

## Managementul organizațiilor și responsabilitatea socială corporativă

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### **Management of organizations and corporate social responsibility**

#### **Abstract**

*Appreciation of the overall performance of organizations cannot distinguish nor ignore the economic and social achievements. Performance is not an objective measure, an attribute of a phenomenon measured independently of observer, but is built by actors in relation to the type of activity and the targets.*

*This paper discusses the concept of corporate social responsibility and analyses the correlations between the managerial politics of organization and the social responsibility practice. Several perceptions regarding the evolutions of social responsibility are critically analyzed.*

**Keywords:** *Management, organization, corporate social responsibility, performance.*