2 Corporate social responsibility engagement by companies
Theory, concept, model, and impact

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Introduction
The increasing complexity and turbulence of the environment means that companies need to develop competitive management models aimed at not only obtaining profits margins in the short term, but also at meeting the balanced expectations of society and the different stakeholders involved in its activities in the long term (Crane, McWilliams, Matten, Moon, & Siegel, 2008; Solano, Casado, & Ureña, 2016). Regarding these requirements for companies, CSR has been proclaimed in recent years as a key tool that helps companies meet these environmental pressures as well as improving their competitiveness as a result (Aguilera, Rupp, Williams, & Ganapathi, 2007; Boulouta & Pitaris, 2014; Carroll & Shabana, 2010).

Corporate social responsibility (CSR) is a broad term that is used to describe a company’s efforts to improve society in some way. These efforts can range from donating money to non-profits to implementing environmentally friendly policies in the workplace. CSR is important for companies, non-profits, and employees alike. Analysis of the CSR concept reveals that for a long period of time, companies have played a fundamental and exclusive economic function in society, contributing actively in the distribution of goods and services as well as the generation of wealth and employment. CSR is not a mandated practice in the majority of countries; instead, it is something extra that companies do for the local and global communities that focus on the social function in society, rather than the economic function.

However, in recent decades, circumstances such as (i) the growing number of corporate fiscal abuses and opportunistic strategies in the financial landscape (Sami, Odemlin, & Bampson, 2010), (ii) the increase in social inequality reflected in the poverty, hunger, or discrimination among countries (de Neve, 2009), (iii) the great power held by multinationals (Bouquet & Deutsch, 2008), and (iv) the environmental degradation of the planet (Lindgreen, Maon, Reast, & Yani-De-Soriano, 2012) have generated the requirement of a greater commitment and responsibility from organisational activities. Particularly, the requirement of commitment and responsibility to the parties affected by a company’s decisions and the outcomes, such as the shareholders, employees, unions, customers, suppliers, citizens, local community, and government.

It is known that CSR is not a responsibility of the companies participate in to connect or global communities. Interestingly, the premise of the need for connecting shareholders and stakeholders. Research should pursue a dual economic (2010), which has helped to develop management philosophy as being Carroll (1979) described business responsibilities and ethical ones, with philanthropic CSR is about taking responsibility for economic and legal responsibilities and points out that although CSR is not limited thereto.

Carroll’s definition of CSR encompasses the economic, legal, ethical, and philanthropic perspectives that argue that various stakeholders’ expectations should be taken into consideration. This chapter concerns itself with stakeholder theory and how companies can explain why companies engage in CSR concepts and models of CSR. We explore the relationship between CSR and philanthropy in this context. Some controversies around CSR today are also discussed.

The premise for CSR by companies
Companies have become major players in both our economic and social development. Companies have received both positive and negative opinions as to whether economic activity does not occur within a context of environmental, and political systems. Furthermore, between business and society, companies have evolved from being seen by few to being a right of many.


