Abstract

Corporate Social Responsibility (RSC) is a very important tool for companies, which demands a different management approach to implement it. The incorporation of such an approach into the strategic field of organizations requires, in the first place, a change in the organization itself; and in second place, a structured planning of actions to be undertaken under this corporate philosophy. Building models that enable the incorporation of this approach in strategic and operation decisions is thus essential for the sustainability of companies nowadays. This can only happen provided that the management models have a clear orientation towards the maximization of resources destined to such purposes; and that they are able to enhance the image of a socially responsible company. In this perspective, the present work proposes a Corporate Social Responsibility model focused on the requirements of the different stakeholders of the company. A specific methodology is also proposed, which is the basis of the model and by means of which the company could meet the stakeholders key requirements and enhance their image as a socially responsible organization.

Keywords

Social responsibility, stakeholder, corporate image.