
CORPORATE SOCIAL RESPONSIBILITY AS A COMPLIANCE INSTRUMENT

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Résumé

Corporate Social Responsibility, in general, is a business strategy adopted mainly by multinational companies inserted in competitive scenarios. Over the years, in addition to the fierce competition, consumers (society) are more reactive, active and expect from the companies some ethics and responsive behaviors and on the other hand, the multinationals need to understand that and have to represent the countries which they come from. A robust social responsibility program is an alternative to serve this society, but not only that, an internal, combined practice of control and corruption combat actions can promote a good business environment and a health economy. In this sense, in this article, Corporate Social Responsibility can be indicated as a tool, not confining itself as a mere fad, it can be adopted as a global business strategy in guiding decision-making and possible corrective actions to guarantee ethical conduct in a country which is not the head office and in the end, will be closer to customer loyalty and the real sustainability. Corporate Social Responsibility can promote debate how it can contribute and create an alternative economy of the future.

Mots-Clés: Corporate social responsibility, Competitiveness, Compliance, Instrument.

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