

Corporate Social Responsibility and Cultural Capital: The Role of Culture in Enterprise Responsibility Behaviour

Pier Luigi Sacco, Full Professor of Cultural Economics and Director DADI - Department Art and Industrial Design, IUAV University, Venice, Italy

Guido Ferilli, Research Fellow – DADI - Department Art and Industrial Design, IUAV University, Venice, Italy.

Sabrina Pedrini, Research Fellow – DIPROVAL - University of Bologna, Italy

Abstract

From the beginning of '70, competitiveness in post industrial countries has been constantly challenged. The transformation presents new scenarios of development, where all social players and stakeholders become part of a complex framework and focus on the opportunity to find innovative strategies for sustainable development. In this context, culture represents an instrument that provide large opportunity in different aspects and characterized post-industrial societies by high value added, high incidence of service and the intangible components, and by a relevant economic impact on the local socio-economic sectors. Furthermore, culture plays a key role in the restructuring of the existing stock of capitals called for by the post-industrial transition. In this context the social and economic behaviour became more and more important. What about enterprises, their behaviour became more and more examined by cultured, informed and critical consumers.

Attending arts and culture in general let people to know a new way of thinking, adopting a reflexivity course: in different skills, appealing to the diversity in human quality, beyond the limitation of imagination in everyday way of life. The opportunities contained in this different way of thinking lead people to evolve their “functioning” (in the Sen’s vision) and their capabilities. From this, people can adopt critic vision and sustainable behaviour, and so enterprises do.

In this contest, the particular character of cultural capital suggested to investigate the mandate and the action realized on the relation between the enterprise and its economic and social results, related to CSR behaviour. CSR contents let us to interpret how an institution, or different institutions that share a common objective, have to integrate different coordination mechanisms to realise their mission.

In this paper we’ll underline the role of cultural capital in CSR thought.

The aim of this paper is to prove that in a cultured context it’s easier to spread a responsible behaviour for the enterprise, influenced by the cultured consumer’s attitudes.

Keywords: Culture, Cultural Capital, Corporate Social Responsibility, Consumption

References

- Becchetti L. - Giallonardo L. - Tessitore M. E. (2005), Corporate Social Responsibility and Profit Maximizing Behaviour, Working Paper n°21, Università di Forlì, Cleonp - Aiccon, *mimeo*.
- Chirieleison C. (2004), L’evoluzione del concetto di Corporate Social Responsibility, in Rusconi G. - Dorigatti M., *La responsabilità sociale*, Milano, Franco Angeli.
- Coleman J. (1988), Social Capital in the creation of Human capital, *American Journal of Sociology*, 94S, pp. 95-120.
- Coleman J. (1990), Social Capital, In Coleman J. *Foundations of social theory*, Cambridge, Mass. Harvard University Press.
- Freeman R.E. (1984), *Strategic Management: a stakeholder approach*, Boston, Pitman.
- Friedman M. (1970), The Social Responsibility of Business is to Make Profits, New York review, 13 Settembre, ristampato in Hoffman W. M., Frederick R. E. (1995) (a cura di) *Business ethics*. Mc-Graw Hill.
- Cartwright S. - Earley P.C. *The International Handbook of Organizational Culture and Climate*, New York, John Wiley and Son.
- Hirsch F. (1976), *Social limits of growth*, Cambridge Mass, Harvard University Press.
- Polanyi K. (1974), *La grande trasformazione*, Einaudi, Torino

- Putnam R. (1993), The Prosperous Community: Social Capital and Public Life, *The American Prospect*, 13, pp. 35-42.
- Putnam R. (1995) Bowling Alone: America's Declining Social Capital, *Journal Of Democracy*, 6(1), pp. 65-78.
- Sacco P.L. - Viviani M. (2003), Scarsità, benessere, libertà nel contesto dell'economia dell'identità *Istituzioni e Sviluppo Economico*, 3, pp. 5-42.
- Sacconi L. (a cura di) (2005), *Guida Critica alla responsabilità sociale d'impresa*, Bancaria Editrice, Roma.
- Sen, A. (1999) *Development as freedom*, New York, Knopf. (trad. It. Lo sviluppo è libertà, Milano, Mondadori, 2000).
- Vercelli A. (2003), Responsabilità sociale e sostenibilità dell'impresa, *Notizie di Politeia*, Anno XIX- n° 72, pag. 175-202.
- Viviani Mario (2006), *Dire, Dare, Fare, Avere, percorsi e pratiche della responsabilità sociale*, Bologna, Il Mulino.
- Viviani Michele (a cura di) (2006a), *Il coinvolgimento degli stakeholder nelle organizzazioni socialmente responsabili*, Sant'Arcangelo di Romagna (RM), Maggioli Editore.
- Zamagni S. (2003a), La responsabilità sociale dell'impresa: presupposti etici e ragioni economiche, *Il Ponte*, Anno LIX nn. 10-11.
- Zamagni S.(2003b), L'impresa socialmente responsabile nell'epoca della globalizzazione, *Notizie di Politeia*, Anno XIX, n. 72, pp. 28-42.
- Zamagni S. (2004) L'ancoraggio etico della responsabilità sociale d'impresa e la critica alla rsi, *Working Paper, AICCON, n°1*,
- .