

## **SOCIAL RESPONSIBILITY AS AN ORGANIZATIONAL STRATEGY: WHAT DOES IT MEAN AND HOW TO DO IT?**

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**Abstract.** This paper raises the questions of the efforts and difficulties that we encounter when attempting to include social responsibility into the strategy of for-profit organizations. The paper consists of five parts. In the introduction, I discuss some aspects of the implementation of social responsibility in organizational strategy, the methodology adopted in this work and the main objectives of the paper. In the next section on the organization's strategy I only refer the general issues of strategy formation, aiming to generate the basic instruments of analysis, i.e. criteria of CSR analysis from the perspective of the organization's strategy. In the part related to social responsibility of organizations I discuss the evolution of this concept and some proposals for the use of CSR initiatives into the strategy of the organizations. Next, in the main part of the paper I present some theoretical proposals taken from subject literature and two of the many examples taken from practice, or how specific organizations have made the implementation of social responsibility into their organizational strategy. The paper finishes with endnotes, in which I discuss the issue of the limitations of this approach raised by different authors and a few personal reflections.

**Key-words:** social responsibility, CSR; strategy; for-profit organization; bottom line & triple bottom line

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