

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

CONTEMPORARY CHALLENGES
IN CORPORATE SOCIAL RESPONSIBILITY

From Editor

Presenting you the next issue of the Journal of Corporate Responsibility and Leadership (JCR&L), I am proud to announce that in 2016 the journal successfully became a quarterly. Responding to an increasing interest of researchers we will enhance our efforts to develop a high-quality journal and organise conferences creating opportunities for scientific discussion and dissemination of research findings on corporate responsibility and leadership.

The focus of this issue is given to the challenges in implementing the concept of corporate social responsibility. It includes such aspects as: the role of CSR for building competitive advantage, relations between the principles of sociobiology and human behaviours, community involvement practices in the pharmaceutical industry, benefits derived from CSR for a company and society, barriers and challenges for implementing corporate responsibility ideas in the textile and apparel industry, circular economy practices in the transportation industry, and CSR aspects of including customers in value creation processes.

Paweł Cegliński and Anna Wiśniewska analyse the case study of the Polpharma Group to investigate the role of CSR as a source of competitive advantage. The case of a pharmaceutical company seems to be an interesting unit of analysis as trust of customers and firm reputation are the factors of paramount importance in this industry. The authors examine the socially responsible activities undertaken by the Polpharma Group and their effects on the firm competitive advantage and position.

Grzegorz Hoppe discusses genetic determinants of human nature and their consistency with human hedonism. He assumes “that principles of human nature deriving from genetics and evolution processes go along with the hedonistic nature of human action”. His paper creates

conceptual links between studies on human behaviours, the principles of sociobiology, and establishes foundations for further empirical studies in the field.

Martyna Kruszyńska analyses corporate community involvement (CCI) activities undertaken by pharmaceutical companies operating in Poland and the way how these companies communicate their initiatives. Her findings show that financial support is the dominant form of CCI in the pharmaceutical industry, while other forms of engagement (e.g. aid in-kind or employee volunteering) are less popular. Similarly, in regard to communicating their CCI activities, the studied companies refrain from more advanced bi-directional forms of communication (i.e. stakeholder response or involvement communication strategies) focusing only on dissemination of information (one-directional stakeholder information strategy).

Paulina Księżak considers the benefits from implementing the concept of corporate social responsibility. She investigates the problem from two perspectives: this of a company and that of the society. Making attempts to provide the objective point of view, besides examining the CSR benefits, the author notices and discusses criticism of the concept observed in the literature.

Katarzyna Turoń and Piotr Czech analyse the perspectives for introducing the idea of circular economy in the transportation industry. Their discussion is embedded in the context of environmental corporate social responsibility. Due to their impact on the natural environment, transport-shipping-logistics (TSL) operators and courier-express-parcel (CEP) companies seem to be recommended candidates for implementing eco-innovations including the concept of circular economy. Turoń and Czech examine the case study of circular economy activities undertaken by DHL to identify potential requirements and benefits.

Monika Szewczyk examines the barriers and challenges of corporate social responsibility in the textile and apparel industry. Having outlined the main assumptions of the CSR concept and characteristics of the textile and apparel industry she analyses key aspects of implementing social responsibility ideas in this industry giving the focus to the issues of the natural environment protection, and human and working conditions.

Zygmunt Waśkowski discusses the aspects of corporate responsibility in the process of creating customer value in the context of information asymmetry. Assuming that customers' knowledge of manufacturing

processes and determinants is usually very limited, he questions potential gains customers can achieve from engaging into the process of product creation and taking a part of responsibility for its final effects.

Katarzyna Kazojć and Andrzej Lis in the information on Szczecin Innovations Management and Cluster Management Conferences outline the key aspects discussed by researchers and business practitioners during these two events held in November 2016, at the Faculty of Economics and Management, the University of Szczecin, Poland.

I 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.

Andrzej Lis

