

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION
UNIVERSITY

**CORPORATE SOCIAL RESPONSIBILITY PRELIMINARY
ANALYSIS**

by

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fulfillment of the requirements for the degree of
Executive Master of Business Administration

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Chapter 1 – Introduction

The concept of corporate social responsibility (CSR) has been around for many decades, since the advent of the industrial revolution. Up until the late 1950s not much had been done by corporations in consideration of CSR. Some companies cared somewhat in terms of social and environmental responsibility, but very few really made it a standard corporate concern until the early 1960s (Wartick & Cochran, 1985). Some of those, such as IBM, took it upon themselves to think of sustainability, the environment and social factors and added these considerations to their corporate mandates. Over time, this led consumers to take notice and, as sentiments changed regarding the environment and sustainability, consumers began to demand CSR more of businesses, big and small (IBM, n.d.; Wartick & Cochran, 1985) Today CSR philosophies are more widespread than decades ago and, indeed, form very important business operational components of the most successful companies in the world. This is in part because of the positive initiatives that companies have taken over the last 50 years and also because people have insisted on it. The latter reason is very important and is the focus of this paper; the more that people stood up for justice and society, the more that companies changed to accommodate more benevolent and ethical ways of thinking (Wartick & Cochran, 1985). Although the process has been relatively slow, a lot has happened to this point that has led companies to at least consider CSR as part of their operational structure.

This paper intends to investigate corporate social responsibility in small, medium, and large firms in the IT business sector. Initially this chapter provides a definition of CSR, describes some of CSR's early influences, and briefly discusses how and why firms

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