

# **CORPORATE SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY: CONCEPTUAL DELIMITATIONS**

BY

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**Abstract.** This paper offers a review of the contemporary debate on the concepts and definitions of corporate social responsibility (CSR) and corporate sustainability (CS). Clarkson (1995) points out that managers do not think or act in terms as CSR, which initially derived from outside the business world. If managers think about social responsibility, they concentrate on the stakeholders and their demands. The same approach is valid for sustainable development, a concept that is further from the core activities of a company than social responsibility. This is the reason for which it must be acknowledged the importance of exploring key questions about the instrumental aspects of the connection between stakeholder management and corporate sustainability. While the descriptive aspect of the perspective stakeholder management - sustainable development (which aspects of sustainability are considered by companies or stakeholder?) needs empirical analysis, the instrumental aspect can be also theoretically approached. The paper advances a conceptual model in order the answer these questions

**Key words:** corporate sustainability, stakeholder management, corporate social responsibility.

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