

SUMMARY:

The subject of the proposed research aims to *Develop a general corporate social responsibility (CSR) framework in a strategic vision.*

The original results obtained and presented in this research are aimed at: identifying the trends of motivations and benefits that underlie the allocation of resources for CSR activities of large companies and SMEs operating in Romania as well as CSR reporting; identifying the opinions, attitudes and behaviors of Romanian consumers regarding the involvement of organizations in CSR actions; presenting the analysis of SMEs that have integrated CSR throughout the organization as well as state-owned companies operating in the energy sector on integrating CSR and addressing it as a management practice; identifying the tendencies of private and public companies operating in the energy sector to address CSR from the stakeholder perspective; proposed examples of CSR integration into practices of local SMEs operating in various fields of activity; a proposal CSR approach when integrating it in companies from energy sector; proposed CSR business practices as well as stakeholders considered relevant for a specific sector, of global importance at the social level - the energy sector. The conclusions of the doctoral dissertation support an important theory in the field of CSR, the Stakeholders Theory, and through discussions based on research results, the need for a regulated approach that supports the interests of different stakeholder groups in line with the results of Reed (2002).

Key words:

corporate social responsibility; CSR; stakeholders; Romania; developing country; energy; consumer; responsible consumer; organization; CSR integration; CSR reporting; CSR motivations; CSR benefits; SMEs; CSR good practices; framework; state-owned companies (SOCs); strategy.

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