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Title of Session: Philanthropy, Corporate Social Responsibility, Social Enterprise

Name of Session Convener(s): Ani Muradyan

University/Organization incl. City: Center on Philanthropy at Indiana University

Chair:

University/Organization incl. City:

I) Title of Selected Paper: Proposal of a Descriptive Model for the Characterization of Organizational CSR Institutionalization as an Innovative Stakeholder Approach

Name/s of Author/s: Dr. Juan Ignacio Martin-Castilla

University/Organization incl. City: Autonomous University of Madrid, Madrid

Abstract: According to Carroll and Buchholtz (2000:35) “Corporate social responsibility (CSR) encompasses the economic, legal, ethical and, philanthropic expectation placed on organization by society at a given point of time”. On the other hand De George (2006) considers that it refers to a corporation's concern for society or for the impact its actions make on society. Finally, Boatright (2007) suggests that the selection of corporate goals and the evaluation of outcomes should be not solely by the criteria of profitability and organizational well-being but by ethical standards or judgements of social desirability” This paper is focused on Corporate Social Responsibility, as an innovative approach in the framework of stakeholder orientation. It tries to analyse the prevailing drivers for adoption of a CSR practice and the level of integration in the management policy and strategy system and well as the related innovation processes for their deployment in a sustainable way.

The main objectives that motivate the development of a descriptive model for categorizing CSR adoption and the level of institutionalization are the following:

1. Use for positioning characteristics – level of freedom in the decision-making process, source of stakeholders' power, level of stakeholder orientation, critical factor in the added value chain, level of institutionalization.
2. Map the firm and its rivals within the competitive field, and the possible competitive actions and reactions.
3. Evaluate how best to improve the firm's competitive positioning by altering the positioning characteristics.
4. Identified and define enables, both internal and external, which should have any influence.

Thus, this paper develops a descriptive model for the characterization of organisational CSR institutionalization from a stakeholder approach, that explain the different competitive forces, and innovative offensive and defensive strategies, that look forward the balance of its specific stakeholders requirements.

II) Title of Selected Paper: Human Rights Violations and Corporate Accountability: Enforceable Alternatives to Corporate Self-Regulation

Name/s of Author/s: Ruby Chorbajian

University/Organization incl. City: Kurdish Human Rigths Project, London

Abstract: Human rights violations committed by (or with the support of) transnational corporations (TNC's) have risen against the backdrop of globalization. Corporate flight and increasingly liberalized trade policies contribute to creating a climate that promotes these abuses. It is often financially rewarding for corporations to operate outside the country of their origin, but these rewards are not shared by all. Workers in the West are generally protected by domestic and international laws regulating human rights. Elsewhere, corporations have found that where the rule of law is weak and regulations loose, production costs are lower, allowing corporations to gain the 'competitive edge' and higher return on investment they seek.

Crimes including murder, torture, and labor violations marked by forced and child labor, as well as large scale environmental destruction are prohibited by international human rights laws. Unfortunately, with no binding laws to regulate corporations in this context, these violations continue.

In recent decades, news media have implicated businesses in massive human rights violations, spawning public outrage and boycotts. A popular response by the corporate sector has been to promote company-drafted codes of ethics known as Corporate Social Responsibility (CSR) policies. CSR policies have been adopted by many corporations and are preferred by them to binding international legislation.

This paper addresses the strengths and shortcomings of a number of approaches to regulation and concludes that legally enforceable standards are more likely than CSR policies to curb future violations.

III) Title of Selected Paper: Social Role and Social Responsibility of Russian Business Elite

Name/s of Author/s: Dr. Irina Tyurina

University/Organization incl. City: Institute of Sociology, Russian Academy of Sciences, Moscow

Abstract: The findings of the research project "Large-scale Russian business: social role and social responsibility" suggest that expectations of the population and experts concerning business's social responsibility are quite different. The majority of respondents stated that even large-scale businesses have an influence mainly on social

and material well-being of their employees, and are not able to mediate living standards of the population as a whole. However, large-scale businesses have some unrealized potential.

Evaluating large-scale entrepreneurship structures, public opinion rests upon the character and the content of their activity, as well as the level of their orientation toward manufacturing and sales of net production. As a result, Russians recognize businesses in the field of manufacturing, human services, construction, communication, transportation, and high tech development, among others, as more socially responsible.

What do Russians expect from business structures? As a rule, they expect broader participation and collaboration in the field of social and infrastructure programs. At the same time, sociological data suggests that Russians consider business to be rather subordinate to the state when it comes to solving social problems. Existent level of Russian businesses' social responsibility is estimated by population to be low, which is obviously an evidence of not only lack or even absence of communications between business and society, but also of moderate intensity of this activity, as well as of extremely low level of awareness by the population. The main reasons of such state of affairs (as they are perceived by respondents) are: corruption and state bureaucracy (61%), and personal features of businessmen (e.g. selfishness, 42%).

The results of the expert interviews, on the other hand, suggest that businesses can be divided into three types: "narrow-minded pragmatists," "rational egoists," and "socially responsible." According to experts, the specific manifestations of social responsibility are connected with four different fields of activity: (1) activity in the sphere of civil duties fulfillment (such as, for example, discharge of taxes); (2) activity in the sphere of entrepreneurship and development processes within the company (for example, creation of new workplaces); (3) activity backup to state social policy; (4) activity similar to general public charity. The attitudes of the upper mentioned three types of businesses differ towards these four fields of activity. Additionally, experts find that the level of social responsibility of Russian large-scale businesses is very low, and that businesses are to be blamed for such state of affairs.

According to the research findings, it is possible to contend that presently there are some models of Russian corporate practices, based on acknowledgement and observance of western standards of social responsibility. For the most part these models are typical for large and the largest Russian companies. The problem is that the majority of these companies is in the extractive industries and as such could hardly be considered as potential "engines" of Russian economy's modernization. So, the question of whether their approach to business's social role and responsibility will be utilized by other sectors of economy, as well as by other companies operating in the sector, is still open.

IV) Title of Selected Paper: Elite Philanthropy in Russia

Name/s of Author/s: Elisabeth Schimpfoessl

University/Organization incl. City: University of Manchester, Manchester

Abstract: In recent years, philanthropic giving has expanded at a rapid pace amongst Russia's social upper class. Through this activity, upper class members seek to legitimise their wealth and power and demonstrate their patriotism.

In post-Soviet Russia, charitable giving has often been regarded as little more than a way to launder money or assuage a guilty conscience. Refraining from charity and caring for the less fortunate, however, can only enforce the image of the rich as ruthless and selfish. In an effort to overcome this dilemma, wealthy benefactors often seek to associate their philanthropic giving with their patriotic concern for the wellbeing of their country and with an interest in addressing broader social problems. In this context, some refer to Russian-Orthodox traditions; others allude to the Soviet past.

The benefactors' interest in portraying themselves as patriotic and socially responsible suggests sensitivity to the disdain that Russian culture has historically shown for open displays of self-aggrandising philanthropy. In the context of the current global economic crisis, both individual and corporate benefactors are faced with two contradictory imperatives: they are being urged to increase the level of their charitable spending which they want the public to know about while also abiding by the longstanding taboo against publicising one's good deeds.

The paper's discussion of elite philanthropy in contemporary Russia is based on thirty narrative interviews with members of the Russian upper class.

V) Title of Selected Paper: Diaspora Philanthropy

Name/s of Author/s: Ani Muradyan

University/Organization incl. City: Center on Philanthropy at Indiana University, Indianapolis

Abstract: Diaspora philanthropy is becoming increasingly an area of interest, where experts/professionals see potential for homeland's social-economic development. Moreover, with the advancement of philanthropic studies, scholars in the field try to find ways to make philanthropy more effective, have more impact, and have more sustainable results. This article is such an attempt towards Armenian diaspora philanthropy. First, the article presents the current situation of Armenian diaspora philanthropy: the sources, the methods/tools used, and the micro and macro impact on the society. Second, it studies and presents other nations' examples of diaspora philanthropy, which succeeded in contributing to the social-economic development of the homeland. Finally, looking at other nations' practices and their lessons learned, the article suggests ways and steps that Armenian diaspora and Armenian government can take to increase the impact of diaspora philanthropy, and contribute more effectively to Armenia's sustainable development.