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Social Corporate Responsibility effects on firm performance: Insights from the food sector

Purpose

The present study addresses a central research question: Do social corporate responsibility influence firm performance? We focus on the food and develop a conceptual framework of corporate responsibility within the food and agribusiness sector. In doing so, we extend the definition of social corporate responsibility by including food quality and safety and other variables. We argue that social corporate responsibility has a particular meaning in the food sector because food products relate direct to the environment, the public health and the coherent of local societies.

Design/methodology/approach

We surveyed managing directors managers in Greece sending structured questionnaires via fax and recorded their perceptions on corporate responsibility and its relation to organizational performance. Survey took place during September-December 2009.

Findings

Results provide insights about corporate responsibility practices and their relation to firm performance. Directions for further research are provided.

Originality / Value

This study is uniquely extending the current definition of corporate responsibility and it presents an original conceptual framework to be applied in the food and agribusiness sector.

This study has both theoretical and practical implications.

Research limitations/implications (if applicable)

Research limitations/implications will be thoroughly discussed in the research paper.

Practical implications (if applicable)

Practical implications will be thoroughly discussed in the research paper.

Social implications (if applicable)

Social implications will be thoroughly discussed in the research paper.

Keywords

Corporate responsibility, firm performance, food sector.

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