

17.15: Introduction to Corporate Social Responsibility

What you'll learn to do: Explain the concept and business relevance of corporate social responsibility

Corporate social responsibility is a concept that has evolved from a rudimentary focus on profitability to a PR practice and, ultimately, a strategy that encompasses all of a business's stakeholders and impacts. In this section, we'll discuss this evolution, introduce Dr. Archie Carroll's Pyramid of Corporate Social Responsibility framework and highlight trends and best practices in CSR.

Contributors and Attributions

This page titled [17.15: Introduction to Corporate Social Responsibility](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Nina Burokas](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.