

Globalization, Corporate Social Responsibility, Agricultural sector Implementing CSR as a dynamic capability in recent modern Agri-business SMES' Concerns

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ABSTRACT

The globalizing market economy is not a homogeneous structure. It seeks the emergence of a decentralized regulation of markets coupled with a cosmopolitan and liberal democracy provided by transnational institutions. During this process, the agricultural sector cannot be hidden and should choose the best practical strategies but in the area of the globalized agricultural economy, how should corporate social responsibility (CSR), of agriculture should be managed? This paper investigates the global economy and corporate social responsibility in the context of the agricultural sector.

1- Introduction

Activities of civil society organizations and agricultural entities in recent years have contributed to the pressure on corporate bodies to be more responsive in giving back to society and the environment. In addition, the emergence of ethical investment portfolios over the last decade has made CSR even more compelling to business entities. The concept of CSR continues to evolve and this is accompanied by a proliferation of terminologies which are ostensibly describing the same phenomenon.

There is generally no consensus on these terminologies; however, it is agreed that CSR is all about business entities giving back to society (World Bank Institute, 2003).

Therefore the contributions of CSR to agriculture

and rural development is vital. Specifically, those who think on CSR and agriculture and sustainable development will concentrate more on the following matters:

- Examine different perspectives to CSR and agricultural concerns
- Review the current status of agriculture and rural development by focusing on corporate social responsibility.
- Enumerate CSR activities of Organizations with respect to Agricultural/rural development (Oguntade&Mafimisebi, 2011).

In this paper we study corporate social responsibility and agricultural sector first, then we study the following global market and global economy and suggestions for CSR based Agricultural sector and Supplementary suggested materials related to our



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