

LEADERSHIP AND CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

Corporate Social Responsibility is a concept that refers to the debt that companies (such as social actors) have to all parties involved in the conduct of their alleged economic activity. The concept refers to all categories of companies, from micro enterprises to multinationals. Debt companies' corporate social responsibility refers to the fact that the company must act with the consequences, positive or negative, on their activities on society, the company having a duty to minimize negative effects. A company is socially responsible when they voluntarily integrate social and environmental concerns in trade and business activities and its relations with all stakeholders involved. Social responsibility in companies is closely linked to leadership practices. To be responsible behavior in society requires leaders aware of their capabilities and consequences of their behavior and activities and processes that can be developed and required organizational practices.

KEYWORDS: company, environment, leadership, social responsibility, sustainable development.

JEL CLASSIFICATION: M12, M14.

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