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International business, corporate social responsibility and sustainable development

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Abstract

While attention to the social and environmental impacts of international business (IB) is not new, the past years have seen renewed interest due to pressing global problems such as climate change and poverty. Multinational enterprises (MNEs) are regarded as playing a specific role given their global influence and activities in which they are confronted with a range of issues, stakeholders and institutional contexts, in both home and host countries. Their potential in being not only part of the problem, but also perhaps part of the solution, is increasingly recognised and has come to the fore in research interest in corporate social responsibility (CSR) activities and sustainable development implications of IB. Systematic study and inclusion in the literature has been lacking, however. This article examines the extent to which both concepts have been addressed in IB research, and identifies some gaps in the body of knowledge and approaches so far. It also introduces recent studies that yield interesting findings,

pointing at promising areas for further research.



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Keywords

Consumers; Corporate social responsibility; Developing countries; Emerging markets; International business; Multinational enterprises; Stakeholders; Sustainable development; Sustainability

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