

Toward Integrative Corporate Citizenship

Research Advances
in Corporate Social
Performance

Marc Orlitzky and
Diane L. Swanson



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Given the increased impact of non-market forces on business reputation and success, there has never been a greater need for companies to grasp corporate social performance from a theoretically sound perspective. For the first time, Marc Orlitzky and Diane L. Swanson, two award-winning and prolific authors in the field of corporate social performance, present a comprehensive overview of their research programs and develop a positive vision of value-based business citizenship. By innovatively blending organizational theory and rigorous quantitative methodology, the authors demonstrate that a holistic perspective on corporate citizenship, which accommodates the importance of profits and other time-honored principles, is both desirable and possible.

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