

The Events Industry Managing Corporate Social Responsibility in a Global Context

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ABSTRACT This paper addresses the concept of Corporate Social Responsibility (CSR) and seeks to add to the literature on stakeholder theory and corporate sustainability in an era of globalization. Companies are obliged to develop strong cultures of CSR because it is the 'right' thing to do and not simply to enhance their strategic objectives. CSR should be based on a genuine virtuosity and a desire to engage with the moral values of society. As events are on the increase globally, and thousands of specialist events are happening, CSR will enable events management companies to achieve new levels of reach and brand awareness. Where communities of practice exist and where companies interact with societal players on an ongoing basis, CSR initiatives will be more meaningful. Organisations generally exist within a wider context and need to become more closely engaged with society and use organisational as well as personal employee knowledge in the pursuit of greater business value and societal benefit.