

Antecedents and Consequences of Corporate Social Responsibility in Poverty Alleviation Initiatives

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Abstract. For many years, agencies and corporations have initiated programs and implemented interventions to help impoverished groups but the results of these initiatives have often been quite discouraging. Adverse shocks such as severe health incidents or loss of employment, can happen in every household. These incidents can severely impact households, especially the poor. These impoverished households are likely to need both economic and social restoration. Thus, corporations are increasingly asked to provide innovative solutions to human poverty. One solution is through Corporate Social Responsibility (CSR), and another is through Social Entrepreneurship (SE), a strategy that seeks an opportunity to satisfy some unmet needs that the state welfare system will not or cannot meet. By studying both CSR and SE, we will highlight the mechanisms, key similarities and differences of these two forms of strategy and develop a framework that approaches poverty alleviation more systematically and effectively.

Key words: corporate social responsibility, social entrepreneurship, impoverished groups

Abstrak. Selama bertahun-tahun, para agensi dan korporasi telah memulai program dan implementasi intervensi untuk menolong kelompok miskin, namun hasil inisiatif itu sering mengecewakan. Peristiwa yang menjejalkan seperti gangguan kesehatan berat atau kehilangan pekerjaan, dapat terjadi dalam setiap rumah tangga. Kejadian tersebut dapat sangat memengaruhi rumah tangga, terutama pada orang miskin. Rumah tangga yang jatuh miskin ini membutuhkan baik pemulihan ekonomi maupun pemulihan sosial. Dengan demikian, korporasi makin dituntut menyediakan solusi inovatif terhadap kemiskinan manusia. Salah satunya adalah melalui tanggung jawab sosial perusahaan (TSP), atau melalui kewiraswastaan sosial (KS), suatu strategi yang mencari kesempatan memuaskan kebutuhan yang tak akan atau tak dapat dipenuhi oleh sistem kesejahteraan negara. Dengan mempelajari TSP dan KS, kami akan mengemukakan mekanisme, kesamaan kunci dan perbedaan kedua bentuk strategi tersebut dan mengembangkan sebuah kerangka pendekatan pengurangan kemiskinan secara lebih sistematis dan efektif.

Kata kunci: tanggung jawab sosial perusahaan, kewiraswastaan sosial, kelompok miskin

The Marketing Issue Being Researched

*Corporation's Motivational Reasons for
Commencing CSR Programs in Poverty Alleviation
Compared to SE*

We need to identify the antecedents which lead companies to adopt a CSR strategy in poverty alleviation and then compare it with the antecedents of SE. Is it an internal decision, external pressure or other? Corporations increasingly see themselves in

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a no-win situation, caught between critics demanding a higher level of CSR and investors applying relentless pressure to maximize short-term profit (Porter & Kramer, 2003). In that case, examining the mechanism behind their decision is essential.

The Successes and Failures of Conducting CSR and SE Strategies in Poverty Alleviation

The opportunities associated with low-income markets are becoming increasingly apparent to both scholars and managers. According to Porter and Kramer (2003) many companies assume that social and economic objectives are separate and distinct. This is can lead to an unfocused and failing CSR