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“TEN YEARS WORKING TOGETHER FOR A SUSTAINABLE FUTURE”

Assessment of the Integration between Corporate Social Responsibility Practices and Management Processes in Brazilian Companies

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Abstract

This article aims to assess the integration between Corporate Social Responsibility (CSR) practices and management processes in Brazilian companies, according to the perception of professionals with expertise in the theme. The strategy used was a survey, using as an instrument to collect data a questionnaire. Data were collected from 48 respondents, and these data were analyzed using the Multidimensional Scaling (EMD) and Exploratory Factor Analysis (AFE) for one factor. The EMD was used to identify outlier respondents and AFE was used to order the practices studied. The results showed improvement opportunities in all practices and that some practices are developed superficially. When analyzed comparatively, using factorial scores, two practices were highlighted. The first one associated with reporting the results to the stakeholders and the second one associated with performance evaluation via indicators. On the other hand, it was also noticed that practices with lower application degrees are related to planning activities, which compromises better results in the integration process. The results presented here are important and can be useful for business managers and academics in future research.

Keywords: *Corporate Social Responsibility, Integration with Management Process, Survey*