

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

INNOVATIONS IN CORPORATE SOCIAL RESPONSIBILITY
AND PUBLIC MANAGEMENT

From Editors

Dear Readers,

This issue of *Journal of Corporate Responsibility and Leadership* (JCR&L) focuses its attention on innovations in corporate social responsibility, NGOs operations and public management. The business level perspective includes such aspects as: corporate responsibility to employees in case of company insolvency, and the manifestations and measures of frugal innovations. The NGOs and public perspective covers the cases of innovations related to professional reintegration of people with substance disorders (in Portugal), reconceptualization of the welfare states concept (in Sweden) and financing higher education institutions (in Vietnam).

Yury Karaleu discusses the issues of corporate responsibility towards employees in the situation of company insolvency. Having outlined the standards and requirements concerning disclosure of non-financial social and employee matters, he analyses the cases of implementing CSR ideas in business practice of telecommunication companies. The main emphasis of the paper is given to the study of protecting employee rights against negative consequences of company insolvency in legislation of various nations. Karaleu concludes his analysis with recommendations and rationale for changing key performance indicators (KPIs) of non-financial social and employee matters – he proposes adding to them “indicators related to pension and wage benefits in case of insolvencies”.

Sergio Luis Nández Alonso and Ricardo Reier Forradellas discuss the rise and decline, and the reconceptualization of the idea of the welfare state. They combine the literature survey of welfare state models, the history of the concept implementation and antecedents of its crisis with

the case study of the Swedish approach to overcome the unsustainability of the welfare state model.

Le Ngoc Lan and Vu Minh Trang consider public investment management in higher education institutions in Vietnam. Having analysed the best practices in European and Asian nations, as well as the Vietnamese system, they provide policy recommendations for innovation implementations. Their proposals include: “renovating the overall mechanism of capital allocation for higher education institution”, “encouraging autonomy, strategic planning, competitiveness and social responsibility capabilities of higher education institutions”, and “encouraging pro-activity and alternative funding for higher education institutions”.

Nina Szczygiel and her associates study the issue of professional reintegration of people with substance disorders in the context of the Portuguese city of Aveiro. They find that in spite of still existing preconceptions, “people harbour positive perspectives in relation to working with individuals in treatment and are willing to help” while “support from the State is very attractive for companies albeit not sufficiently disseminated”. Moreover, dental health problems resulting in image issues are found to be a factor hampering professional and social reintegration of those suffering from substance disorders.

Mikołaj Ślęzak and Michał Jagielski explore the manifestations and measures of frugal innovations. Their systematic literature review provides a comprehensive overview of the concept, which contributes to better understanding of its gist. Taking into account their characteristics highlighted by the authors (i.e. “new solutions for products, services, processes or business models”, “aimed at low income customers in emerging markets”, “aimed at improving local societies wellbeing”, “innovations, which minimise the use of resources (material, financial, technological)”, “low cost innovations”, “innovations that despite of resources limitations, keep or even exceed the quality standards”), frugal innovations can be considered as a manifestation of combining the ideas of innovations and corporate social responsibility.

We hope that our Readers will find this issue of *Journal of Corporate Responsibility and Leadership* an interesting and valuable source of knowledge and expertise.

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