009): "Corporate social responsibility is a way for companies to consider the impact of their activities on society and to affirm their principles and values both in their internal methods and processes than in their interaction with other stakeholders. CSR is a voluntary, company-led initiative, which refers to activities beyond compliance with the law". Carroll (1999): "Corporate social responsibility encompasses the economic, legal, ethical and discretionary expectations that a society has of organizations at any given time."

Corporate Social Responsibility (CSR) is a combination of all corporate practices that comply with sustainable development principles, such as being economically viable and having positive impacts on society and having a better appreciation of the environment. (Understanding Corporate Social Responsibility: Principles, pillars, and definition (*Understanding Corporate Social Responsibility:*

Principles, Pillars and Definition 2022). According to the ISO 26000 definition (Definition of CSR, 2022), "CSR is the responsibility of an organization about the impacts of its decisions and its activities on society and the environment, resulting in transparent and ethical behavior that: (i)Contributes to sustainable development, including the health and well-being of the community, (ii)Considers the expectations of stakeholders, (iii) Is integrated throughout the organization and implemented in its relationships.

Following these definitions, it should be noted that a company must adopt responsible practices considering all of its stakeholders and the environment in which it operates. The stakeholders concerned are the consumers of its products, the shareholders, the community, and the environment in which the company operates. To do this, the company must adopt a good policy that integrates all these aspects. However, there is no agreed definition of CSR, which raises the question of what can be considered CSR. According to The EU Commission, (2002) 347 Final: 5), CSR is a concept whereby companies integrate social and environmental concerns in their business operations and their interaction with their stakeholders voluntarily (David and Guler: 2010).

Principles

According to David and Guler (2010), the central tenet of social responsibility is the social contract between all the stakeholders, an essential requirement of civil society. The ISO 26000 standard (What are the principles of CSR? 2022) highlights seven principles of CSR which are: Accountability, transparency, ethical behavior, respect for the interests of stakeholders, respect for the principle of equality, compliance with universal moral standards, and consider human rights.

Accountability and Transparency

Transparency is a means of ensuring that decisions and actions are made in an open way, while at the same time facilitating their availability and easy access. Accountability is the obligation of a company to answer for its actions, to assume them, and to bear the consequences in terms of CSR.

Ethical behavior

Fairness, honesty, and the integrity of stance can be used to describe ethical behavior. Being and acting ethically, therefore, implies being mindful and concerned about what surrounds us, our environment.

Respect stakeholders' interests)

Respecting stakeholders' interests requires the company to identify the stakeholders, their needs, and interests and to take them into consideration.

Respect for the principle of equality

Compliance with the principle of equal treatment requires that to agree with the legislation adopted on this territory, the company must be aware that there is nothing and no one has been disappointed by it. Therefore, the company needs to ensure that its projects, products, staff, and practices are compatible with this region's laws.

Compliance with international standards of behavior

When there's no law enforcement, conformity with international standards of conduct is du. All companies must implement the best practices in the CSR domain.

Respect for Human Right

Recognition of the relevance of this standard and its universal nature is imperative to respect human rights. In other words, companies must apply and respect the rights set out by the country where they are located. Another broader measure of corporate commitment to social responsibility is the UN Global Compact, a set of 10 principles launched by UN Secretary-General Kofi Annan. The United Nations Global Compact requires companies to adopt, support and implement, within their sphere of influence, a set of fundamental values in human rights, labor standards, the environment, and the fight against corruption.

Human rights. Principle 1: Businesses are encouraged to promote and respect the protection of internationally recognized human rights; And

Principle 2: to ensure they are not complicit in violating these rights.

Labor standards. Principle 3: A commitment to respecting freedom of association and efficient achievement of collective bargaining rights is emboldened among businesses.

Principle 4: An end to all forms of forced and mandatory labor.

Principle 5: effective abolishment of child labor; And

Principle 6: remove discrimination in employment and occupation.

Environment. Principle 7: Businesses should bear a proactive approach to addressing environmental issues;

Principle 8: take actions to encourage greater environmental responsibility; And

Principle 9: promote the development and expansion of environmentally friendly technologies.

d) Anti-Corruption

Principle 10: Businesses must combat corruption involving extortion and bribery.

Grounds for Corporate Social Responsibility

Several factors explain the increasing adoption of CSR practices in companies. Especially regarding working practices and environment, this regulation is a reference point for corporate action; Moreover, Moreover, corporate citizenship is essential to many companies' identity, values, and vision. The main reasons for organizations' engagement in corporate social responsibility activities are set out below: (i) Globalization and market forces: As companies continue to grow through globalization, they have encountered new challenges that limit their growth and potential profits. Government regulations, tariffs, environmental restrictions, and varying standards of labor exploitation can cost organizations millions of dollars. (ii) Laws and regulations: Another driver of CSR is the role of independent ombudsmen, particularly the government, who ensure that companies are prevented from harming the general social good, including people and the environment. (iii)Social consciousness: The role of business stakeholders in exerting collective pressure on business is changing. Shareholders and investors themselves, through socially responsible investing, put pressure on companies to behave responsibly. Non-governmental organizations are also playing an increasingly important role, leveraging the power of the media and the internet to increase their surveillance and collective activism on corporate behavior. Through education and dialogue, the community grows to hold companies accountable for their actions (Roux, 2007). (iv) Moral l/responsible consumption: The growing popularity of ethical/responsible consumption over the past two decades can be linked to CSR. With the increase in world population comes pressure on the limited natural resources needed to meet growing consumer demand (Grace, 2005). Consumers are increasingly aware of the environmental and social implications of their daily consumption decisions and are beginning to make purchasing decisions related to their environmental and ethical concerns. However, this practice is far from consistent or universal. (v) Stakeholder Priorities: Companies are increasingly motivated to become more socially responsible because their key stakeholders expect them to understand and address the social and community issues that affect them. There is a broad consensus among public and private institutions that corporate social responsibility (CSR) is based on a company seeking to balance the interests of all its stakeholders in its planning. Strategy and its operations. (vi) Consumer Satisfaction: Responsible businesses place a higher priority on their customers. (vii) Employee Satisfaction: The young people in the organization are looking for more than financial gains. They are proud to be part of a company committed to social responsibility. Strong CSR practices can help attract, recruit, and retain top young talent. (viii) Image building: The importance of a company's image is further strengthened. Unregulated and unethical practices can ruin an organization's image and standing in a few days. Thus, adopting CSR practices becomes a solid base for building the image. The organization can reduce the risk of corruption scandals, environmental catastrophes, child labor abuses, and unsafe working conditions by using CSR policies. Additionally, these incidents drew unwelcome attention from authorities, courts, governments, and the media. Companies are shielded from such dangers by honestly attempting to play pretty and maintaining a solid CSR record with proper oversight. (viiii) Risk management: A key component of many business strategies is risk management incidents like corruption scandals or environmental calamities that can destroy reputations that took decades to develop in only hours. Establishing an authentic "doing the right thing" culture within a company can offset these risks.

Approaches to CSR

A more common approach to CSR is corporate sponsorship. This includes monetary donations and assistance given to local and non-local, non-profit organizations and communities, including offerings in arts, education, housing, health, social welfare, and the environment, among others, but excluding political contributions and commercial sponsorship of events. Another approach to CSR is to integrate CSR strategy directly into an organization's business strategy. Another method is to generate growing interest in corporate responsibility. We refer to this as a shared(standard)value. The shared value is predicated on the notion that social wellness and successful business are linked.

Many companies use benchmarking strategies based on CSR policy, implementation, and efficiency to be competitive in their sectors. Benchmarking is a process that considers CSR initiatives from competitors and g the impact of these policies on society and the environment, as well as customers' perception of competitors' CSR strategies. Following an in-depth learning of competitors' strategies and reviewing the internal approach, it is possible to benchmark and develop a competitive process with CSR initiatives.

Concept of sustainable human development and social responsibility in the organizational management process

Human resources are essential in embedding Corporate Social Responsibility in the workers' culture through employees' CSR training. CSR training refers to all the tools put in place to mobilize and know Corporate Social Responsibility and to acquire skills on these issues.

On the other hand, the development of a more inclusive, responsible HR policy Can be facilitated by CSR. (*Understanding Corporate Social Responsibility: Principles, pillars and definition,* 2022).

Strategies for diagnosing, planning, and implementing social responsibility policies in the external areas of organizations.

A committed company must plan a certain number of actions at different times, which will consider its problems, needs, sector of activity, and the territory in which it operates. Therefore, it is essential to engage in a CSR approach which will require developing a real strategy and deploying it step by step (*How to implement a CSR approach within your company*? 2022). The steps to follow for the implementation of CSR are, among others:

Be accompanied

The company must take advice from specialized consulting firms, the Chamber of Commerce and Industry.

Appoint a project manager

Depending on the company's size, means, and budget, the company must appoint a part-time or full-time CSR manager or an external consultant with fundamental knowledge of the subject. The latter must know the company well and have good interpersonal and management skills.

Carry out an audit

It will be necessary to carry out an inventory and look at what is being done in other companies and what the company has already put in place.

Define a strategy and an action plan

The strategy must consider all the company's challenges, strengths, and weaknesses and the constraints to which it is subject. As for the action plan, it will depend on the company's challenges, those of the sector and the territory within which it operates, and the specificities of its values.

Evaluate the necessary budget

Estimating the cost and time required for the latter is difficult. CSR should be seen more as a long-term investment since, carried out, it generates financial savings and better profitability.

Implement the action plan

All identified actions should be ranked in order of importance or priority. Implementing everything all at once would be counterproductive and costly.

Identifying risks to cut off ventures that will not be lucrative

Risk is the consideration of exposure to danger, harm, or another damaging event inherent in a situation or activity. Risk is defined by the probability of occurrence of this event and by the magnitude of its consequences. According to NAULLEAU Gérard and ROUACH Michel (1990), risk designates "a commitment bearing uncertainty endowed with a probability of gain and harm, whether a degradation or a loss. CSR aims to develop the company's consideration of environmental, social, and governance issues. Therefore, implementing a CSR policy within a company makes it possible to identify new types of risk to manage them better to eliminate unprofitable projects. With CSR, we can anticipate difficulties in the supply of natural resources due to extreme climatic events and changes in medium-term temperatures.

Plan and create budgets for Implementing social responsibility initiatives and programs within businesses.

There are different ways to finance your CSR approach. Indeed, financial aid exists if your company wishes to be accompanied by a consulting firm and lacks financial means. Depending on the territories where you are located, the Regional Development Agencies can subsidize your support (*How to finance a CSR approach?, 2022).*

Making a strategic study of an organization in any cultural environment and providing guidance on how to do so

The strategic analysis identifies all the elements that influence the company's activity. It is, therefore, a question of pointing out the internal and external factors which could be favorable, or on the contrary disadvantageous, for the development of the company (*Strategic analysis: definition and usefulness,2022).*

Therefore, to frame a strategic analysis, the easiest way is to use tools dedicated to business strategy. Among them, we can cite the following:(i) The SWOT analysis: This decision support tool makes it possible to synthesize the strengths, weaknesses, opportunities, and threats within a table (the SWOT matrix) ;

(ii) PESTEL analysis: This tool exclusively focuses on external factors classifying these factors into six categories (Political, Economic, Sociological, Technological, Environmental, and Legal).

National, supranational, and international legal frameworks for social accountability

While Corporate Social Responsibility has developed as a voluntary approach, France has adopted a legislative and regulatory framework that considers the environmental pillar of corporate social responsibility. This framework was built gradually to changes in the non-financial reporting system of companies. France has transposed the European directive of 2014 relating to non-financial reporting by companies by order of July 19, 2017, relating to the publication of non-financial information by certain large companies and certain groups of companies, its decree implementing August 9, 2017, and the rule of September 14, 2018, amending the law of May 13, 2013, determining the terms under which the independent third-party body carries out its mission.

Other texts reinforce the obligations in terms of corporate social responsibility, such as the law of November 9, 2016, on the fight against corruption and the rule of March 27, 2017, on the duty of vigilance of parent companies and donor companies' orders. This law requires multinational companies to establish and publish a vigilance plan to prevent risks in terms of the environment, human rights, and also corruption in their activities as well as those of their subsidiaries, subcontractors, and suppliers (*Corporate social responsibility*,2022).

CSR is a tool for improving the image of a company.

CSR improves the image and growth of the company. Being part of a CSR approach and putting people and the environment at the center of the company's concerns shows the company's attachment to values that go beyond profit. This proves that the company is sustainable because it has the means to have this reflection but is also aware of societal and environmental issues. This is part of the company's identity, thus contributing to the employer brand, which today plays a crucial role in attracting new employees or convincing prospects. The practice of CSR allows the company to differentiate itself on the market, limit waste and save money (*The benefits of CSR for companies*, 2022).

Create a CSR communication plan for internal and external audiences and brand its work.

Communication is the basis of CSR since its objectives are to convince, engage, inform, disseminate, reach its stakeholders, and involve them by exchanging with them. CSR communication makes it possible to reduce the social and environmental impact and affects all of a company's stakeholders. To effectively communicate CSR actions, multiple tools can be used, depending on the objectives to be achieved (*CSR communication*,2022).

These are, among others:

Audio-visual media (television, radio).

Press relations (newspapers, magazines, leaflets, posters).

Electronic media and social networks (internet, Facebook, Twitter, blogs).

Event communication (meetings, seminars, open houses).

Measurement of the effectiveness of CSR projects.

Several researchers have worked on the concept of CSR. However, it is not easy to measure it. According to Ahmed and Uchida (2009), two methods can be used to measure the level of CSR:

(i)The first method, the reputation index, is based on the opinions of observers who assess the company's level of CSR based on the dimensions of social performance.

(ii)The second method is content analysis. According to Karaoke (1998), this method is based on information the company provides.

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