

CORPORATIVE SOCIAL RESPONSIBILITY, PARTNER OR OPPONENT OF KNOWLEDGE MANAGEMENT?

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Abstract: It appeared as an initiative of the big transnational companies in their fight for the maintaining and the improvement of their competitive position, Corporate Social Responsibility imposes itself nowadays as an innovative concept, usually associated to “society based on knowledge” that has as a purpose the improvement of the organization’s relationship with the environment (internal and external) and also on gaining some important advantages in connection to the competition. On the other hand, Knowledge management became in the last few years one of the most recent and innovative ways of formation, certification and international cooperation in the field of global consulting, that has as a final target the creation of value and the generation of competitive advantages at an organizational level. The convergence of both concepts towards the final purpose of improving the competitive advantages leads to the conclusion that both Corporate Social Responsibility and Knowledge Management are challenging intercession, of maximum interest, that conditions the evolution of modern society, even if sometimes they merge together, most of the times they complete each other while other times they are in opposition because of the actual state of the research. The paper focuses mainly on the systematical analysis of the concept of Corporate social responsibility at the level of economic entity, because the content of the notion of Knowledge Management is better known within the Conference, and the participants can formulate their own pro and con opinions in the relationship Corporate social responsibility – Knowledge Management.

Keywords: corporate social responsibility, business ethics, knowledge management, stakeholders, commitment, performance, sustainability, competitive advantage.

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