

# “Nongovernmental Organizations and Corporate Social Responsibility”

Today, civil society is on the agenda. A rise in academic research on Nongovernmental Organizations (NGOs) is evident, especially in the fields of management and business and society. More specifically, the NGO-business interface has received increasing attention from academics and practitioners alike. One reason for this is the rapid growth in number and influence of NGOs. Most of the studies in the field of management see this as a new phenomenon and NGOs are presented as new actors coming into the arena of Corporate Social Responsibility. They are depicted as powerful actors with a global reach and as able to influence international business rules and norms and multinational corporations' (MNCs) practices.

Some even argue that the NGO-NSM (new social movement) complex is affecting the modernization of economic institutions. Furthermore, the rise of civil society in contemporary societies is sometimes compared to the role of trade unions in the early 20<sup>th</sup> century – a stage of pre-institutionalization. The importance of civil society is often described on a global scale, following the neo-Tocquevillean belief that the strength and stability of liberal democracy depends on a vibrant and healthy sphere of associational participation.

Few studies have insisted on the limits of the real influence NGOs can have on MNCs or the notion that the rise of NGOs can be interpreted as a way to strengthen neoliberal trends of minimizing government intervention.

The aim of this track is to continue the debate on the real impact of NGO activity, especially on company practices as well as national or international legislation and governance mechanisms. Papers defending both positive and negative impacts of NGO activity are welcome.

The contributions for the track can be either theoretical or empirical and can come from various academic disciplines and their combinations (i.e. management and related fields, sociology, philosophy, anthropology, psychology, etc.). Possible topic areas include:

- Critical perspectives on the NGO-business interface
- Cross-sector partnerships as a source of innovation and development
- NGO participation in corporate voluntary regulation
- Philanthropy and sponsorship in different contexts
- Development of NGOs' corporate fundraising
- The role of (corporate) foundations as donors to NGOs
- Network perspectives on NGO-business engagement
- Global vs. local dilemmas in NGO-business engagement
- Corporate management of NGO relations
- Changing role of NGOs in the government-business-civil society interface
- The effect of New Public Management on NGO activity
- Historical perspectives on the NGO-business interface
- Ethics in the relationship between business and NGOs

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