

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

THE VARIETY OF PERSPECTIVES
IN CORPORATE SOCIAL RESPONSIBILITY

From editors

Dear Readers,

We are proud to present you the next issue of the Journal of Corporate Responsibility and Leadership (JCR&L). The aim of the journal is to establish the platform for scientific discussion and to disseminate the research findings on corporate responsibility and leadership. The scope of the papers published in the JCR&L covers the issues of:

- corporate responsibility to employees and other stakeholders, organisations in the business environment, society and the natural environment;
- leadership including contemporary concepts of leadership, the roles played by top, middle and first line managers, and challenges (both external and intra-organisational) faced by leaders in business, public sector and non-profit organisations.

This issue of the JCR&L focuses its attention on the variety of perspectives in the field of Corporate Social Responsibility. It includes such aspects as: socially responsible business models, diversity management, community development, corporate responsibility to employees, CSR maturity in large and medium-sized companies operating in Poland.

Małgorzata Gotowska studies the case of the socially responsible business model implemented by NOT JUST SHOP, which is a Polish online store selling clothes and accessories. NJS is an extraordinary business venture supporting the needy with the portion of the price it receives for its products. The business model of NJS is differentiated by the fact that donations are provided before the company makes profits and they go to specific beneficiaries and projects.

Eunika Jedynak discusses the issue of diversity management in the context of the recruitment processes focusing her attention on searching for job candidates. She applies the case study of large companies operating in Poland which signed Diversity Chart in order to investigate their job offers through the lens of diversity management. Jedynak finds out that “the majority of companies follow with the principles of diversity management, as they have declared. However, many of them should improve their communication related to diversity issues”.

Goodness Ruhuoma Wopara discusses the role of Corporate Social Responsibility as a mechanism of community development. She applies the case of the Nigeria Liquefied Natural Gas Limited and its impact on the development of the Bonny Kingdom community. In her study, Wopara compares and contrasts the perceptions of this issue by the company and the community. The paper explores the aspects of CSR, community development, internal community relationships and community-company relationships, trust and social license to operate. Wopara argues that the role of CSR in community development should be considered as “the ‘icing on a cake’ [...] an added advantage to complement government and community efforts towards development, rather than the overall answer to community development”.

Katarzyna Turoń explores the best practices of corporate responsibility to employees in transport and logistics companies. First, she analyses the manifestations of CSR to employees and its benefits and risks in order to establish the theoretical grounding for the case study analysis. The cases of Raben Group and Schenker Sp. z o.o. are used to illustrate the best labour practices in the transport and logistics industry.

Referring to CSR reports, Maja Żychlewicz analyzes CSR issues in large and medium sized companies operating in Poland. She takes into account the perspectives and opinions of customers and company representatives. Finally, Żychlewicz makes an attempt to assess the CSR maturity of these businesses.

We hope that our readers will find this issue of the Journal of Corporate Responsibility and Leadership an interesting and valuable source of knowledge and expertise useful both for researchers and business practitioners.

*Jacek Dymowski
Andrzej Lis*