

Born to be fossil

Abstract

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Introduction and Purpose

The paper aims to explore the effectiveness of stakeholders' engagement strategy for corporate social responsibility (CSR) process in the situation when a business organisation is involved in 'socially irresponsible' business. Specifically, the paper explores the corporate replies of NAM, the Dutch oil and gas exploration and production company, in the times of growing local and international demands for the socially responsible corporate behaviour.

Design, methodology, approach

The paper applies a case-study research approach and uses a number of qualitative methods to describe and analyse the corporate replies and their effectiveness for CSR process. In addition to analysis of different media content, a number of interviews will be carried as well.

Results and Conclusions

The paper will reveal to which extent the stakeholders' engagement strategies, applied by NAM, were effective for CSR process.

Originality

The paper is original by studying the effectiveness of stakeholders' engagement strategies for business organisations considered as 'socially irresponsible' by their virtue.