



10th INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“TEN YEARS WORKING TOGETHER FOR A SUSTAINABLE FUTURE”

Motivations for Corporate Social and Environmental Responsibility: bibliographic mapping and research hypotheses proposition

PIETZSCH, N.^a, RIBEIRO, J. L. D.^a, DE MEDEIROS, J. F. ^{a,*}

a. Universidade Federal do Rio Grande do Sul, Porto Alegre

**Corresponding author, janine@upf.br;janinefleith@gmail.com*

Abstract

The present study aimed to identify the main motivations for the adhesion to Corporate Social and Environmental Responsibility (CSER) and, subsequently, it aimed to propose research hypotheses to be validated in future studies. Methodologically, a bibliographical research was conducted through keyword searches in scientific databases. As to the results, initially the motivations mapped in the 54 articles analyzed were classified into internal (derived from the needs and beliefs that arise from within the company) and external motivations (derived from the influences exerted by external or the competitive environment, such as stakeholders). Afterward, the diverging nomenclatures for the same motivation were standardized, and the result originated a list of fifteen motivations: build employee trust; seek innovations through CSER; integrate CSER practices to quality management; improve process productivity and efficiency; increase the company's economic performance; mitigate risks; reduce costs; develop corporate responsibility actions for the society and for the environment; prevent and control pollution and minimize waste generation; managers' personal values; to adequate the organization to stakeholder pressure; add value to the brand through brand differentiation (competitive advantage); seize market opportunities; comply with legislations and regulations; increase customer satisfaction; improve the company's image; The research hypotheses about the distinct corporate motivations for CSER were developed considering three levels of analysis: (i) institutional; (ii) organizational; and (iii) individual levels.

Keywords: *Corporate Social and Environmental Responsibility. Motivations. Organizations and sustainability.*