

JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

MISCELLANY OF CORPORATE SOCIAL RESPONSIBILITY

From Editor

Dear Readers,

This issue of Journal of Corporate Responsibility and Leadership (JCR&L) focuses on a miscellany of aspects related to corporate social responsibility.

Andrzej Lis continues his bibliometric exploration of case studies dealing with corporate social responsibility practices. In addition to his earlier research profiling of the scientific output, he employs direct citation analysis methodology to identify core references within the field. His paper contributes to mapping context-embedded research in CSR based on case studies methodology.

Dominika Mirońska and Antti Bergman analyse sport sponsorship as an area of cross-sectoral collaboration between companies and non-profit organisations. They employ the collaboration continuum and test value of sport sponsorship for young customers in regard to philanthropic, transactional and integrative stages of collaboration relationship. The findings of their quantitative study indicate that the most significant benefits are achieved in philanthropic and integrative stages. As highlighted by the Authors, “[t]he research provides insight for both, business and non-profit managers in order to gain better understanding of the benefits of collaboration and what stage of collaboration results in highest perceived benefits”.

Mikołaj Ślęzak conducts a systematic literature review focused on the concept of strategic CSR. He identifies and explores the most cited and thematically relevant pieces of work combining the issues of corporate social responsibility and corporate strategy. Firstly, his paper discusses the motivations of companies to engage in CSR activities and

it makes a distinction between traditional and strategic CSR. Then, it studies the gist of strategic CSR and its benefits, including increasing firm's performance. Finally, the antecedents of successful strategic CSR and the aspects of implementing CSR into the firm's strategy are analysed.

In his second paper, Mikołaj Ślęzak explores the concept of eco-innovations and their role in contemporary business. He explains the idea of eco-innovations comparing and contrasting them with traditional innovations. Then, the author categorizes eco-innovations and discusses their antecedents. Finally, implementation of eco-innovations and their role as a source of competitive advantage are discussed.

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

Andrzej Lis