

3-1-2010

Introduction to Research of Note Section

Kristin Backhaus

Follow this and additional works at: <https://scholarship.shu.edu/omj>



Part of the [Organizational Behavior and Theory Commons](#), and the [Organizational Communication Commons](#)

Recommended Citation

Backhaus, Kristin (2010) "Introduction to Research of Note Section," *Organization Management Journal*. Vol. 7: Iss. 1, Article 11.

Available at: <https://scholarship.shu.edu/omj/vol7/iss1/11>



Introduction

Introduction to Research of Note Section

Kristin Backhaus

*Co-Editor, Reviews and
Research of Note*

Organization Management Journal
(2010) 7, 81. doi:10.1057/omj.2010.12



Organization
Management
Journal

At a time of growing public cynicism about corporate greed, even concepts that seem as positive as corporate social responsibility (CSR) come under increased scrutiny. Scholars have examined the effects of CSR on corporate performance, corporate reputation and market share and, overall, the results have been inconclusive. While some studies have found positive effects of CSR on firm performance (Callan and Thomas, 2009), findings overall have been inconsistent. One of the primary problems with CSR research is definitional. There is little agreement among researchers or CSR watchdog agencies about the definition of CSR. Few can agree on the elements of CSR, and even fewer can agree on the standards that would signal positive CSR.

It is this controversy that underlies the article “Is the Socially Responsible Corporation a Myth? The Good, the Bad and the Ugly of Corporate Social Responsibility.” Timothy Devinney argues that CSR is virtually impossible, partly because it is a slippery, poorly defined notion. Devinney argues that firms use CSR as fodder for public relations rather than as a driving force to improve society.

In her review of Devinney’s article, Kathleen Johnson summarizes the main points, providing a concise overview of his arguments. In her discussion, Johnson places Devinney’s arguments in a broader social and political context, calling into question the consequences of our failure to create policies to guide and govern corporate social performance.

References

- Callan, S.J. & Thomas, J.M. (2009). Corporate financial performance and corporate social performance: An update and reinvestigation. *Corporate Social Responsibility & Environmental Management*, 16(2): 61–78.
- Devinney, T. (2009). Is the socially responsible corporation a myth? The good, the bad and the ugly of corporate social responsibility. *Academy of Management Perspectives*, 23(2): 44–56.