

Corporate Social Responsibility in the Transition Economy of Romania

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Certificate of authorship / originality

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

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List of abbreviations

ADRA – Adventist Development and Relief Agency

ARC – Association for Community Relations

ATC – Agreement on Textiles and Clothing

BSCI – Business Social Compliance Initiative

CCIR – Chamber of Commerce and Industry of Romania

CED – Committee for Economic Development

CEO – Chief Executive Officer

CG – Corporate Governance

CSP – Corporate Social Performance

CSR – Corporate Social Responsibility

EC – European Commission

EEO- Equal Employment Opportunity

EU – European Union

FDI – Foreign Direct Investment

GDP – Growth Domestic Product

GFC – Global Financial Crisis

HR – Human resources

IBLF – International Business Leaders Forum

ILO – International Labour Organisation

IMF – International Monetary Fund

ISO – International Standards Organisation

ITMF – International Textile Manufacturers Federation

MNC – Multi-national Corporations

NGO – Non-government Organisation

NPO – Non-profit Organisations

OECD – Organisation for Economic Co-operation and Development

OHS – Occupational Health and Safety

OHSAS – Occupational Health and Safety Assurance Standard

R&D – Research and Development

RBA – Reserve Bank of Australia

RQ – Research Questions

SME – Small and Medium-sized Enterprises

T&C – Textile and Clothing

UNDP – United Nations Development Program

UNWCED – United Nation World Commission on Environment and Development

WB – World Bank

WBCSD – World Business Council for Sustainable Development

WTO – World Trade Organisation

WWI – World War I

WWII – World War II

Abstract

The purpose of this research is to identify the sense making of the concept of Corporate Social Responsibility (CSR) by managers of Romanian organisations in the textile industry. The research examines how managers' sense making affects the adoption of CSR processes compared to those suggested in the CSR literature. The thesis looks at how Romanian managers and consequently their companies interpret the business environment in which they operate and how the managers' personal capacity to make sense of CSR, without recourse to a realistic and rational appreciation of CSR concepts in the literature, results in a particularly distinctive approach to implementation. Elements of CSR theories are selectively applied by Romanian managers. These are identified and are related to the process of CSR adoption. The research's main contribution is an explication of the various factors that limit managers' sense making which in turn affects the process of CSR adoption in a country with an economy in transition.