

DIMENSIONS AND CHALLENGES OF SOCIAL RESPONSIBILITY

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Abstract:

We focused the research spot on the dimensions and challenges of social responsibility, focusing more on issues of how companies, in terms of competition, consumers, employees, community and environment affect the economy. We analyzed and shown how businesses, governments, consumers and other interested parties are always exciting and required to contribute to efforts to reduce poverty, to create competitive products and services, new jobs, while protecting natural resources through development of sustainable production and consumption. Finally, we showed that social responsibility programs target real social needs and effect, generating social benefits that can be converted into market opportunities and long-term profits. But, all this requires changes in attitudes and reorientation, both for production and consumption, by products and services less destructive to the environment, to improve efficiency of resource use, eco-efficiency and overall economic efficiency, and, at the same time, competitiveness, supported by a process of innovation more actively.

Keywords: *business, corporate social responsibility (CSR), environment, globalization, management, sustainable development.*

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