

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

CORPORATE SOCIAL RESPONSIBILITY:
THEORY, EDUCATION, BUSINESS PRACTICE

From Editors

Dear Readers,

This issue of the *Journal of Corporate Responsibility and Leadership* (JCR&L) integrates theoretical, research, educational and practical aspects associated with the ideas of corporate social responsibility. It includes the papers dealing with the development of the CSR concept and theories, theoretical assumptions and practical implementation of the concept of Creating Shared Value, state of the art in the research field related to the idea of a sustainable enterprise/organisation, non-financial reporting of Warsaw Stock Exchange indexed companies and postgraduate CSR education in Poland.

Łukasz Kośmicki and Anna Komarnicka study postgraduate programmes in corporate social responsibility offered by Polish universities in order to identify the key success factors and challenges for such a form of education. The authors analyse the curricula of the programmes against the ISO 26,000 guidelines and consider the root causes of their successes or failures. Particular attention is given to the postgraduate programme at Koźmiński University, considered to be the most successful CSR educational initiative in Poland.

Paulina Książak and Joanna Szkolmowska discuss the development of the concept and theories of corporate social responsibility. Summing up their literature survey, the authors state that “[t]he history of CSR shows that the concept has come a long way since its beginnings. Starting as exceptional philanthropic activities, it evolved into an elaborated, multifaceted part of business that is incorporated inside the company’s body”.

Andrzej Lis contributes to the body of knowledge with mapping main research areas associated with the concepts of a sustainable

enterprise and a sustainable organisation. He applies the new methodology (keywords co-occurrence analysis) and new research instruments (VOSviewer software) to replicate a similar study published in *Journal of Corporate Responsibility and Leadership* in 2017. Moreover, he identifies the most up-to-date ('hot') issues/topics in the research field.

Jolanta Maj studies non-financial reports of the companies listed on the Warsaw Stock Exchange and compares and contrasts disclosed information against Global Reporting Initiative guidelines. The picture she discovers seems to be rather gloomy as the majority organisations under the study do not disclose such information at all. Among the companies which fulfil the reporting requirements, significant differences may be observed in the structure of reports. As disclosure of general information may be classified as satisfactory, there are observed missing components in disclosing detailed information related to labour practices and decent work, product responsibility, environmental impact or economic aspects.

Dominika Mirońska and Inga Steuwe discuss theoretical assumptions and practical implementation of the concept of Creating Shared Value (CSV). They analyse the strengths and weaknesses of the concept and study the case of the Madécasse company in order to identify potential approaches to overcome the shortcomings of the concept. The paper makes an interesting and valuable combination of the theoretical discussion and the case study analysis illustrating the practical aspects of the issue.

In addition to research papers, Andrzej Lis reports on the key ideas discussed by the participants of the 3rd International Scientific Conference on Positive Management and Leadership in Socially Responsible Organisations. The conference was organised in September 2018 by the Department of Business Excellence, the Faculty of Economic Sciences and Management, Nicolaus Copernicus University under the patronage 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.

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