

Corporate Social Responsibility

Marc Jacquinet

mjacquinet@uab.pt

Universidade Aberta

Ângela Lacerda-Nobre

angela.nobre@esce.ips.pt

ESCE – Instituto Politécnico de Setúbal

Maria Luísa Silva

mlfcsilva@gmail.com

Universidade Aberta

Rogério Duarte

rogerio.duarte@estsetubal.ips.pt

ESTSetúbal – Instituto Politécnico de Setúbal

Fernando Pimentel

fernando.pimentel@estsetubal.ips.pt

Abstrat:

The context of the digital economy and of the value systems that are prevalent in contemporary societies imply that Corporate Social Responsibility (CSR) is at the core of business strategies, either as a genuine and results-seeking attitude or else as a reductive communication and marketing approach to the market. CSR functions as the other side of the coin of Quality Systems, as both share the same basic philosophy and working paradigm. That is, their positive, constructive, hands-on, pro-active attitude towards both internal and external organisational realities. In other words, both areas work as a reality test for organisational reality. Through their interventions it is possible to capture the essence of business operations and of the tactical and strategic challenges being faced in the market. The role of the present paper is to address issues that are present at individual, institutional and civilizational levels, in terms of the socio-technical eco-digital systems that are prevalent in current times. Consequently, the need to address new perspectives and viewpoints, which may enable a rich discussion of the potential for action of both CSR and of Quality Systems, is part of an integrated effort to offer opportunities for border crossing and for horizon expansion for managerial settings.

Palavras-chave: Quality management systems; Corporate Social Responsibility; Socio-technical systems; Eco-digital systems