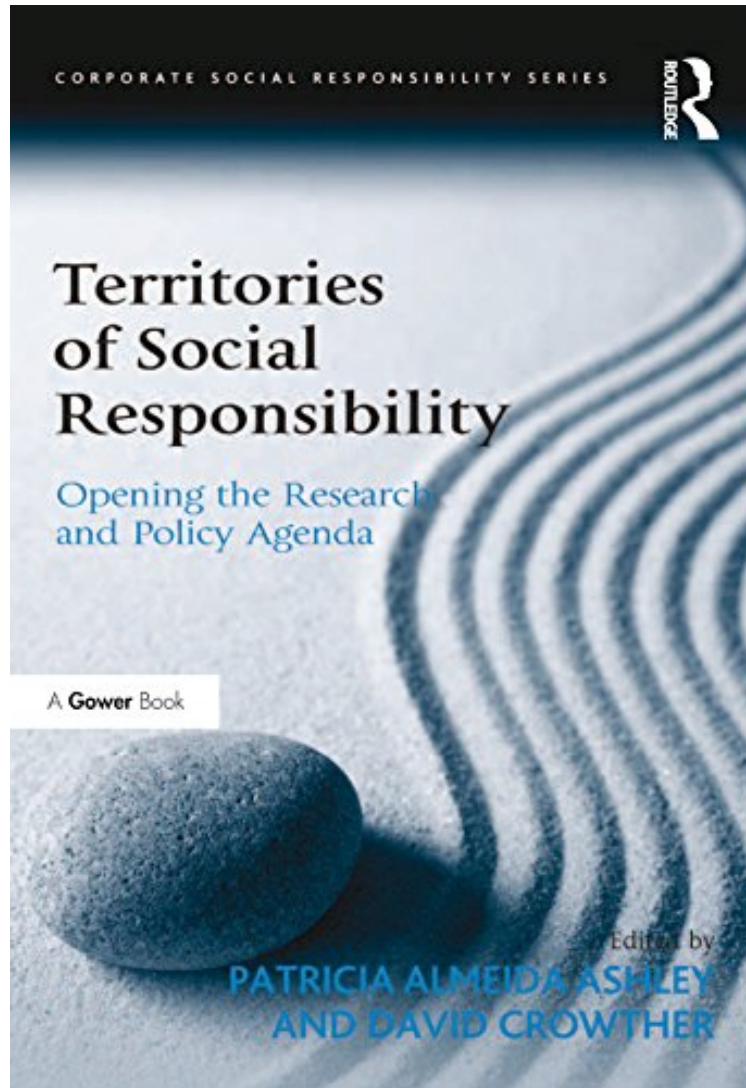


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Territories of Social Responsibility: Opening the Research and Policy Agenda (Corporate Social Responsibility)

Patricia Almeida Ashley

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CSR is a fragile concept if conceived only at the organizational level or driven only by leadership will. Many writers deal with aspects of social responsibility, but most deal with it as this kind of organizational and voluntary initiative. Few address the wider policy agenda. The contributors to *Territories of Social Responsibility* - researchers and practitioners from four continents - all participated in an international workshop co-ordinated by Patricia Almeida Ashley as part of her role as Chair in Development and Equity at the International Institute of Social Studies. They form a policy network contributing to studies on the concept of a multi-actor, multilevel and territorial approach to social responsibility and governance, oriented towards global, regional or local development and equity goals. This book introduces a new conceptual framework and promotes a research and policy agenda relating to it. A new model sees CSR embedded in institutional and legal frameworks, communicated and understood through a vector of communication and knowledge influencing situated culture and social values, and classified into three levels of ethical challenges. All of this can be expressed into the social processes of education, governance, the development of civil society, and policy making - a renovation of the existing perspectives on the concept of social responsibility. This ground breaking book integrates conceptual and empirical contributions and opens a research and policy agenda for the future. It will appeal to academics, higher level students, policy makers, and to leaders of and advisors to organizations affected by social responsibility issues.

About the Author Patricia Almeida Ashley held the Prince Claus Chair in Development and Equity at the International Institute of Social Studies in The Hague, and is a Researcher and Advisor of Social Responsibility Strategies and Policies in Brazil. She has degrees from universities in Brazil and the UK. Professor Almeida Ashley has academic and research experience in governance and social responsibility at the organizational, institutional and territorial levels and of public and business administration. She is a published author. David Crowther is Professor of Corporate Social Responsibility and Head of the Centre for Research into Organisational Governance at De Montfort University in the UK. He holds, or has held, visiting appointments at universities around the world. He is Director of the Durability Institute and Founding Chair of the Social Responsibility Research Network. He founded and is editor of *Social Responsibility Journal* and of two book series. He has published over forty books.