

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

CORPORATE SOCIAL RESPONSIBILITY IN MANAGEMENT
THEORY & BUSINESS PRACTICE

From Editors

Dear Readers,

We are proud to present you the next issue of the Journal of Corporate Responsibility and Leadership (JCR&L). This issue collects the papers focusing on the aspects related to the concepts and ideas of corporate social responsibility in management theory and business practice.

Barbara Czerniachowicz, Andrzej Lis and Anna Wieczorek-Szymańska review the literature indexed in the Web of Science Core Collection database in order to analyse connections between the concepts of leadership and corporate social responsibility in search of key topics and research trends within the field. Their study is complementary to earlier papers of the research team which explored the area with the use of bibliometric methods. Combining the two areas included in the title of the Journal of Corporate Responsibility and Leadership, the papers is located in its centre of research gravity.

Ewa Głuszek develops her own model of CSR maturity. Referring to previous studies she combines two dimensions i.e. cultural described by the type of stakeholders culture and strategic including the type of CSR approach and a sphere of influence. The model has a practical value as it enables managers to categorize CSR activities in their companies in accordance with the scale ranging from an elementary level, through engaged, innovative and integrating levels up to a transformational level of CSR maturity.

Joanna Hernik studies unethical and illegal behaviours of entrepreneurs in Poland infringing competition rules. She investigates both the agreements restricting competition and abuses of their dominant positions by entrepreneurs comparing and contrasting violation cases

included in reports of the Office of Competition and Consumer Protection as of 2012 and 2015.

Michał Jagielski and Patryk Jakub Taciak measure and analyse whether the employees of Frauenthal Auttomotive Toruń (FTO) company know the ideas of corporate social responsibility and related concepts and are aware of their implementations and effects in the business environment they work in. The findings of their study, conducted in the company considered to be a socially responsible organisation, show that the awareness and understanding of social responsibility ideas among the employees varies due to a job position (white collars vs. blue collars) and tenure and that there is still a room for improvement in this field.

Paulina Księżak and Barbara Fischbach study the components of the Triple Bottom Line model. They compare and contrast the TBL as with other models categorising CSR areas such as: United Nations Global Compact, ISO 26000 and Bridgestone Corporation.

Maurizio Lanfranchi, Carlo Gianetto and Francesco Rotondo study the issue of green marking focusing their attention on marketing communication. As the authors observe “[i]t is not enough for businesses to communicate generic commitment to environmental protection; they have to integrate the concept of ecology into corporate culture by creating strong environmental policies and environmental ethics that describe the enterprise at all organisational levels. Businesses focusing on the development of green products must not only »talk ecologically« but also »be ecological«”.

Jolanta Maj investigates the determinants of CSR data collection among the companies listed on the Warsaw Stock Exchange. She tests the impact on details of collected data by such independent variables as: the size of the organisation, financial performance, operating on foreign markets, the issue of stakeholders mapping and preparing of non-financial reports. Her paper’s aim is to provoke scientific discussion on the antecedents of the sustainability reporting process, which so far has been neglected in research.

Agata Rudnicka explores the connections between the concepts of CSR and collaborative economy through searching for the aspects of social responsibility embedded into the business models of collaborative economy entities. She confronts the theory with the opinions of business practitioners representing the collaborative business sector and

illustrates the findings with the examples of two companies operating in this sector.

Agata Sudolska and Andrzej Lis make an attempt to contribute to mapping the field of research on the concepts of a sustainable enterprise and a sustainable organisation with keywords analysis. They identify and analyse top keywords most often used in the publications indexed in the Scopus database in order to point out key research topics and trends in the field.

In addition to research papers, Andrzej Lis reports on the key topics discussed by the participants of the 2nd International Scientific Conference on Positive Management and Leadership in Socially Responsible Organisations. The event held in Toruń on 14 September 2017 was organised by the Department of Business Excellence, the Faculty of Economic Sciences and Management, Nicolaus Copernicus University with the support of the Journal of Corporate Responsibility and Leadership.

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.

Andrzej Lis and Patrycja Gulak-Lipka

