

# JOURNAL OF CORPORATE RESPONSIBILITY AND LEADERSHIP

CONTEMPORARY ISSUES IN CORPORATE SOCIAL RESPONSIBILITY

## From editors

Dear Readers,

We are proud to present you the first issue of the Journal of Corporate Responsibility and Leadership (JCR&L). The aim of the journal is to establish the platform for scientific discussion and to disseminate the research findings on corporate responsibility and leadership. The scope of the papers published in the JCR&L covers the issues of:

- corporate responsibility to employees and other stakeholders, organisations in business environment, society and the natural environment;
- leadership including contemporary concepts of leadership, the roles played by top, middle and first line managers, and challenges (both external and intra-organisational) faced by leaders in business, public sector and non-profit organisations.

The first issue of the journal covers a wide scope of problems related to the CSR concept. They range from the motives for including CSR into a business strategy to corporate benefits from socially responsible behaviours. The issues of the company dialogue with its stakeholders are included. Egoistic human actions and political hedonism are discussed as the external barriers to develop corporate responsibility. The level of CSR in companies operating in Poland is identified. Finally, leadership is investigated as an antecedent of the successful CSR programme implementation.

Marta Ceglińska and Paweł Cegliński study the motives for consideration of CSR concept assumptions for building a business strategy.

They focus their attention on branding and strengthening customer trust to a company, consumer behaviours and legal regulations.

Jacek Dymowski analyses the problems of dialoguing with company stakeholders. He examines the rationality of organising “stakeholder panels”. Finding them not effective enough he provides the recommendations for improvement. Finally, he studies the position of CSR bodies in corporate governance structures of world top companies. As Dymowski claims, his findings seem to confirm the shift “from the Stakeholders Theory to the Enlightened Shareholders Theory”.

Grzegorz Hoppe discusses “the contradictions between the nature of human actions leading to political hedonism and the CSR concept implementation. [His] paper points out incongruity between contemporary organisations and their environment”. Supporting his ideas with numerous quotations from seminal works of recognized thinkers he outlines a gloomy picture of the world of human beings and governments driven by egoistic human nature. Because “socially responsible companies cannot operate without socially responsible customers and the socially responsible state”, in consequence, Hoppe considers human nature and political hedonism to be very important barriers to the company sustainable development and CSR concepts implementation.

Robert Karaszewski and Andrzej Lis investigate the relationships between corporate social responsibility and the leadership-related intra-organisational antecedents of positive organisational potential. Their study combines the findings from questionnaire surveys in companies operating in Poland and the opinions of experts participating in the Delphi panel.

Kamila Skrzypczyńska identifies the level of CSR activities in companies operating in Poland and analyses thoroughly the CSR leaders among the organisations participating in the questionnaire survey. Her paper based on empirical findings covers the corporate responsibility towards the market, the workplace, the environment and society.

Maja Żychlewicz makes attempts to point out the benefits which can be achieved by socially responsible companies. Discussing the variety of approaches to the issue of CSR benefits, Żychlewicz supports the strategic perspective based on the assumption that “CSR is a well-considered strategy combining conscious sharing of company resources and achieving tangible and intangible benefits”.

We hope that you find the Journal of Corporate Responsibility and Leadership an interesting and valuable source of knowledge and expertise useful both for researchers and business practitioners.

*Robert Karaszewski, Andrzej Lis*

