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Corporate Social Responsibility:

Achieving Successful Sustainable Development



Abstract

The attainment of sustainable development in the developing world has become one of the greatest challenges that development practitioners are faced with today. The challenge of eradicating poverty has become a global concern requiring a collective approach, one that takes into account all stakeholders; the public sector, Non-Governmental Organizations (NGOs), civil society, government, international organizations, and the private sector. It is precisely the involvement of the private sector that has laid the foundation for the growing field of Corporate Social Responsibility (CSR). The research problem highlighted that although many companies have adopted the practice of CSR, the approach of how-to-do-it-effectively is still in its infancy stages. Various studies have postulated that the study of CSR is of central importance to the study of international development. Thus, this dissertation, which used qualitative research methods with interviews in a case study design, seeks to contribute to an emerging strand of critical thinking about CSR and development. The primary research question was designed to understand which set of principles can be adopted by CSR programs of global Multinational Corporations to achieve more successful sustainable development in developing countries in the regions of Africa, Asia, South America & the Caribbean. This research draws on principles of the institutional theory, stakeholder theory, and (natural) "resource-based-view of the firm". The researcher presents the newly designed CHAMELEON Principle which includes nine themes that are intended to positively influence the outcomes of CSR programs. These are: Capacity-Building, Holistic approach, Actors, Millennium Development Goals, Ethics, Lessons Learned, Enabling Environment, Outlook, and Needs-Based. The conclusions reveal that by using the CHAMELEON Principle, successful CSR projects with sustainable outcomes, demonstrated in the improved social and economic living conditions of thousands of beneficiaries in the developing world, is indeed possible.