

# ACADEMIA DE STUDII ECONOMICE DIN BUCUREŞTI



## Şcoala doctorală Marketing

### REZUMAT

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Titlul tezei de doctorat:

Strategii și programe de responsabilitate socială în sectorul petrol și gaze, în contextul unor provocări importante de mediu și sociale.

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## **Summary**

The oil and gas industry should move beyond a passive and declarative approach to corporate social responsibility and adopt a transformative approach, with sustainability truly integrated into business strategy—not merely as a response to legal and regulatory requirements. A first step in this shift is to transform corporate social responsibility into a transversal dimension, not limited to a single department. Starting points in this direction include integrating specific ESG-related indicators into management's compensation policy and shifting the paradigm from the traditional risk management approach, which prioritizes risks affecting the company, to an integrated approach to managing both risks and impacts.

This paper proposes, for the first time, a unified conceptual model for integrating responsibility and sustainability into business policy as a vehicle in the context of the energy transition, by examining how the company, management, employees, and organizational culture interact and create a coherent, adaptable, and collaborative system. This system generates a circular process of influence, facilitating feedback and the strategic adaptation of the company in response to the challenges of the energy transition. Each company bears responsibility for its impact, beyond regulations, models, codes of conduct, or stakeholder pressure.

*Keywords:* *ESG, sustainable marketing, social responsibility, stakeholders, oil and gas, stakeholders, marketing research*