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## Monogràfic

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New Corporate Social Responsibility Challenges:  
Sustainability, Social Commitment and Innovation

Nous reptes de la Responsabilitat Social Corporativa:  
sostenibilitat, compromís social i innovació

Nuevos retos de la Responsabilidad Social Corporativa:  
sostenibilidad, compromiso social e innovación

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## Overview to “New Corporate Social Responsibility Challenges: Sustainability, Social Commitment and Innovation”

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This paper introduces ‘New Corporate Social Responsibility Challenges: Sustainability, Social Commitment and Innovation’ a special edition of *Trípodos* journal. Since the financial crisis of 2008, corporate social responsibility (CSR) has become an important issue for all corporations that triggered an explosion of conferences, books, journal articles and guidelines in the field. More recently there have been developments from the EU Commission, Global Compact, OECD Guidelines, and the ISO standards organisation to develop CSR as an integral part of organisational activities. This engagement with the CSR agenda presents an opportunity for differentiation, positive associations with the organisational culture, thought leadership within the local and regional business community and better communication with stakeholders.

European Commission (2011) defines CSR as the “responsibility of companies for their impact on society”. The EU also mentions that organisations should have a policy in place to integrate “social, environmental, ethical, human rights and consumer concerns in their business operations and core strategy”. This can be achieved in collaboration or dialogue with stakeholders in order to maximise value for owners and to prevent possible negative impacts on society (including relevant stakeholders). In the same time, digital technologies have increased in their global research. The Internet and social media now facilitate and transform many areas of CSR communication, in a way that leads to better collaboration and dialogue with and between different actors in the market.

This special issue includes best papers presented at the 3rd International Conference on Social Responsibility, Ethics and Sustainable Business hosted at Facultat de Comunicació i Relacions Internacionals Blanquerna, Universitat Ramon Llull, in October 2014. Six papers were included in this collection, covering pre-

dominantly issues of CSR communication through corporate websites or social media. In ‘Social Responsibility of Organizations and Temporary Workers: Manifestations and Dilemmas’ Bednarska-Wnuk (2015) provides a comprehensive overview of how temporary workers and their role within Polish organisations invite academics to reflect on issues linking human relations and corporate social responsibility (i.e., safe working conditions, creation of temporary social subsystems, and broader responsibilities towards employees).

In “The Effect of Moral Philosophy on Individual Intentions toward Socially Responsible Tourism Firms”, Koc, Alniacik, Akkilic and Varol (2015) examine the impact of personal moral philosophies on individuals’ intention to purchase services from, make investments in and apply for jobs in Turkish tourism firms that demonstrate socially responsible behaviour. In “Creating the Brand Image of Polish Corporate Foundations”, Rak (2015) pursues an investigation into CSR reports, organisational websites and social media in order to highlight socially responsible activities undertaken by corporate foundations. A similar methodology is employed in “The Online Visibility of Corporate Social Responsibility: A CSR Website Analysis in a Sample of Spanish Meat Industry”, where Aramayo, Arimany, Uribe-Salazar and Sabata (2015) analyse corporate websites and social network in a challenging sector. Another exploratory study titled “In the Club but out of the Game - Evaluation of Ghana Club 100 CSR Communication”, Amo-Mensah and Tench (2015) provide an understanding of how the top 100 companies in Ghana communicate about CSR activities on their website, and their results show that there is a general awareness of CSR activities, but information provided online is predominantly limited to philanthropy. The last paper of the special issue, “Ukrainian NGOs as Opinion Makers: How Media Organizations Communicate about Progress in New Democracy with Western Donors”, written by Tsetsura (2015), argues about the outcome thanks of the Western donors, such as foundations, NGOs, and Western governments, provided the systematic support and encouragement to multiple independent media outlets and media-related NGOs in Ukraine.

We hope that this special issue prompt further research and research on how corporate social responsibility conceptualisations and practice can be developed in the future.

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