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## **Perceptions of Corporate Social Responsibility in the USA:**

Perceptions of Corporate Social Responsibility



## **Abstract**

The nature of businesses' responsibility to society or corporate social responsibility (CSR) is being widely discussed in the academic literature. CSR has been studied across regions, countries and sectors, yet the research in vascular imaging and healthcare domain is relatively scarce; it is particularly lacking the in-depth exploration of the vascular community leaders' insights. This study explores the perception of vascular imaging experts, managers and decision-makers toward CSR practices, viewing it through the lens of the care cycle and patient centricity models. Based on 15 interviews of vascular imaging experts, managers and decision-makers, the study revealed that regardless of the background of the interviewees, the CSR initiatives that are directly affecting patient needs and clinical outcomes are viewed as the most important ones by leaders in vascular imaging. Furthermore, opinions of peers and professional organizations is another important factor in the process of determination which CSR initiative to support; however, the majority of supporting group belongs to Baby Boomers. Overall, CSR initiatives conceived and driven by the corporations and vendors rank lower in the level of importance to vascular imaging community. This study recommends that the evaluation of the CSR initiatives for potential impact on vascular imaging community should include the assessment of the effect such initiative would make on patient care.